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# SOME QUASI-MEDICAL INSTITUTIONS

"NOTHING IS MORE  
DANGEROUS THAN AC-  
TIVE IGNORANCE."

—GOETHE

Prepared and Issued by the  
**PROPAGANDA DEPARTMENT**  
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## SOME QUESTIONS ANSWERED

### WHAT IS THE AMERICAN MEDICAL ASSOCIATION?

It is the national organization of the medical profession and is made up of the combined membership of the various state medical associations, which, in turn, are made up of local (district or county) medical societies. More than 88,000 physicians are members of the American Medical Association, among them being the leading members of the medical profession of the country. Of these members, more than 53,000 are Fellows, i. e., members who have associated themselves to form the Scientific Assembly.

### WHAT ARE SOME OF THE THINGS THE AMERICAN MEDICAL ASSOCIATION IS DOING?

It publishes, weekly, *The Journal of the American Medical Association*, the leading medical journal of the United States, having a circulation (averaging over 80,000 weekly) far exceeding that of any other medical journal in the world.

It maintains a:

**Chemical Laboratory.**—This makes original investigations of a purely scientific nature and also analyzes nostrums of various kinds.

**Council on Pharmacy and Chemistry.**—This investigates and passes on medicines used by physicians.

**Council on Medical Education and Hospitals.**—This (a) conducts a clearing house for information regarding medical colleges, medical and premedical education and licensure and hospitals; (b) inspects and classifies medical colleges and investigates hospitals, and (c) publishes annual statistics on these subjects and issues pamphlets for the information of physicians, prospective medical students and others interested.

It publishes:

**Hygeia: A Journal of Individual and Community Health.**—This is a monthly magazine which interprets to the public the facts regarding scientific medicine. It describes in every-day language the progress of medical science and disseminates real, usable information concerning the preservation of health. In addition to editorials and comments concerning health and disease it publishes original contributions from scientists who can write and from writers who know science.

### WHAT IS THE PROPAGANDA DEPARTMENT?

The "Propaganda for Reform" is one of the departments of *The Journal*. It has for its primary object the dissemination of information on the nostrum evil, quackery and allied subjects. It has become a clearing house for information on the subjects with which it deals. Federal and state health officials, municipal health departments, teachers in schools and colleges, editors of magazines and newspapers, health officials in various parts of the world refer inquiries to the Propaganda Department for information on medical frauds of all kinds.

**Information Collected**—Through: (a) Original investigation supplemented, when necessary, by analytical work done in the Chemical Laboratory of the American Medical Association; (b) Data received from state and municipal boards of health and federal reports; (c) Information published in technical and lay journals, both domestic and foreign; (d) Reports of special commissions.

**Information Disseminated**—Through: (a) The Propaganda Department of *The Journal*; (b) Letters in answer to inquiries; (c) Matter published in books and pamphlets; (d) Educational placards, and (e) Public lectures, illustrated with lantern slides.

Many newspapers and magazines call on the Propaganda Department for information regarding the advertising of products that come under the purview of the Propaganda Department. The Associated Advertising Clubs of the World, through its National Vigilance Committee, keeps in touch with the Propaganda Department.

Large business organizations, having departments for looking after the health and safety of their employees, call on the Propaganda Department for information regarding medical devices and products that may be offered to their workers. These organizations have also purchased, for the use of their employees, large quantities of the book "Nostrums and Quackery" and of the pamphlets on the nostrum evil.

**The Functions of the Propaganda Department Are Wholly Educational in Character — Not Punitive**

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## **SOME QUASI MEDICAL INSTITUTIONS**

### **THE ALLIED MEDICAL ASSOCIATIONS OF AMERICA**

It was once said, in the days when diploma mills flourished, that it seemed easier to start a "university" than it was to open a grog shop. A study of quasimedical organizations convinces one that it is easier to found a "medical society" than it is to establish a peanut stand. Most reputable practitioners of medicine who care to affiliate themselves with medical organizations are members of the American Medical Association, its component societies, or similar scientific bodies. It is not surprising then, that those who live and move in the twilight zone of professionalism, from visionaries riding bizarre medical hobbies to those who have special interests to exploit, should create and make use of hybrid medical organizations. Such organizations multiply as rapidly as rabbits. They flourish for a while, obtain more or less newspaper and other publicity—usually more, because of the sensational methods of those controlling them—then, having served the purpose of those who brought them into being, they lapse into innocuous desuetude.

The official accouchement of the Allied Medical Associations of America occurred, according to that organization's report, May 18, 1918. On the official stationery of the Allied Medical Associations of America in use in May, 1919, we find the names of the "Officers," "Censors," etc. These constitute, presumably, the more prominent members of this organization. We give briefly, some data regarding some of these so that a rational perspective may be obtained:

L. M. OTTOFY, M.D., St. Louis, Mo.—Dr. Ottofy seems to have been the chief organizer, if not, indeed, the founder. He has been its "Secretary-Treasurer" since its inception; he is also "editor" of its journal. Ottofy, according to our records, was born in 1865 at Budapest, Hungary, and was graduated in 1888 by the Homeopathic Medical College of Missouri. In Polk's Medical Directories for 1914 and 1917, Ottofy has those extended notices which any physician can obtain who cares to pay for them. According to these notices, Ottofy is, or has been, affiliated with the following "societies":

- President of the International Cancer Research Society.
- Ex-President of the St. Louis Society of Medical Research.
- Second Vice President of the Missouri Institute of Homeopathy.
- General Secretary of the American Association of Progressive Medicine.
- Chairman of the Board of Censors of the Missouri Institute of Homeopathy.
- Member of the American Institute of Homeopathy.
- Member of the Southern Homeopathic Association.
- Member of the American Association of Official Surgeons.
- Member of the Southern Homeopathic Medical Society.
- Member of the Kansas City Society of Medical Research.
- Honorary member of the Chicago Society of Medical Research.

In December, 1911, numerous newspaper clippings show that Dr. Ottofy was obtaining much publicity relative to his antivaccination activities. At that time the papers reported that Ottofy was suing the St. Louis Board of Educa-

tion for \$25,000 damages, because the board would not admit to the schools of the city a child he had "internally" vaccinated. In November, 1913, the *St. Louis Republic* reported that Ottofy had claimed to have discovered a serum for the cure of cancer, and quoted Ottofy as claiming "a record of 72 per cent. of cures" in "selected cases." In February, 1914, the newspapers reported that Ottofy was making a trip east "on the trail of radium for use in his practice in the cure of cancer" and quoted him as stating, "I have learned on good authority that there is radium in Missouri, and just where I refuse to divulge at this time." In January, 1915, the *St. Louis Republic* reported that Ottofy, at a meeting of the "St. Louis Society of Medical Research," had announced that he had perfected a serum treatment for cancer, which "is curing patients who have been pronounced incurable by so-called 'cancer experts.'" In January, 1916, the *St. Louis Star* reported that Ottofy had sought an injunction against the Board of Education of St. Louis to restrain it from using its funds for "the maintenance of a Board of Hygiene." In July, 1916, *St. Louis* papers recorded that Ottofy, who was then running for coroner, had been cited to appear before the prosecuting attorney to explain a charge of passing out, at a political meeting, a card alleged to have borne an indecent drawing of President Wilson. The prosecuting attorney was said to have instructed Ottofy to bring the plates from which the cards were printed to his office. Two days later the papers stated that Ottofy had sent the cards and plates by messenger to the prosecuting attorney's office.

N. LA DOIT JOHNSON, M.D., Chicago.—Dr. Johnson's name appears as the "First Vice-President" of the Allied Medical Associations of America. A few years ago, Dr. Johnson's name also appeared as the "Dean of the Faculty" of the "American Post Graduate School." This "school" was a mail-order concern which, according to the "Annual Announcement," would grant diplomas and confer degrees as follows: "Master of Surgery," "Bachelor of Medicine," "Bachelor of Science," "Master of Electro-Therapy," "Doctor of Osteopathy," "Doctor of Psychology," "Master of Massage," etc.

H. M. GOEHRING, D.O., M.D., Pittsburgh, Pa.—The "Second Vice-President," according to the letterheads of the "Association" carries the letters D.O., M.D., after his name. So far as our records show, and they are most complete and based on official data, H. M. Goehring is an osteopath, but not a doctor of medicine.

A. E. ERLING, M.D., Milwaukee, Wis.—A. E. Erling, according to the stationery, is "Chairman" of "Censors." Our records fail to show that Erling ever graduated in medicine. The Health Department of Milwaukee, however, says that Erling, when interviewed, claimed to have "a diploma from the German Medical College of Chicago, but refused to show or present the same." The American Medical Directory has this item:

*German Medical College, Chicago. Chartered Dec. 28, 1891, by Johann Malok. Fraudulent. Extinct.*

A few years ago Erling was in La Crosse, Wis.; and in 1908 a circular letter bearing his name and picture was sent out from which the following extracts are taken. Capitalization as in the original:

"Dear Friend:—Permit me to call your attention to the fact that Dr. A. E. Erling, the eminent specialist, after many years of travel, practice and medical research, has given up his extensive road practice and severed his connection with the several medical institutes which have heretofore occupied considerable of his attention . . . Dr. Erling's success in the treatment of all CHRONIC DISEASES is truly remarkable. NERVOUSNESS, all BLOOD DISEASES, RHEUMATISM, DISEASES PECULIAR TO WOMEN, CATARRH, DEAFNESS, CHRONIC CONSTIPATION

APPENDICITIS . . . PILES, STOMACH TROUBLES, PARTIAL PARALYSIS, etc., give way as if by magic under his skillful method of treatment . . . Understand please, that Dr. Erling DOES NOT ACCEPT A CASE FOR TREATMENT unless he can PROMISE A SPEEDY AND POSITIVELY PERMANENT CURE."

THE JOURNAL also has in its files advertisements (vintage of 1915), from some Wisconsin country newspapers, which notify the afflicted that "Drs. Erling and Karass, the expert German Specialists," could be seen in their offices in the "Schlegel Hotel," the "Schlitz Hotel," etc., as the case might be. Whether one of these "German Specialists" was Dr. Arnold E. Erling, THE JOURNAL does not know. Official medical records fail to show, at least, that there is any other Erling in the state of Wisconsin.

W. W. FRITZ, M.D., Philadelphia.—Another of the "Censors." This presumably is W. Wallace Fritz, M.D., D.D.S., N.D., D.O., D.C., who was the "Dean" of the "American College of Neuropathy," and "Professor of Neuropathy" at the same institution. According to newspaper reports published when the "dean" of the American College of Neuropathy was called into court to testify regarding the "school," Fritz admitted that when he became dean of this "college," the "college" had three students and thirty "Faculty Members"! Fritz, it should be mentioned in passing, is a member of the Philadelphia County Medical Society and by virtue of this membership he has qualified as a Fellow of the American Medical Association! Recently Fritz's name appeared in connection with the formation of a new organization, founded, it appears, for the laudable purpose of fighting the "Medical Trust." Fritz, according to the newspaper reports, is treasurer of this new organization, which has adopted the inspiring title, "Constitutional Liberty League of America" and seems to be a later edition of the mushroom "National League for Medical Freedom." Quoting from the newspaper report:

"Dr. W. Wallace Fritz, a member of the American Medical Association, created a profound impression when he said that all health laws were written by agents of, or members of, the American Medical Association, and that this organization was at once the most powerful and the most baneful of all the American Trusts. Dr. Fritz then went on to say: 'Most of the drugs administered are worthless. Most of the doctors who prescribe them are incompetent, but both the injurious drug and the ignorant prescriber are protected, in and out of court, by the American Medical Association, which trust is now raising a vast fund with which to drive all drugless healers out of the profession. Medicine is the camouflage used to conceal the most alert, the most rapacious and the least patriotic of all the trusts milking the American people. The tyranny of the Medical Trust is unbelievable. It is also un-American.'"

The Philadelphia *Sunday Transcript* of May 4, 1919, had a five column article under the name of W. Wallace Fritz. It is a most vituperative affair, and reeks with fire and brimstone. It is directed chiefly against the American Medical Association, and physicians are dubbed "Prescription Writing Drug Peddlers Who Prosper Through Monopolistic Laws Rather than by the Practice of an Exact Science." In the course of this diatribe we read:

"The members of the American Medical Association are manifesting an unwarranted interest in the dear people, who, in their assumption, need quinin and mercurial guardian; who under this class legislation confines us to this monopoly of the big and little pill, is trying by hook and crook to shut out the natural and rational methods of cure which are driving the drug monopoly from the face of the earth. Diagnosis and consultation consist in four or five medical doctors, whose faces denote death, sitting around a sick man and guessing what ails him. After that has been performed they guess at what will cure him, and that is generally a sure sign the undertaker will follow."

C. O. LINDER, M.D., Spokane, Wash.—This gentleman (another "Censor"), seems to be an osteopath, who some years ago was "Assistant Secretary" of the "Washington's Physicians' Association," founded apparently by rebels within the osteopathic ranks who denounced the Washington Osteopathic Association

as a "professional trust"! Linder apparently claims graduation in 1905 from the "Thompsonian Medical College" of Allentown, Pa. The following item from the American Medical Directory regarding this school is of interest:

*"Thompsonian Medical College, Allentown. Organized in 1904. Fraudulent. No evidence to show classes were ever held."*

A. H. FLOWER, M.D., Boston.—Still another "Censor." Flower, according to the notice that appears in Polk's Directory for 1917, claims graduation in 1888 from the "American Health College" of Cincinnati, and in 1894 from the "American Health University" of Chicago. Quoting again from the American Medical Directory, here is what we find regarding the former "college":

*"American Health College, Cincinnati. Organized in 1874 and re-organized in 1876. Conducted by a Dr. Campbell who originated and copyrighted the so-called 'Vitapathic System.' Fraudulent. Extinct about 1888."*

We have no record of an "American Health University" of Chicago, although there was an "Illinois Health University" of Chicago, one of the numerous diploma-mill swindles operated by Armstrong. It was declared fraudulent by the federal authorities and its charter was revoked in 1897. Flower, according to the notice in Polk's Directory, is:

Ex-President Maine Eclectic Society.  
Ex-President New England Eclectic Medical Association.  
Member National Eclectic Medical Association.  
Member American Progressive Medical Society.  
Member Massachusetts Eclectic Medical Society.

Z. L. BALDWIN, M.D., Kalamazoo, Mich.—Possibly the data just given concerning some of those whose names appeared on the organization's stationery are more than sufficient for the average physician to get a perspective of the Allied Medical Associations of America. Still, it is worth mentioning that in a letter recently sent out, extending an invitation to the annual convention of the Allied Medical Associations of America, there was incorporated a letter which one of the members of the "association" had been sending out, urging individuals to join. The member in question was Dr. Z. L. Baldwin of Kalamazoo, Mich. Dr. Baldwin, as some of our readers may remember, is the gentleman who, a few years ago, was exploiting an "Intravenous Treatment" for the cure of tuberculosis. According to the claims made at that time:

"... for the first time in the history of medicine, we have a successful treatment for tuberculosis.

"... we are able to kill the germs of the disease in the body, thoroughly ridding it of all tubercular infection, destroying the germ and its poisons likewise."

This was a few years ago. Whether Dr. Baldwin is still specializing in consumption we do not know; apparently not, as we notice that at the first meeting of the Allied Medical Associations, Baldwin's name was on the program for the "Cure of Goiter by Adjustment of Lenses."

GEORGE STARR WHITE, M.D., F.S.Sc., LOND., Los Angeles, Calif.—A letter received by a physician a few days before the recent convention of the Allied Medical Associations, held out as an inducement to be present the fact that "Geo. S. White will show you how to diagnose disease by means of dif. colored lights and the reaction of the body to the magnetic meridian." Dr. George Starr White was the "Second Vice-President" of the Allied Medical Associations in 1918. White, according to our records, was graduated in 1908 when he was forty-two years old, by the New York Homeopathic Medical College and Hospital. He was licensed in New York in 1908, in California, Connecticut

and Nevada in 1913, and in Michigan in 1916. He seems to have been one of the proponents of "spondylotherapy," "zonotherapy," etc., and in 1915 it was announced that he would give one week courses in "Spondylotherapy" in Chicago, Kansas City and Denver, respectively. In his advertisement he emphasized that he was a Fellow of the American Medical Association, which, while true at the time, is no longer true, as on Feb. 4, 1916, he was expelled from membership in the Los Angeles County Medical Association. In May, 1915, White was arrested in Chicago and fined \$100 and costs for practicing medicine without a license. Dr. White's specialty seems to be what is ponderously known as "Bio-Dynamo-Chromatic Diagnosis." This has been described by one of its enthusiastic adherents as "Diagnosis by Sympathetic Vagal-Reflex." To obtain the "Sympathetic Vagal-Reflex" it seems the patient must face east or west and have his bare abdomen percussed until a dull area is located. The patient is then faced north or south and again percussed. Then, it seems, different colored lights are thrown on the patient, the location of the areas of dullness being determined meanwhile. A combination of ruby and blue lights "will cause a reflex in cases of gonorrhea," a "green light will cause a reflex in cases of liver or gallbladder trouble," while the color for carcinoma is orange red! During the height of the influenza epidemic last winter, White seems to have put on the market "Valens Essential Oil Tablets" which were for "Gripping the Flu out of Influenza," and were also said greatly to benefit or cure incipient tuberculosis, hay-fever, asthma, and "catar." The letters "F.S.Sc., Lond." after Dr. White's name look well, sound well, and have an air of erudition and mystery that is well worth what they cost. They mean "Fellow of the Incorporated Society of Science, Letters and Arts of London, Ltd." The "Fellowship" costs one guinea. Not a few "patent medicine" exploiters in the United States carry these mystic letters after their names. The society in question was a seriocomic concern that was exposed by London *Truth* some years ago and was also dealt with in THE JOURNAL of May 29, 1909, in connection with the "Aiccol Consumption Cure" exposé.

So much for the Allied Medical Associations of America. At their recent meeting in New York City they got much newspaper publicity because of their action on the prohibition question. According to the newspaper reports, the organization adopted a resolution declaring that "properly brewed lager beer is absolutely essential in the treatment of certain cases." They were further reported as endorsing the manufacture of light wines and of beer containing not to exceed 2.75 per cent. alcohol. As a piece of publicity work this resolution was all that its sponsors could expect. THE JOURNAL office was flooded with telegrams and letters from physicians, temperance workers, congressmen, church organizations, and others, asking, in effect, What is the Allied Medical Associations of America? This is our apology for giving the amount of space necessary to a proper understanding of this organization. Today the rocket of the Allied Medical Associations of America is blazing a more or less erratic course across the sky of publicity. The stick will be down anon! Any resolution or expression of opinion by this organization, or others of its type, when dealing with the broader problems of public health, is wholly without scientific significance, whether such resolutions are good, bad or indifferent.—(From *The Journal A. M. A.*, July 5, 1919.)

### "THE ALSAKER WAY"

During the past two or three years THE JOURNAL has received many inquiries regarding one R. L. Alsaker, who issues a series of "Books That Teach The Alsaker Way to Health and Efficiency." Some of the more recent and typical



inquiries follow. This from a physician in Pennsylvania who sent one of the Alsaker advertisements:

"Who is this 'M.D.'? His book 'Curing Diseases of Heart and Arteries' has driven woman I know to be organically sound, into a state of serious, almost grave invalidism."

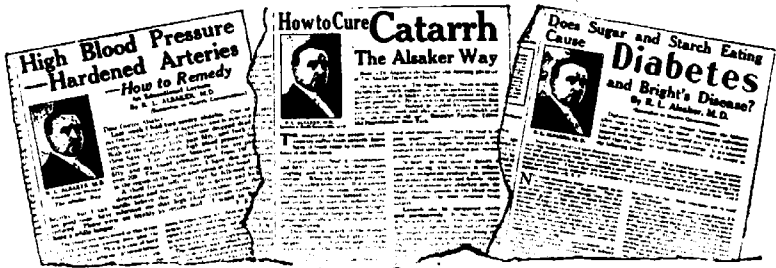
And a Nevada attorney:

"My wife has been reading 'Curing Diseases of Heart and Arteries' by Dr. R. L. Alsaker published by Frank E. Morrison, N. Y. She is so impressed with this book that she is disposed to try to locate Dr. Alsaker and take treatment from him. She is troubled with nervous affection of the heart. We would like to know something of Dr. Alsaker, and have been advised by Dr. \_\_\_\_\_ here to write you concerning him. We do not want to spend any money on him, unless he is really a first class specialist in heart diseases."

And this just received from a New York physician who sent with his letter one of Alsaker's advertisements on "High Blood Pressure—Hardened Arteries"

"The enclosed advertisement was taken from *Harper's Magazine*, I think for November. What can you tell me about this proposition? Will you kindly return the advertisement?"

According to our records, Rasmus Larssen Alsaker was born in 1883 in Norway; was graduated by Bennett Medical College, Chicago, in 1910; received licenses to practice in Illinois and Colorado in 1910 and in Missouri in 1915.



Greatly reduced reproductions of part of some typical Alsaker advertising.

After graduation he seems to have lived for two or three years in Denver, for a short time in Starbuck, Minn., and then to have moved to St. Louis, Mo., where he now is.

Alsaker's books are at present being advertised by Lowrey-Marden Corporation, 1133 Broadway, New York, although until comparatively recently, they were advertised from the same address under the name of Frank E. Morrison. Some years ago Alsaker advertised his books under his own name. In 1917, when Alsaker was 34 years of age and had been out of medical college barely 7 years, he was heralded in the advertisements as "an eminent authority" who had "put the net result of his many years of professional experience with sick people into his writings."

During the influenza epidemic public fear was capitalized in an attempt to sell the book: "The Alsaker Way to Prevent and Cure Influenza, Catarrh, Pneumonia, and Other Troubles of the Nose, Throat, Lungs, Etc." The public was reminded of the "terror that spread over this country during the 'Flu' epidemic when human lives—young and old—were being slaughtered in appalling numbers, and medical science was powerless to control it." The public was told, too, that "medical science predicts that this horrible destroyer of life is coming back again to work still more frightful havoc." All this leading up to this statement:

"There is a skilled physician in one of our largest cities who successfully treated hundreds of cases during the epidemic. All who followed the doctor's advice got well.



"In addition, he advised thousands of men and women in scores of other towns and cities of the country—HOW TO PROTECT THEMSELVES—and actually DEFY THE EPIDEMIC. (These facts can be verified by any genuinely interested inquirer.)

"This skilled physician—R. L. Alsaker, M.D.—has put his expert knowledge at everybody's disposal in a printed form which explains in the simplest and plainest English all about the cause, the prevention and the cure of Colds and Influenza, Pneumonia, Catarrh (all forms, chronic and acute) and all kinds of lung, chest, throat, nose, stomach and intestinal troubles which make ourselves and our loved ones easy victims of these dread diseases."

Alsaker's book "Curing Diseases of the Heart and Arteries" seems to be the one that is being pushed at present. The first part of this book contains certain elementary facts of physiology and hygiene, obvious to the point of banality, and such as could be found in the ordinary common-school textbooks on such subjects. The therapeutic phases of the subject are so treated that the average reader might well reach the conclusion that all other physicians, except Alsaker, are either fools or rogues, and that from Alsaker alone flows the only pure, unadulterated, 100 per cent. medical knowledge. For instance:

"I have seen many cases of heart disease where physicians had passed sentence of speedy death; but when these individuals ceased taking drugs and learned how to give themselves correct care they improved vastly and most of them were able to lead comfortable useful lives." (Page 14.)

"The fact that an individual has undergone much 'medical' treatment without benefit is no proof that a disease is incurable." (Page 16.)

"The ordinary treatment is a generous diet of liquid food, and various drugs are used to stimulate the heart. The most popular drug is digitalis. Rest in bed is prescribed. The rest is correct treatment, but the medicating and generous feeding are mistakes, as we shall see when we take up the treatment." (Page 39.)

"The usual treatment is liquid food, heart stimulants and rest in bed. The rest is the only correct part of the treatment." (Page 42.)

"In discussing the causation of heart troubles, other diseases have been given as causative factors. This is the usual medical way, but it is not correct. It is convenient." (Page 69.)

"To show what correct treatment will do, after medical treatment has failed, I shall tell you about a few cases taken from my own practice, . . ." (Page 73.)

The book details a number of "clinical cases" purporting to show the remarkable results produced by Alsaker where other physicians had failed. Where suggestions are made as to diet, the reader is referred to another one of Alsaker's books. Thus:

"It is very important to cook and dress the foods correctly. This subject would in itself require about 50 pages of space, so it can not be given in this volume. You will find it detailed in chapters 8, 9 and 10 of 'Eating for Health and Efficiency.'"

And this:

"All foods are to be simply cooked and dressed as directed in my book on 'Eating for Health and Efficiency.'"

More than thirty pages are given to the "treatment of heart disease." One would suppose that even the intelligent layman would realize that there is no justification for leading the public to believe that diseases of the heart and arteries can be self-diagnosed and self-treated. Alsaker's book on this subject may be counted on to have one very definite effect on the person who accepts its teaching. It may lead any patient, who because of an impaired circulatory system is under the care of a physician, to abandon such rational means as the physician might recommend and attempt self-treatment "The Alsaker Way."

Alsaker and others in similar business are exponents of the new near-magic which is proving such a gold mine for those who practice it and for the magazines and newspapers which furnish the point of contact. The theories put forth by men of this type usually consist of 5 per cent. banalities of elementary science and 95 per cent. pseudo-scientific buncombe. The occa-

sional rational—and obvious—thing that men of this type propound misleading intelligent people into accepting ridiculous and commercialized theories.—(From *The Journal A. M. A.*, Dec. 10, 1921.)

## THE AMERICAN COLLEGE OF MECHANO-THERAPY

In the realm of the new "drugless" quackery probably no field has been more thoroughly worked than that of "manipulation." The absence of laws in many states and the inadequacy of such laws as do exist make the "treatment" of disease by mechanical means a veritable gold mine for the unscrupulous and incompetent. The rise of osteopathy and its latest freak offshoot—chiropractic—is but one illustration of what has been done in the way of commercializing manual manipulation as a therapeutic agent.

In his "Great American Fraud" series Samuel Hopkins Adams call attention to the absurdity of the proposition put forward by numerous quacks that it is possible to treat diseases by correspondence. As Mr. Adams says, it is "like mending chimneys by mail." On a par with this is the teaching of "manual manipulation" by correspondence. This feat is accomplished (?) by an institution calling itself the "American College of Mechano-Therapy" having its headquarters in Chicago.

The advertisements of this concern put the "science of mechano-therapy" as taught by it on a frankly commercial basis. The important and much-emphasized point is that by studying mechano-therapy you can "earn from \$3,000 to \$5,000 a year."

### WHAT IS A "MECHANO-THERAPY"?

The individual who, attracted by this get-rich-quick proposition, is anxious to learn something about the general principles of the cult, is told:

"His [the mechano-therapist's] medicines . . . are not drugs but scientific combinations of food, circumstance, idea, water and motion."

After mentally digesting this somewhat abstruse proposition, descriptive of the fundamental principles of mechano-therapy, the reader learns further that:

"His instruments are not knives and saws, but his own deft hands and the vital processes of the body itself, the circulation, respiration, secretion, etc., which he manipulates as he sees fit and his judgment dictates."

In other words the graduate of the American College of Mechano-Therapy "manipulates as he sees fit" his patient's "secretion" by "scientific combinations of food, circumstance, idea, water and motion." It would surely be hard to find a more meaningless jargon of words outside of Mrs. Eddy's "Science and Health."

**14**  
**An Electric Belt Free**  
Send Your Application At Once To  
The Physician's Institute.  
They Will Send You Absolutely Free One  
of Their 100 Gauge Supreme Electric Belts,  
the Belt Which Has Made So Many Wonderful  
Cures—You Needn't Send Even a Postage  
Stamp, Just Your Name and Address.



Each year over the State of Illinois granted to the  
Physician's Institute of Chicago a charter.  
There was need of something above the ordinary  
method of treatment for chronic disease, something  
more than any one specialist or any number of special-  
ists acting independently could do, so the State found,  
under the powers granted it by its general laws, gave  
the power to the Physician's Institute to furnish to the  
such such help as would make them well and strong.  
Ever since the establishment this Institute has  
endeavored in every possible way to carry out the origi-  
nal purposes of its establishment under the benevolent  
laws of the State.  
Three years ago, the Physician's Institute, realizing  
the value of electricity in the treatment of certain  
phases of disease, created under the supervision of  
its staff of specialists an electric belt, and this belt  
has been proved to be of great value as a curative  
agent. From time to time it has been improved until  
it now is that stage of perfection which warranted its  
present name of "Supreme."  
This belt is the most effective of all agents in the  
cure of rheumatism, lumbago, lame back, nervous ex-  
haustion, weakness or loss of vital functions, varicose  
veins, and many other complaints.  
The "Supreme Electric Belt" is made in six grades  
and each grade—there is no better electric belt made  
and no better belt can be made. "Wearers in the col-  
umn of our staff of specialists the rheumatoid, sciatic  
and paralytic forces of electricity will cure you—no  
need for, time, or all sorts of other expensive things.  
If it is not sent on trial, it is yours to keep forever  
without the payment of one cent.  
Write today to our headquarters, enclosing your check,  
and give us your name and the belt will be sent you  
absolutely free of expense. Address:  
Physician's Institute, 1726 Chestnut Street, Chicago, Ill.  
EARN \$75 TO \$500 WEEKLY

This was one of the advertise-  
ments of the "Physicians' Insti-  
tute." The address given  
("Unity Building") was at 79  
Dearborn Street, where the bust-  
developing concern has its offices.

The dean of this "college" is W. C. Schulze, M.D., who, we are told, "has had a thorough European training, and so combines all the learning of the great schools of the world." [Italics ours.—Ed.] The subjects taught at this institution of learning are, according to the catalogue, the following:

"Anatomy, Physiology, Diagnosis, Hygiene, Dietetics, Hydrotherapy, Manual Manipulations, Swedish Movements, Vibration, Oscillation, Mechanics (curvature), Suggestive Therapeutics . . . Ethics, Establishment, Promotion and Business Methods."

In addition to these numerous subjects, "Osteopathy" is thrown in for good measure; and all this is taught by correspondence! Apparently there is no limit to human credulity when cupidity beckons. In referring to the time required to complete the "course" and thus receive the diploma, which is "handsomely executed on art parchment," we are told:

"In six months you can begin practicing mechano-therapy."

Of course the acquirement of the *tactus eruditus* is all-essential, "but it is no more difficult than learning to ride a bicycle." And incidentally that suggests the commercial possibilities of teaching bicycle riding or even equestrianism by mail!



Reproduction of a "bust developer" advertisement of the Aurum Company. The address—79 Dearborn Street—was also that of the defunct "Physicians' Institute."

#### THE "BUSINESS SIDE"

In addition to the various subjects from anatomy to suggestive therapeutics that are taught by this "college" the curriculum includes "The Business Side of Mechano-Therapy." This important subject deals with such problems as:

"How to approach a Patient."

"How to get the Fees at once."

"The Business talk that will make the Patient willing to pay the fee."

"How to handle the Question of the size of a Fee."

"Real Money Talk."

"Always get Cash down."

The "business side," too, is particularly emphasized in the advertisements of the college:

"Opportunities to make money in Mechano-Therapy are everywhere. You need not leave home to make your fortune."

" . . . we guarantee success . . ."

[illegible]

We are told, too, that F. S. Tinthoff, brother of S. J. Tinthoff, and "Director of the Correspondent Department, is also a trained business man and experienced correspondence instructor." We understand that F. S. and S. J. Tinthoff

operate the "Aurum Company," which does a mail-order business in "Vestro," which is modestly claimed to be "the only true Bust Developer on the market today." If we are not mistaken, too, F. S. Tinthoff was president and treasurer of the now defunct "Physician's Institute" of Chicago. The question arises: Does an experience in operating a "physician's institute" and filling mail-orders for the "only reliable bust developer" qualify a man for the position of "instructor" in a correspondence "college of Mechano-Therapy?"

#### LEGAL STATUS OF MECHANO-THERAPY

The American College of Mechano-Therapy advertises: "We Teach You How to Treat Disease Without Drugs." A prospective student who wished to know what legal restrictions there might be to the practice of this method of "treating" disease, wrote as follows: "If I should take your course and

<p><b>Use This Blank</b></p> <p><b>\$100</b> Complete Course Payable in Advance Diploma Included</p> <p><b>TUITION TABLE.</b> TERMS:</p> <p>Plan E—\$100.00 cash with application blank. Plan F—\$27.00 cash, \$23.00 monthly for three months, \$108.00. Plan G—\$88.00 cash, \$14.00 monthly for six months, \$111.00. Plan H—\$88.00 with application in Chicago of three or more.</p> <p><b>THE FULL COURSE AND DIPLOMA</b></p> <p>is included in the full tuition fee. You are entitled to instruction until you become thoroughly proficient in our course, no matter if it takes two years. We do not leave the three scheduled 3-4-6-9 months to a whim, and when the study is resumed the work goes on to the end. You are not paid beyond your capacity or the time of your disposal, a variable part of this course is the specific instruction given those studying in private or those already in practice, for which no extra charge is made. Sent by Post-Office or Express Money Order, Draft or Registered Letter, if personal check is used, add 10 cents additional for exchange.</p>	<p><b>APPLICATION FOR ENROLLMENT.</b></p> <p><b>American College of Mechano-Therapy</b> —(Incorporated by the State of Illinois, 1909)— 120-122 Randolph Street Chicago, Ill.</p> <p>Date _____ 19__</p> <p>I hereby make application for your complete Correspondence Course in Mechano-Therapy, and for tuition agree to pay according to plan _____ I enclose \$100.00 as full payment, or \$_____ as first installment, and further agree to pay the balance due in regular monthly payments of \$_____ each, until I have paid the total sum of \$_____, the full price of said course; (or \$200.00 cash herewith in full payment).</p> <p>It is understood and agreed that this includes Diploma. It is understood and agreed that the total price above stated, will provide me with your full Course together with as many extra letters or lectures, either before or after graduation, as may be necessary to fit me for fully understanding and skillfully practicing Mechano-Therapy. It is further understood and agreed that as soon as completed, or upon completing the study, you are to grant me your Diploma. I hereby promise and give you my word of honor that I will not permit others to study from your lessons. I will not loan, rent or sell them, but will keep them as a guide for my future work.</p> <p>Age _____ Sex _____ Married or single _____ Have you a common school education? _____</p> <p>Name _____ Street and No. _____</p> <p>City or Town _____ State _____</p> <p>Occupation _____ Express Office _____</p> <p><small>All enrollments must be made payable to AMERICAN COLLEGE OF MECHANO-THERAPY, 120-122 Randolph Street, Chicago, Ill. and not to any individual member of the Faculty.</small></p>
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Photographic reproduction (greatly reduced) of the "enrollment blank" sent out to prospective dupes. While \$100 is the price supposed to be charged for a "course," the amount actually taken varies. The "easier" the dupe, the more he pays; the longer he defers throwing away good money, the less he is asked to pay for the "course."

receive a diploma could I practice Mechano-Therapy in *any* of the states? I understand that the different states have different laws regarding the practice of medicine and I would like to know if there are any restrictions in regard to Mechano-Therapy?"

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

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

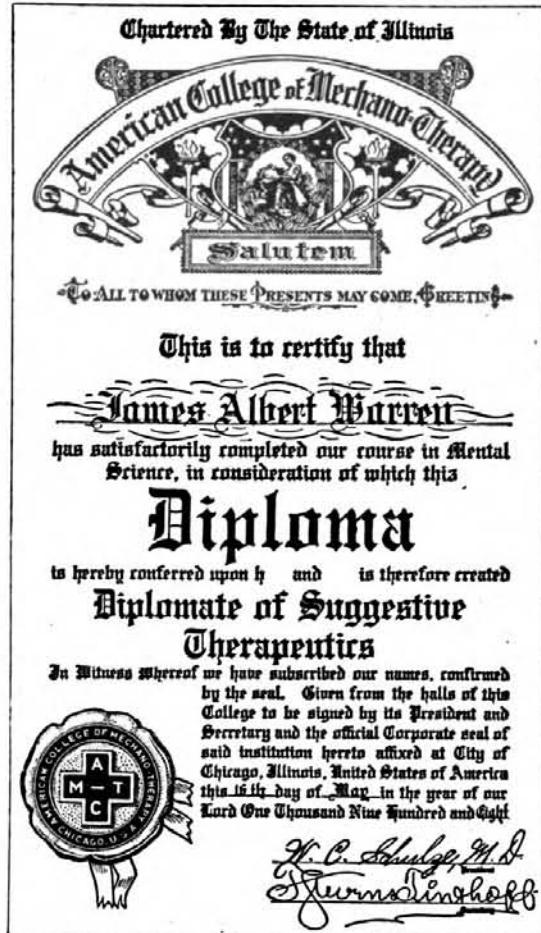
Yours truly,

American College of Mechano-Therapy,

W. C. Schulze, M.D.

## METHOD OF INTERESTING "STUDENTS"

The individual who writes to this college for information receives a three-page letter and a "prospectus." The latter is entitled, "How to Become a Mechano-Therapist," and the first page is taken up with a full-page picture of the "home of the American College of Mechano-Therapy." This "home" is pictured as a nine-story building, across the top of which appears in large letters, the legend: "American College of Mechano-Therapy." The natural inference to one not conversant with the facts would be that the "college" occupied the entire building. In reality, however, it occupies some rooms on the sixth floor of the building in which it is located, and the building carries no such legend as is shown in the picture.



Osteopathy, mechano-therapy and "curative mechanics" are not the only "sciences" taught by this versatile mail-order "college"; a "diploma in Mental Healing" that "is a work of art, handsomely executed in two colors," may also be had, price \$10. "This includes everything, diploma and all. No extras." Of course, "the regular price of this course is \$40," but "through a happy coincidence we were able to obtain enormous concessions";—hence the bargain-sale price. Who would not be a "Diplomate of Suggestive Therapeutics" and possess a "handsomely executed work of art" when it only costs a paltry \$10?

## VARIABLE TUITION RATES

The form letter, after expatiating on the virtues and money-making possibilities of the "course" winds up by calling attention to the fact that the tuition is \$100 cash "for the complete course." The tuition rates, however, seem to



FOUNDED 1887  
RE-ORGANIZED 1903  
INCORPORATED 1905

CHARTERED BY THE STATE OF ILLINOIS

CORRESPONDENCE  
AND RESIDENCE  
COURSES

RE-ORGANIZED APR. 3  
INCORPORATED IN N.Y.

AMERICAN COLLEGE OF MECHANOTHERAPY

MAINTAINING HEALTH THROUGH PHYSICAL EXERCISE

W.C. SCHULZE, M.D., DEAN  
F.S. TINTHOFF, SECRETARY  
S.J. TINTHOFF, TREASURER

LONG DISTANCE PHONES  
RANDOLPH 344  
345

120-122 RANDOLPH ST.

Chicago, Ill.  
Dear Friend:-

Chicago, Ill. **CHICAGO**

Dear Friend:-

Several weeks ago we sent you our prospectus and wrote you a letter giving our terms and full information regarding our correspondence course in Mechano-Therapy. Up to this time we have not heard from you regarding the matter and we are writing you again to learn if you received our letter, etc. There may have been some point regarding Mechano-Therapy that was not perfectly clear to you. If such is the case, we will be glad to have you write again to us. If you are not perfectly satisfied with your present location it will certainly pay you to investigate and take up Mechano-Therapy as taught by us. It is advisable for you to ACT PROMPTLY in this matter as we expect shortly to advance our fees \$200.00. So if you will send us the enclosed enrollment blank with your remittance made of the next 10 days, we will enroll you at our special reduced summer rates of \$100.00, quoted you in our former letter. You could make no investment of time or the small amount of money that we ask for

hand, and our opportunities will be much smaller than now. Our

hand, before long the opportunities will be much smaller than now. Tuition fees will be double.

the low fee the secretary at first submitted to you.  
And listen, I am enclosing you an enrollment blank, giving you the  
same low rates and terms. Use this blank for enrollment and return it to me

At the time you first wrote us our price was \$100.00 cash for the complete course in Mechanotherapy. We told you that we expected, in a short time, to advance our fees to \$200.00 cash. This we have done, and our present terms are \$200.00 cash, or a little more according to the plan under which the student enrolls.

HERE IS OUR SPECIAL PROPOSITION TO YOU: Use the enclosed enrollment blank and we will accept you as a student at the old special reduced rate of \$100.00 cash, which is exactly ONE-HALF of our present terms. We have enclosed the special half price reduction on the enclosed enrollment blank.

Fill out and return to us the enclosed special enrollment blank inside

of the next 15 days and we will accept you as a student and furnish you with a COMPLETE correspondence course, (including Diploma on graduation) for \$60.00 CASH in advance, or if it is not convenient for you to pay this amount in cash you can pay \$20.00 down and the balance in five consecutive monthly

In cash you can pay \$300.00 down and the balance in five consecutive months. If you have a "good" grade of money earned by Mechanotherapy. This is my promotion. You may enroll for the full regular course by sending with your enrollment \$300.00 cash and pay \$45.00, within the first year after your graduation out of such sum as you have actually earned over and above your

Now as to price! We told you we would furnish you with our regular \$100.00 correspondence in Mechano-Therapy for only \$25.00 CASH, or \$5.00 per month for six months. Remember this is a CONFIDENTIAL price to YOU for

Remember this is a CONFIDENTIAL price to YOU for the reason that we want Men's Therapy better represented in your immediate area. This price is a dollar less than the price of the other books.

Now, here's our partial Free Scholarship offer to you:  
Send us only \$3.00 by return mail, on receipt of which we will send  
We will also send you our entire

(Send us only \$3.00 by return mail, on receipt of which we will send you our copyrighted lessons Nos. 1 and 2. We will also send you our entire course of instruction, a complete and beautiful set of charts, with

\$1.00 ONLY WILL START YOU IN MECHANO-THERAPY!

Read this letter through very carefully!

Send us a one dollar bill in the enclosed envelope at our risk - simply fill out enclosed blank telling us you want to investigate and satisfy yourself about our Correspondence Course in Mechano-Therapy.

When we receive the \$1.00, we will send you at once our Copyrighted Lessons Nos. 1 and 2, our magnificent, Copyrighted, complete course in Mechanical Massage.

FROM THE PRICE LIST:

# No. 1

## No. 2

# No.3

## No. 4

## No.5

No. 6

No. 7

No. 8

Digitized by Google



vary. One person who inquired about the course was told in the first letter that it cost \$100; in the second letter he was told that "we expect shortly to advance our fees to \$200"—but they would still accept him at the \$100 rate; in the third letter he was told that the advance had been made "and our present terms are \$200 cash," but as a special proposition he would be accepted "at the old special reduced rate"; in the fourth letter he was offered the "complete course" for \$60, but he must "hold this special reduced price strictly confidential." Letter number five brought the enrolment price down to \$30, while a price of \$25—also "confidential"—was made in letter six. In letter number seven, Secretary Tinthoff explained that "at a special meeting of the faculty . . . I gained their consent to allow me to make a partial free scholarship offer to a few representative persons." In view of this they would start him on his way to fortune if he would "send us only \$3 by return mail." Even this offer failed to land a victim and the eighth and last letter came: "\$1 only will start you in mechano-therapy!" This final appeal being unsuccessful, the American College of Mechano-Therapy was compelled to charge the postage and stationery up to profit and loss and close the account.

Another individual was offered the course for \$50—and this, too, within a few days of the time that the first person received notice that the fees had been "advanced" to \$200. Other persons have been offered a 50 per cent. discount (\$50 cash) with the first letter. It should be said that all the "enrolment blanks" which we have seen—and they are many—give the cost of the course at \$100.

The extensive advertising done by this concern would seem to demonstrate its profitableness. On both sides of the Atlantic the public has been advised through the daily and weekly press of the commercial possibilities of "mechano-therapy" as taught by this "college." In commenting on the part that the press plays in making such concerns as this profitable, *London Truth* says:

"It passes my understanding how wealthy newspaper proprietors . . . can condescend to take money for foisting this sort of bunkum on their readers; but as long as they do so, cheap postage to America will certainly put money into some pockets."

Elsewhere the same publication, in describing the "college," calls it "a concern which proposes to give postal tuition in quackery to British fools"—a description which can only be improved by the substitution of "English-speaking" for "British."—(*Modified from The Journal A. M. A., Aug. 28, 1909.*)

## THE AMERICAN HEALTH COLLEGE

The American Health College of Cincinnati, Ohio, was a parchment factory founded and operated by a picturesque old quack, John Bunyan Campbell. Campbell was the whole college and taught the "Great Vitapathic System" which he originated and copyrighted. The "college" was organized in 1874. For twenty years it dispensed "diplomas" and turned out "graduates" and then the Ohio State Board of Medical Registration and Examination took up the concern for investigation. What follows is taken from a transcript of the evidence given at the time of the Ohio State Board's investigation. Here are some of the statements made by Campbell himself while under oath:

### JOHN BUNYAN CAMPBELL'S TESTIMONY

*Question.*—Let me ask you one or two questions about your school, and then you can develop your system. How many teachers have you in your school?

*Answer.*—Well, I have been the principal teacher myself, but as I say, I am—

*Question.*—You fill the different chairs yourself?

*Answer.*—As I say, I am preparing others to take my place, as I am getting old. Then we had to revive it.

*Question.*—Have you no other lecturers there?

*Answer.*—No sir.

*Question.*—Just yourself?

*Answer.*—Yes, sir; myself.

*Question.*—How long had you run this school?

*Answer.*—Well, that was incorporated, in the first place, in 1874.

*Question.*—Where was it located?

*Answer.*—Fairmount. [A suburb of Cincinnati.]

*Question.*—Have you been issuing certain announcements or circulars?

*Answer.*—Certainly.

\* \* \*

*Question.*—Have you been graduating, or do you now graduate students and give them the degree of Doctor of Medicine?

*Answer.*—No, sir: we are not a medical school at all.

*Question.*—Not a medical school?

*Answer.*—No, sir; not at all. You need not examine us any further if you don't want to. We are not a medical school at all. We don't use "M.D."

*Question.*—Do you issue any certificate or diploma?

*Answer.*—Certainly we do—our school.

\* \* \*

*Question.*—You say that you don't conduct a medical school?

*Answer.*—No, sir.

*Question.*—Did you publish this paper?

*Answer.*—Yes, sir.

*Question.*—If you do not run a medical school, what does this signify: "Closing exercises of the American Health College and Religio-Scientific Medical Institute of the Vitapathic System of Practice"?

*Answer.*—Yes, sir; "religio-medico"—that is the way we are chartered.

*Question.*—Do you undertake bringing about cure of disease?

*Answer.*—No, we don't do that, either.

*Question.*—In what sense are you a medical college?

*Answer.*—Not a medical college in any sense—only use remedies.

*Question.*—Or what do you use instruments for?

*Answer.*—Simply use electric batteries, that is all; we have a patent bath in the United States for which we have got patent rights.

\* \* \*

*Question.*—Isn't it the truth that you undertake to treat poisons?

*Answer.*—We undertake to pull out poisons; that is all we do.

*Question.*—And treat cancers?

*Answer.*—We pull out poison and then they get well.

*Question.*—And snake and rabid bites?

*Answer.*—Yes, sir; we have the electric treatment process by which we can pull out poisons from a snake bite, mad-dog bite.

*Question.*—Isn't it the truth that you treat fevers, cholera, and mental and nervous complaints?

*Answer.*—We are now not treating acute disease.

*Question.*—You practice in obstetrics, don't you?

*Answer.*—Not as a general thing. We teach our students very thoroughly about obstetrics because they may be taken in a hurry.

*Question.*—And all diseases of women?

*Answer.*—All diseases of women. They may be taken in a hurry.

*Question.*—You hold yourself out in this circular addressed "To all physicians throughout the World" as teaching these various subjects.

*Answer.*—Yes; various subjects there on the card. We are not attempting to cure a disease. Our statement there is that poisons is the main cause of disease.

*Question.*—How do you treat and manage the poisons, Dr. Campbell?

*Answer.*—Well, I will tell you a very good way. Supposing you had taken some calomel and it was in you.

*Question.*—Now, how do you teach the poisons and the nature of them?

*Answer.*—Well, we teach them. Let me state and I will tell you. Now, supposing you had taken calomel or some other poison. I don't care if it is vegetable poison. You are full of it, sick and sufferer. I will draw that out at your feet and show you on a copper plate and you can go to the chemist and show him; that is the way I prove it.

The laboratory, clinical and teaching facilities of the American Health College were described by Campbell thus:

*Question.*—You don't have a laboratory?

*Answer.*—No, sir.

*Question.*—Do you teach histology?

*Answer.*—Oh, we teach it.

*Question.*—Do you mean that you have a histological laboratory?

*Answer.*—No, not particularly.

*Question.*—You have no laboratory of that kind whatever; nor pathological?

*Answer.*—Not to any extent.

*Question.*—How often do you have clinics at your college?

*Answer.*—Regularly, once a week.

*Question.*—What clinics do you hold or conduct?

*Answer.*—Well, persons come in for free clinics, of course.

*Question.*—Yes, generally—

*Answer.*—And we take them just as often as they come, of course.

*Question.*—Do they come very often?

*Answer.*—Well, we have a number of them; yes.

*Question.*—Do you do any work in dissection?

*Answer.*—No; no dissection.

*Question.*—You have no connection with any anatomical society?

*Answer.*—No, sir; no society but our own.

*Question.*—Any instructions in anatomy and physiology in your school?

*Answer.*—Yes, sir.

*Question.*—Who gives them?

*Answer.*—I do myself, sometimes, and the Professor of Hygiene, Dr. Kalb.

*Question.*—How long since Dr. Kalb has been connected with your institution?

*Answer.*—Well, he testified, I believe, here he graduated in 1892; no, it was before that he graduated; I think in 1879.

*Question.*—How long since he has been connected with your institution?

*Answer.*—Well, he is now not connected with it.

*Question.*—How long ago did his connection cease?

*Answer.*—Well, he testified here, I think, in 1863. He was on the stand here and he testified.

*Question.*—You mean 1893?

*Answer.*—Eighteen ninety-three.

*Question.*—Who within the last two years has been filling his place?

*Answer.*—I have done it myself.

*Question.*—You have done that?

*Answer.*—Yes, sir.

*Question.*—Now, have you had any instructors in obstetrics?

*Answer.*—Yes, sir.

*Question.*—Who has given that?

*Answer.*—I have given it myself.

*Question.*—Have you had any instructors in the diseases of women and children?

*Answer.*—Yes, sir.

**Answer.**—None. We don't practice surgery at all. If there is a surgical case, we turn it over to a surgical doctor.

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.

**Answer.**—Opposed to the use of all drugs and medicines whatsoever.

*Question.*—And you substitute for them baths and water and electricity?

*Answer.*—No, we don't substitute nothing.

*Question.*—You use in place of them, then?

*Answer.*—No, sir; we don't use in place of them. We ain't on that basis. We pull the poison as I have showed you, and the person gets well himself.

*Question.*—You pull that out by means of electricity?

*Answer.*—Yes, sir; our own engine. We have a specially invented engine for this purpose, and have a patent vapor bath that brings it through of the skin.

*Question.*—As I understand it, you have no instructors in your college except your own?

*Answer.*—That is all.

*Question.*—You treat all the branches that may be taught?

*Answer.*—Yes, sir.

A "diploma" from the American Health College, with all the necessary trimmings, came to \$150, according to Campbell:

*Question.*—What tuition is required to enter your school?

*Answer.*—Well, we have a circular that tells it all. We sell our copyrighted system, books, vitapathic library, our electrical apparatus, our own invented engine we have extracting these poisons, our patent electrovapor baths and put it all in to the student one hundred and fifty dollars. That is the price on the proclamation, and that is the minimum. The minimum is away down; less than half of that. Our object is to do so regardless of any money.

Campbell's practice, at the time that he was conducting his diploma course, was described by him as follows:

*Question.*—Within the last few years of your practice of vitapathy, what class of cases have you treated?

*Answer.*—Well, mostly been pulling out poisons on our copper plate. We ain't cured disease at all; the person may not have any disease. He is simply full of poison, don't you see?

*Question.*—What do you consider poisons, doctor?

*Answer.*—Well, calomel is poison; strychnin is poison; iron is poison.

*Question.*—Would you consider disease germs poison in the same case?

*Answer.*—Well, I have a different idea about germs from most everybody else.

*Question.*—How would you destroy disease germs in the patient?

*Answer.*—My idea is the germ is not the cause of the disease at all, but the disease is the cause of the germs. You will never get any germs in anybody until there is separation or decomposition there, something. Put that down, you old doctors, as a fact, that germs do not make disease!

*Question.*—What would cause the disease, doctor?

*Answer.*—They didn't have the disease; they simply had the poison, and I pulled it out.

*Question.*—You say the disease was the cause of the germ?

*Answer.*—Yes, sir.

*Question.*—What produces the disease?

*Answer.*—Well, persons are liable off-hand to disease the world over, of course.

The "vitapathic" treatment of small-pox was described by John Bunya Campbell thus:

*Question.*—What do your people do in case of small-pox?

*Answer.*—We don't use drugs, sure. Oh, no. No. Small-pox is a poison trying to get out as best it can in pustules. We simply take our patent bath and let it out and the man walks off well. We don't give poisons as you fellows do.

And the "Vitapathic Treatment" of some other conditions:

*Question.*—Have you ever treated a case of rabies?

*Answer.*—Yes, sir.

*Question.*—You did?

*Answer.*—Yes, sir.

*Question.*—Did you ever have a case that was absolutely in the spasms?

*Answer.*—Yes, sir; had spasms.

*Question.*—And you cured the rabies?

*Answer.*—Yes, sir. Yes, sir; had spasms.

*Question.*—Ever treat lockjaw?

*Answer.*—Yes, a number of cases. That's blood poison, too.

*Question.*—Never had a case die?

*Answer.*—Never had a case die.

*Question.*—From lockjaw?

*Answer.*—No, sir.

*Question.*—Is that a fact?

*Answer.*—That is a fact.

*Question.*—How many cases have you treated?

*Answer.*—Well, at least twenty in my life.

*Question.*—You are sure they were real cases of lockjaw?

*Answer.*—Sure. Certain cases of lockjaw.

*Question.*—How did they get to your house?

*Answer.*—Didn't get there at all.

sickness that were supposed incurable  
before. J. HOLTON, M. D.

---

**CANCER CURE!**

**FOUND AT LAST!!**

Quick and sure cure for Cancer in all  
stages and places—internal or external—  
without cutting, burning, or hurting.

Copyright Process, Secret Remedies,  
Electric Apparatus and full Instructions.

**SOLD TO PHYSICIANS ONLY.**

**AMERICAN HEALTH COLLEGE,**  
FAIRMOUNT, CINCINNATI, O.

There never was a quack but would advertise to cure the incurable! J. B. Campbell was no exception. Here is an advertisement published by Campbell in his *American Health Instructor*. "Cancer Cure! Found at Last!!" This, nearly twenty years ago! Like thousands of others, it has passed into the limbo of forgotten frauds.

*Question.*—You went to them?

*Answer.*—Yes; the surgeons that had them in charge sent for me, and I pulled out the poison.

*Question.*—And you never lost a case?

*Answer.*—I never lost a case; no, sir.

*Question.*—Do you treat cancer?

*Answer.*—Yes, sir.

*Question.*—Did you ever cure a cancer?

*Answer.*—Yes, sir. I pulled out the poison and the parties would get well.

*Question.*—Supposing the cancer were very extensive, then what?

*Answer.*—I don't care how extensive it is. We remove the poison and they are certain get well. Nature does the rest.

*Question.*—Can you name a doctor here who has ever sent you a real cancer in an advanced stage?

*Answer.*—No, sir.

*Question.*—Is there any doctor here who knows of a case you have cured?

*Answer.*—I don't know whether they do or not,

As to the reputation of the American Health College of Cincinnati, the following portions of testimony given by a Cincinnati attorney—Mr. E. P. Dustin—before the Ohio State Board at the time of its investigation will be enlightening:

#### ATTORNEY DUSTIN'S TESTIMONY

*Question.*—You are an attorney in this city and have been for some years?

*Answer.*—Twenty-five years; yes, sir.

*Question.*—Are you acquainted with the gentleman who just left the stand—Dr. Campbell?

*Answer.*—I am.

*Question.*—Are you familiar with his institution out in Fairmount?

*Answer.*—Somewhat.

*Question.*—Just state to the court what you know about this college, will you?

*Answer.*—Well, I know that it has had the reputation of being a fraudulent medical concern for years.

\* \* \*

*Question.*—Do you know anything further about the institution?

*Answer.*—Nothing, except the general reputation. It has been bad for years. It has been a fraudulent concern for years.

*Question.*—Do you know whether or not any of the persons claimed to have graduated from that institution have practiced medicine?

*Answer.*—Yes, sir. Young Campbell practiced and claimed to have the right to practice under the diploma attached to that record.

*Question.*—In that case did other cases develop?

*Answer.*—There were other witnesses; persons who had a knowledge of the fraudulency of this so-called medical institution.

As has been shown the "vitapathic system" consists, essentially, in standing the patient on a copper plate, making some mesmeric passes with the hands and thus "drawing the poison out." Dr. J. W. Prendergast, a reputable physician of Cincinnati, was at the time of the investigation of Campbell's quackery requested by the State Board to visit the American Health College and report his findings. Here they are:

#### DR. PRENDERGAST'S TESTIMONY

*Question.*—State whether you visited this school at Dr. Campbell's at the request of the board and what you found.

*Answer.*—On May 26, accompanied by Dr. Haerr, at the request of the State Board, I visited the "vitapathic school" at Fairmount, and was received very cordially by Dr. Campbell, who told us just what he has told you gentlemen here on the stand. I don't know anything that I can add, other than that in the doctor's little office in one window was a pane of red glass and a pane of blue glass. I was curious to know what that was for, and the doctor explained it by saying they would vitalize the remedy they were to give the patient, or sometimes food, depending entirely on the nature of the disease; it would be placed beneath the red glass or the blue glass. The doctor took us in the little lecture room and pointed out some of his charts, and showed me a copper plate he had some patient standing on, and there was a deposit on the plate that the doctor said was strychnin or calomel. I have been very much discouraged, however, since my visit there, at the school of medicine I have been practicing in. The doctor has a much more simple process of curing disease. As he says, he simply pulls it out!

*Question.*—Was there any other equipment for a medical college?

*Answer.*—No, sir.

As is frequently found in such cases, there was an element of alleged religion mixed up in the "Great Vitapathic System" of Campbell's. The following description of the "graduating exercises" of the American Health College is taken from the Cincinnati *Post* of Nov. 24, 1890:

"A meeting that leaves spiritualistic seances far in the gloom, took place recently at the American Health College, North Fairmount. It was the



religious ceremony following the close of the fall term of the Health College. The auditorium was filled with enthusiastic men and women. After music and song, Dr. Campbell explained the all-pervading great spirit, as taught in the Vitapathic System, and especially the silent breathing prayer. All present here stood up and breathed the prayer, taking in great quantities of the ever-present Vita. The professor next explained the milk sacrament, which was used instead of wine. This was for the new graduates only. The ceremony grew more select all the while, and the last degree was the Holy Ghost baptism, a ministerial ordination for the select few. Some twenty old graduates formed a mystic ring around the new candidate, and the professor placed his hands upon his head and pronounced the magic words that made the brother minister of life in vitapathy 'by authority of law and religion, according to the chartered right of the vitapathic system.' It is solemnly asserted that during the whole meeting a wonderful power was felt by all, and throngs of angels were seen by clairvoyant eyes.' Then, amid intense good feeling, some presents were given Dr. Campbell, and they all felt that the millennium was just due. But the great outside world is still in the darkness of the nineteenth century."—(*Modified from "Nostrums and Quackery," Vol. 1, 1912.*)

### THE AMERICAN MEDICAL LIBERTY LEAGUE

It was in 1910 that the speciously named "National League for Medical Freedom" began its intensive campaign against scientific medicine in general and the American Medical Association in particular. Engineered and inspired by nostrum exploiters and those opposed to pure food laws, aided and abetted by the followers of the various cults, the League for Medical Freedom blazed its rocket-like course across the medical firmament—and, in due time, the stick came down! Doubtless there was good money in it for some one while it lasted. Tens, if not hundreds of thousands of dollars, were expended in newspaper advertising alone. But its effort was abortive because it was fundamentally wrong-headed and the good sense of the American people penetrated the motives that were behind it.

It is some time since we have heard of the "National League for Medical Freedom"; today there is another organization less heavily financed, but still, doubtless, producing a living for those who engineer it. It is the "American Medical Liberty League," with headquarters in Chicago. This concern does little, if any, newspaper advertising. It does, however, get out a set of leaflets and pamphlets and those who are, for one reason or another, opposed to scientific medicine, purchase these leaflets and distribute them.

#### SOME LIBERTY LEAGUE LITERATURE

As indicative of the type of "literature" thus issued, the following partial list is given:

"Medical Health Officers Syphilizing the Nation": This leaflet declares that all vaccine virus shows the reaction of congenital syphilis and "even the vaccine scars show its contamination." The leaflet quotes as its authority for this charge Albert Abrams, A.M., LL.D., M.D. (Heidelberg), F.R.M.S. Price, 10c a hundred.

"Toxin-Antitoxin—How It Kills and Cripples Children": Purports to be a Detailed Story of the Horrible Results Following a Texas Serum Campaign." Price, \$1.00 per hundred.

"The American Medical Liberty League": Professes to tell what the League is, "Why you need it" and, in large bold-faced capital letters, "HOW TO WORK IT!" Only 40c a hundred.

"The Going of Cumming": Said to be "Paragraphs on the Enlightenment on Calf Pus Cult"; in reality, a tirade against Surgeon-General Hugh Cumming. They come at 70c a hundred.

"Know the Facts About Vaccination": An alleged compilation of "statistical and expert testimony" brought together by Lora C. Little (of whom more later) and reprinted by permission from Dr. George Starr White's (of whom, also more later) "Lecture Course to Physicians." Ten cents a copy.

These are but a few of the pieces of propaganda that are being sent out by the "American Medical Liberty League." At their headquarters they will also hand out to those interested, a reprint from the *Lindlahr Magazine* (the house organ of a so-called "nature cure institute") telling of the marvels of the "electronic diagnosis and treatment" of Albert Abrams! They hand out, too, the *Central States Osteopath*, the official organ of the Illinois and Wisconsin osteopaths.

#### SOME INQUIRIES

During the past two or three years inquiries have been received relative to the "League." A physician, health officer in a Virginia city, wrote:

"I enclose a leaflet of the American Medical Liberty League, Chicago, Ill. This leaflet was submitted to a local paper as an advertisement to be charged to the account of a chiropractor of this city. The newspaper informed me that it has refused to publish it. I am interested not only in the anti-vaccination propaganda of this leaflet, but also am pleased that the newspaper should have refused to publish it."

This from the state health officer of a southern state:

"Will you please advise me as to the cult Mrs. Little represents?"

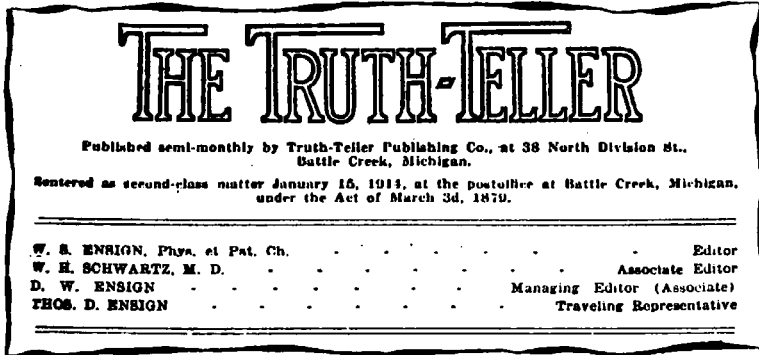
These are representative of inquiries received. The American Medical Liberty League was brought into existence in the latter part of 1918. Lora C. Little seems to be the moving spirit of the organization and appears officially as its "secretary." In November, 1918, Mrs. Little sent out a mimeographed letter headed: "STRICTLY PERSONAL AND CONFIDENTIAL." It was to the effect that with the coming of peace there would "burst forth" what was described as "long-pent feeling over medical outrages, committed wholesale the past two years. . . ." Further, this bursting would give a grand opportunity to the believers in "medical freedom" to make a killing. "Two big things" would be necessary to "meet the situation": first, "a full exposure, backed by an array of authentic facts" which must be, "when the proper time has come, widely distributed"; second, "a definite program of action."

Then came the nub. To accomplish these "two big things" funds were required; hence, the appeal for "membership" in the American Medical Liberty League, price \$2.00 a year, "which covers subscription to the *Truth-Teller*." According to Mrs. Little, ten individuals in any locality who join the "League" and pay their annual fees may organize a "Local League."

#### THE "TRUTH-TELLER"

Before dealing with the personnel of the founders of the League, which itself is interesting, something should be said about the "League's" official organ, the *Truth-Teller*—ironical name! This somewhat lurid sheet is "published semimonthly by the Truth-Teller Publishing Company at 38 N. Division St., Battle Creek Mich." The Battle Creek telephone directory does not show any company of this name, but it does show the "Ensign Printing Co." at 38 N. Division St. The editor of the *Truth-Teller* is W. S. Ensign—who, more later—who puts after his name the mystic abbreviation "Phys."

Pat. Ch." Its "Associate Editor" is Wilhelm Heinrich Schwartz, M.D.; its "Managing Editor" is D. W. Ensign and its "Traveling Representative" is Thomas D. Ensign; in short, it seems to be largely an Ensign publication. The *Truth-Teller* keeps no subscription books but, if you receive a copy of it regularly, "you can rest assured that the subscription price of same has been paid." The *Truth-Teller* was previously *The Peril* ("America's Weekly Journal. Devoted to Homeopathy and Humanity") which, in turn, was originally known as *America's Homeopathic News*, edited by Wilhelm Heinrich Schwartz, M.D., "Vice-President of the International Anti-Vivisection and Cruelty to Animals Congress," etc., etc.



It will be noticed that the *Truth-Teller* seems to be a family institution.

But to get back to the American Medical Liberty League: In the "Strictly Personal and Confidential" letter previously referred to, the officers of the "League" were given as follows:

President—Charles M. Higgins

Director—J. H. Greer

Vice-President—Eli G. Jones

Director—W. S. Ensign

Secretary—Lora C. Little

Director—J. W. Griggs

Treasurer—D. W. Ensign

CHARLES M. HIGGINS, Brooklyn, New York: This gentleman was, if he is not still, the treasurer of the "Anti-Vaccination League of America," and a somewhat active member of the "National League for Medical Freedom." He was, or was, a member of the "Vivisection Investigation League," and the "New York Anti-Vivisection Society." He published a sixty-four page pamphlet "with exhaustive index, 10c post paid") entitled "The Crime Against the School Child," which advised the public "how to legally defeat vaccination, the medical evil which now kills more children than smallpox." This was advertised in the *Truth-Teller*. In 1917 Higgins also issued a twenty-four page pamphlet entitled "Restore the Coroners, Check Dangerous Medical Domination, and Protect Public Life and Safety."

[After this article was published Mr. Higgins denied that he was, or ever had been, President of the American Medical Liberty League. He denied also that he held any official position in the "League" although the "League" stationery listed him as one of the Board of Directors. Mr. Higgins, however, admitted that he was a member and stated that he would "not consider it any dishonor" to hold office in the "League." Mr. Higgins is a member of a number of organizations of the "anti—" type.—Ed.]

**DOCTOR:** I teach physicians (by mail) my method of treating cancer, tumors, malignant growths, both external and internal. This method of treatment has stood the test of nearly forty years' practice.

I have a record of permanent cures of genuine cancer made fifteen to twenty-four years ago, and there has been no return of the disease. I want some good, reliable physicians who are willing to learn and are ambitious to "do things."

The best of references to physicians and patients. Address for further particulars,

**ELI C. JONES, M.D.,**  
85 Bayard St., New Brunswick, N. J.

In this advertisement (nearly as large again in the original published some years ago), Eli C. Jones described his mail-order course in curing cancer.

Remedies Company advertised and to which W. S. Ensign contributed. Of course Dr. Jones was a member of the "National League for Medical Freedom" when that institution was in existence. According to a character sketch published in the *Truth-Teller*, Dr. Jones "has at different times practiced Allopathic, Eclectic, Homeopathic, Physio-Medical and Biochemical medicine." We can easily believe it.

D. W. ENSIGN, Battle Creek Mich.: Mr. Ensign was "Business Manager" and is now "Managing Editor" of the *Truth-Teller*. Enough said.

J. H. GREER Chicago: Dr. Greer was graduated in 1875 by the Benning Medical College, then an eclectic institution. For many years he conducted the "Harvard Medical Institute" in Chicago and specialized in genito-urinary work. In 1910 the United States immigration officials on the Canadian border wrote for information regarding J. H. Greer, stating that a number of aliens had received Greer's advertisements and sought entry into the United States for the purpose of treatment. Some of these aliens sent to the immigration service letters which they had received from Greer, together with some of Greer's advertising matter. Greer, it seemed, issued a booklet entitled "A Peep at the Mysteries of Nature" whereby he drummed up trade. Greer also urged some of his prospective mail-order patients to purchase his book "A Physician in the House." As Greer put it:

"If you cannot come and see me, treat yourself. This you can do with the aid of my book 'A Physician in the House.' Get a copy of it, study it carefully, and apply it exactly and watch your pains and aches vanish like an ugly dream at dawn."

According to a prospectus of this book: "It opposes medical fads of all kinds, and makes uncompromising WAR ON VACCINATION, and the use of ANTITOXIN." Furthermore, it was said to contain "Valuable INFORMATION for the MARRIED." Greer claimed that he did not guarantee cures "except in surgical cases, such as variocoele, hydrocele, hernia, fistula, hemorrhoids, and stricture, etc."

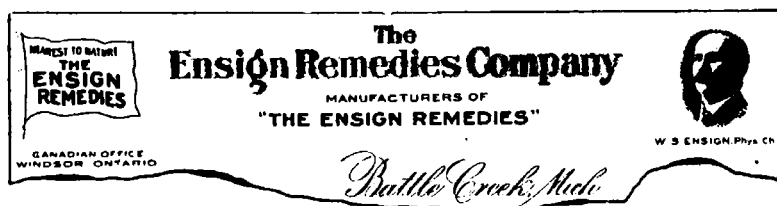
#### ENSIGN'S CURE FOR BASHFULNESS, ETC.

W. S. ENSIGN, "Phys. et Pat. Ch." Battle Creek, Mich.: Mr. Ensign is Editor of the *Truth-Teller* and, with Mrs. Little, apparently an important factor in the American Medical Liberty League. Presidents, vice-presidents and treasurers seem to change, as do also some of the directors, but through all

ELI C. JONES, Buffalo, New York: Dr. Jones was graduated fifty years ago (1872) by Dartmouth Medical School. He was for some time "President" of the egregious "American Association of Progressive Medicine." A few years ago he was sending out circular letters to physicians offering to teach—for a consideration—his method of curing cancer. Dr. Jones claimed to cure 80 per cent. of all cases of cancer that he treated. In his letters to Ohio physicians he gave the name of Dr. C. S. Carr of Columbus, Ohio, as a reference. Carr was Peruna's advertising expert and ran a little medical mail-order concern of his own as a side line. Carr also published a freakish publication known as the *Columbus Medical Journal* in which periodical Eli G. Jones told about his "cures" for cancer, and numerous other things and in which the Ensign

W. S. Ensign and Lora C. W. Little continue as "Editor" of the official organ and "Secretary" of the organization, respectively. W. S. Ensign for some years has been doing a mail-order business in Ensign Remedies. The Ensign Remedies, according to Ensign, are good for whatever ails you. Apparently, there are about one thousand of them and they are known by numbers. Ensign therapy is a comparatively simple study.

A booklet issued by the Ensign Remedies Company lists all "Diseases and Their Cure." These are arranged alphabetically from "Abdomen," "Abortion" and "Abscess" through "Ecchymosis," "Eclampsia," "Eczema" and "Iritis," "Irritability," "Itch" to "Worms," "Wrinkles" and "Writers' Cramp." It is all very easy. For Peritonitis, take "748A and B"; for Alcoholism, "Toppers should use No. 17"; for Appendicitis, "Use No. 758A and B for the acute attack"; for Diphtheria, "No. 675A and B is our specific treatment. . . . Do not use anti-toxin." Should you have Atrophy of the Optic Nerve, take "No. 21A and B"; for Cataract, "No. 504A and B" are indicated. Yellow Fever calls for "No. 1066A and B," and Angina Pectoris for "342F." Bright's Disease is cured with "854A and B," but be sure you have the figures right as "No. 857A and B" is for Floating Kidney. For Lockjaw try "No. 34" and for Locomotor Ataxia, "No. 260A and B." "No. 1019A and B" are for Housemaid's Knee.



Reproduction (reduced) of the letterhead of the Ensign Remedies Company, a concern which sells cures for "Disappointment in Love," "Floating Kidney," "Laziness," "Locomotor Ataxia" and many other conditions.

But the Ensign Remedies are good for more than physical ailments; "in the absolute cure of diseases of the mind, nothing equals the Ensign Remedies." Are you troubled with "Bashfulness," take "No. 186A and B"; do you see "Animals or Reptiles" (presumably of the pre-Volstead era) try "No. 187A and B." For "Dulness and Stupidity, No. 189A and B."; for "Disappointment in Love, No. 192A and B." For mere "Laziness, Lack of Ambition, No. 196A and B"; should you have a "Desire for Light and Company take "No. 197A."

A few years ago the state officials of Michigan sent for some of Ensign's various cures and analyzed them and published the results in the official bulletin: "Fakes and Frauds." Ensign's "Appendicitis Cure" was reported to show on analysis sugar 100 per cent.; Ensign's "Pneumonia Cure" was another 100 per cent. sugar product, while Ensign's "Hay Fever Cure" had the same composition. The Michigan authorities unkindly called attention to the fact that while these remedies sold at \$1.00 each, their estimated cost was less than 1/10 of 1 per cent. It is only fair to state, however, that since these analyses were made the price of sugar has gone up.

J. W. GRIGGS, Minneapolis, Minn.: Mr. Griggs, was, if he is not still, vice-president of the "Anti-Vaccination League of America."

LORA C. LITTLE: Mrs. Little, who seems to have had much to do with the organization of the "League," apparently hailed from the Pacific coast, where she was a traveling lecturer whose business it was to create sentiment against vaccination. Mrs. Little contributes prolifically to the "League's" house-

organ, the *Truth-Teller*. In addition to being "Secretary" of the American Medical Liberty League, Mrs. Little was also "Secretary" and "Official Organizer" of the "Central Health Committee of the State of Illinois." There is the usual proportion of names of chiropractors and osteopaths on the letterhead of the official stationery of the "committee." This "committee," too, solicited funds—"for the purpose of securing medical liberty in the new Illinois constitution"—and made a special plea that the persons circularized should help secure a delegate to the Constitutional Convention, the nomination and election of Frederick A. Freeark, a Chicago lawyer who would "stand to the last die for our principle." Mr. Freeark's name appeared later as one of the "directors" of the "American Medical Liberty League." He was not elected.

**Surgery and Vaccine Are Taking  
Lives of Prominent People, Says  
Medical Liberty League Official**

"Theodore Roosevelt would be living today if it had not been for the surgeon's knife," stated Mrs. Lora C. Little, secretary of the American Medical Liberty League, yesterday afternoon in an interview with a Times reporter. "In fact I am here to say that surgery and vaccines are taking the lives of all of our prominent people."

"The American Liberty League," continued Mrs. Little, "when it meets in convention this year, is going to take a definite stand against inspections of school children by health boards. It is going to insist that all persons whom the health boards attempt to rule in matters regarding to their personal health, refuse to obey their instructions and take up a fight in courts. No health board has a right to inspect school children without the consent of parents. It is the purpose of the league to combat these wholesale inspections and to teach children to pay no attention to these proposed examinations."

**Wants Sanitary Engineers**  
Mrs. Little is in favor of sanitary engineers serving on health boards. She argues that all physicians in such offices should be returned to their practices.

"I will admit," said Mrs. Little, "that the health boards in some of our small towns show some degree of humanity. But some of the health boards are so brutal that they should increase so that 75 per cent of the people should be followed, nevertheless all of the people."



MRS. LORA C. LITTLE

Reduced reproduction of part of a news story in a Davenport (Ia.) paper relative to Mrs. Little's appearance before the chiropractors. Mrs. Little was reported as stating that "practically all newspapers are under the control of . . . 'the medical trust.'"

#### THE STATE VICE-PRESIDENTS

The "League" also has "State Vice-Presidents." In 1920 forty-five states were represented; in 1922 this list had dwindled to thirty-six. This doubtless is an index of the waning interest in the "League." It would consume too much space to take up the various individuals whose names appear as state vice-presidents and publish the details on file regarding these persons. However, it will not take much space to give a brief sketch as revealed by the Propaganda files of the State Vice-President of California, Dr. George Starr White.

GEORGE STARR WHITE, M.D., F.S.Sc. (Lond.), Los Angeles, Calif.: White, who was the "Second Vice-President" of the Allied Medical Associations in 1918, was graduated in 1908 when he was forty-two years old, by the New York Homeopathic Medical College and Hospital. He seems to have been one of





layman properly to evaluate the activities of this organization, which profess to have for its main object the protection of the public. The "American Medical Liberty League," like its prototype, the "National League for Medical Freedom" will flare, sputter—and go out!—(From *The Journal A. M. A.*, July 29, 1922.)

## THE ARMY AND NAVY MEDICAL RECORD

Whenever a business assumes certain proportions, subsidiary businesses spring up to cater to the needs of the larger enterprise. For some years the nostrum business has grown so large that it has furnished a more or less precarious life for many individuals who have catered to it. There are, for instance, men whose trade it is to obtain testimonials; others, claiming a long string of imposing degrees, will furnish fake reports and bogus analyses; still others issue at irregular intervals publications with high-sounding names which sell editorial indorsement to the products of concerns such as are willing to pay the price asked. "Journals" of this type have been called to the attention of our readers at different times; the *New York Health Journal* and the *United States Health Reports* come to mind at this moment. Both of these had their day and died a natural death, as all such publications must when once the public is cognizant of their true character.

### TWO LETTERS

More recently the attention of *THE JOURNAL* has been called to a publication calling itself the *Army and Navy Medical Record*. A physician in the South sends a letter he had received from the *Army and Navy Medical Record* reading as follows:

"We have had many favorable reports reach us relative to your most excellent institution, and, as you are doubtless aware, we come in direct contact with a large number of Army and Navy and other government attaches who have sons that they desire to provide with a medical education combined with the higher course included in your up-to-date laboratory methods and the sciences incidental to clinical medical practice.

"If you will regard the proposition as confidential, we will agree to carry a one-fourth page advertisement of your university at the nominal rate of \$38 per year, provided the amount is forwarded in advance at the time copy is furnished; and *we will further promise to editorially indorse and recommend your school and its methods without qualification or exception.* [Our italics.—Ed.] This article you should be able to use (and are authorized to do so) after publication for advertising purposes.

"We will also be able, and are willing, to furnish you with a desirable list of probable candidates from time to time.

"Kindly let us hear from you at once, if interested, and oblige,

"Yours with best wishes,

"THE ARMY AND NAVY MEDICAL RECORD,  
"Arthur G. Lewis, Managing Editor."

The physician to whom this was addressed made a notation on the letter to the effect that "this looks crooked." A few weeks later, Dr. V. C. Vaughan, dean of the University of Michigan, Department of Medicine and Surgery, sent in a letter from the *Army and Navy Medical Record* which he had received in his official capacity at the university. Here is the letter; again the italics are ours:

"We are gratified to advise you that in our efforts to select a strictly ethical and high grade institution of medicine that this magazine could consistently indorse and recommend, we have decided on the University of Michigan, Department of Medicine and Surgery, as the institution in your territory to whom our special publicity concession will be made this year.

"You are doubtless aware that we come in direct contact with a very large number of Army and Navy and other government attaches, also physicians in private practice, who have sons that they desire to provide with a medical education, combined with the higher course included in your up-to-date methods.

"For personal reasons, we are particularly anxious to favor your institution, and frankly believe that we can prove of material service to you. The special proposition, to be regarded by you as strictly confidential, is that we will publish a full one-half page announcement of your institution for the term of one year, you to merely pay a nominal expense charge of \$38 for the year's service. As our regular rate is \$125 per annum for this service, *the necessity of regarding the matter between ourselves is apparent.* [Transparently so.—Ed.] We further propose, without expense to you, to editorially indorse and recommend your institution and its methods without qualification or exception. An electrotype illustration may be used, without charge.

"It is important, however, that we hear from you promptly. Awaiting your immediate reply, we are, with best wishes,

"Yours faithfully,

"THE ARMY AND NAVY MEDICAL RECORD,  
"Arthur G. Lewis, Managing Editor."

Dr. Vaughan, in forwarding the matter to THE JOURNAL, wrote that on receipt of the offer just given, he "was uncertain whether its writer was a knave or a fool."

#### THE ARMY AND NAVY MAGAZINE

THE JOURNAL had the *Army and Navy Medical Record* under investigation before these two letters were received and, as a result, the following facts seem to be pretty well established. Herbert C. Lewis, with his brother, Arthur G., conducted from Washington, D. C., a publication called the *Army and Navy Magazine*. In THE JOURNAL's nostrum file there is a booklet put out by the Renova Distributing Company, describing the wonderful virtues of its product, "Anti-Jag," which, as its name might intimate, is a "liquor cure" of the fake variety. One page of this booklet is given over to what purports to be "A Letter from a Great Magazine Editor." The letter is dated June 19, 1900, from Washington, D. C., and says that "the editor of the *Army and Navy Magazine* takes pleasure in stating that from his own personal knowledge he has found 'Anti-Jag' to be one of the most reliable medicines ever introduced for the permanent cure of drunkenness." And more to the same effect. The letter is signed "Herbert C. Lewis, editor." The publishing offices of the *Army and Navy Magazine* are at 606 F Street, N. W., Washington, D. C. The building at this address is known as the Baltic Building. Herbert C. Lewis is said to be a printer by trade.

The *Army and Navy Medical Record* seems to have been started within the last few months by Arthur G. Lewis. It does business from two addresses, the Baltic Building, Washington, D. C., and the Maple Villa Sanitarium, Hammon-ton, N. J. Lewis is said to have purchased the Maple Villa Sanitarium recently, but apparently his chief source of income is the *Army and Navy Medical Record*. He is alleged to have claimed that some medical officials of the government are interested with him in this publication but that these officials do not wish their names known. We do not blame them.


#### ADVERTISEMENTS AS EDITORIALS

A glance through two issues of the *Army and Navy Medical Record* makes perfectly plain the character of the publication. The January-February, 1913, number leads off with articles by well-known medical officers in the Army, the Navy and the Public Health Service. These have been copied from other publications. Then comes an editorial entitled "A Much Needed Dietary Reform," devoted to the laudation of "Postum," the widely advertised coffee substitute. Following this is an editorial on "The Philosophy of Hypnotics" in which acon- itine, saline laxative and digitalin are each given a "boost." Then comes an "original article" (save the mark!) entitled "The Physiological Pathology of Consumption." This is by "Alfred S. Gubb, M.D., L.R.C.P., London, M.R.C.S.,

Eng., D.P.H., etc., etc., Aix-le-Bains, Savoie, France." Two pages are devoted to this. The "joker" appears in the third paragraph from the end—Fellows Syrup of Hypophosphites. Dioxogen receives more than three pages of editorial mention under the caption "The Sterilization of Milk with Dioxogen." Under "Another New Electrical Wonder—Magnified Sound," the "Acousticon" is given a two-and-a-quarter page write-up. "What Wise Men Wear" is the title of a four-page article—unsigned—devoted to the laudation of suspensories in general and the "O-P-C Suspensory" in particular. Dr. H. F. Boatman, Los Angeles

THE ONLY MEDICAL ARMY AND NAVY PUBLICATION.

PURE FOOD AND  
DRUG BUREAU



DEPARTMENT OF  
TRAINED NURSING

## ARMY & NAVY MEDICAL RECORD

An International Bi-Monthly Review of Medical, Surgical and Allied Sciences, Devoted to the Interest of the Medical and Surgical Corps of the Army and Navy, Public Health Marine Hospital Service, and the Red Cross Society.

ARTHUR G. LEWIS  
MANAGING EDITOR

PUBLICATION OFFICE  
BALTIC BUILDING, WASHINGTON, D. C.  
  
Editorial and Business Departments.  
Maple Villa Sanatorium.  
Hammonden, N. I.

August 18, 1913.

Dr. Victor C. Vaughan, Dean,  
University of Michigan,  
Department of Medicine and Surgery,  
Ann Arbor, Michigan.

Dear Sir:-

We are gratified to advise you that in our efforts to select a strictly ethical and high-grade institution of medicine that this magazine could consistently indorse and recommend, we have decided upon the University of Michigan, Department of Medicine and Surgery, as the institution in your territory to whom our special publicity concession will be made this year.

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It is important, however, that we hear from you promptly. Awaiting your immediate reply, we are, with best wishes,

Yours faithfully,

THE ARMY AND NAVY MEDICAL RECORD.  
*Arthur G. Lewis*  
Managing Editor

AGL:R  
P.S.—Sample page attached, showing size, for your information.

Photographic facsimile of a letter sent by the *Army and Navy Medical Record* to the dean of University of Michigan, Department of Medicine and Surgery, offering one hundred and twenty-five dollars' worth of advertising space for a "nominal" thirty-eight dollars—with editorial indorsement and recommendations thrown in for good measure!

contributes a short article on "A Case of Advanced Pulmonic Tuberculosis Treated with Injections of Dioradin," while our good old friend Willard H. Morse, M.D., "F.S.Sc. (Lond.)," the champion testimonial-giver of the country, writes more or less entertainingly on "Putting on a Mustard Plaster." The article has nothing to do with mustard plasters but has a good deal to do with "Zumota," a nostrum recommended as a substitute for the mustard plaster. These are but a few of the nostrums to which the editorial and reading pages of the *Army and Navy Medical Record* are devoted.

In the June-July issue, Arthur G. Lewis becomes bolder. The leading article is entitled "First Aid in the Navy," by C. F. Stokes, Surgeon-General, United States Navy. There is nothing to indicate that this article was not contributed to the *Army and Navy Medical Record* by its author. As a matter of fact, it originally appeared in an official publication, the *United States Naval Medical Bulletin* for January, 1913, and was reprinted by Lewis without credit and without permission. Following the article by Dr. Stokes is another, unsigned, entitled "The Passing of 'The Pie Habit'." This describes the surprise of the students of Harvard University at being served breakfast cereals instead of pie at their noon-day meal and suggests that "Shredded Wheat Biscuits" make a "delicious dessert." A two-and-a-half page article on the "Danger of Corrosive Sublimate in Vaginal Douche" is reprinted from the *Lancet-Clinic* of September, 1903. The reason for resurrecting this ten-year-old article becomes apparent before one gets half through it. It deals not so much with the danger of corrosive sublimate as with the marvelous—alleged—properties of Tyree's Anti-septic Powder. Dr. Claude C. Keeler, Denver, has a three-page article on the "Medical Treatment of Pulmonary Tuberculosis." The "medical treatment" referred to is Waterbury's Compound. An editorial entitled "One Notch Ahead of Morphin" is devoted to that vicious morphin solution sold under the proprietary name "Papine." Another on "The Treatment of Catarrh by Palliatives and Curatives" deals with a widely advertised "patent medicine," "Kondon's Catarrhal Jelly." What appears to be a contributed article by Charles Wardell Stiles of the United States Public Health Service on "Country Schools and Rural Sanitation" has really been "lifted" from an official publication without credit and, needless to say, without Dr. Stiles' permission.

But medicinal preparations are not the only things to which the *Army and Navy Medical Record* gives editorial indorsement. All advertising matter, apparently, is grist to its mill. Sandwiched in between articles on "Public Health Administrations" and "Important Army Medical Lectures" is a dissertation on "The Millenium of Shirt Construction," in which are sung the virtues of the tailless shirt! A little farther along the Hawaiian pineapple is extolled, while the last pages of the issue are devoted to various banking concerns.

In addition to the advertisements appearing throughout the reading and editorial pages of these two issues of the *Army and Navy Medical Record*, there are a number of display advertisements. There is no reason to suppose, at least in the majority of cases, that the advertisers had the slightest reason to suspect the nature of the *Army and Navy Medical Record*. Several pages are devoted to financial advertisements, there being more than forty banks that have "fallen for" the wiles of Arthur G. Lewis. In view of the letters received by the deans of medical colleges and other educational institutions, the display advertisements of schools and colleges have a special interest to physicians. Schools for girls, polytechnics, colleges of music, veterinary, dental and medical schools—all are to be found in this cosmopolitan publication.

Among the therapeutic products advertised—in the advertising pages—are:

Fellows' Syrup of Hypophosphites .....	1	cover page
Sherman's Bacterial Vaccines.....	1	page
Kondon's Catarrhal Jelly .....	$\frac{1}{2}$	page
Expurgo Anti-Diabetes .....	$\frac{1}{2}$	page
Laxol .....	$\frac{1}{2}$	page
Campho Phénique .....	$\frac{1}{2}$	page
Palpebrine .....	$\frac{1}{2}$	page
Zumota .....	$\frac{1}{2}$	page
Sanmetto .....	$\frac{1}{4}$	page

While in the reading pages the following products are puffed:

Tyree's Antiseptic Powder.  
Waterbury's Compound.  
Papine.  
Kondon's Catarrhal Jelly.  
Ranier Natural Soap.  
Iodia (Battle).  
Creo-Derma.  
Fellows' Syrup of Hypophosphites.  
Tannalbin.  
Expurgo Anti-Diabetes.  
Zumota.  
Sulfothen.

Dioxogen.  
Palpebrine.  
Bannerman's Intravenous Solution.  
Daniel's Concentrated Tincture of Passiflora.  
Peacock's Bromides.  
Alettris Cordial Rio.  
Gonosan.  
Digipuratum.  
Dioradin.  
Pepto-Fer.  
Lactol.  
Campho Phénique.

Summed up: The *Army and Navy Medical Record* is but another of the parasites of quackery. It is not entered as second-class matter and it has probably no bona-fide circulation. While it is claimed to be "Devoted to the Interest of the Medical and Surgical Corps of the Army and Navy, the Public Health Marine Hospital Service and the Red Cross Society" it is actually devoted to none of these. It is devoted to the exploitation of the advertising public. Advertising contracts are obtained under false pretenses. In brief, Arthur G. Lewis is using the good name of the various medical services of the United States Government for his own financial gain. He has written letters to honorable physicians making dishonest and insulting propositions to deceive and mislead the public. Editorial indorsements by the *Army and Navy Medical Record* mean nothing except that money has been paid for them.—(*Modified from The Journal A. M. A., Oct. 25, 1913.*)

### "AUTO-HEMIC SERUM"

The following letters are typical of many that have been received asking for information regarding Dr. L. D. Rogers and his "Auto-Hemic Serum." This from a physician in New York state:

"Can you give me any information in reference to Dr. Rogers of Chicago, Ill., who has an Auto-Hemic Institute?"

And this from Kansas:

"Just received a letter from a Dr. L. D. Rogers, 2812 North Clark St., who is anxious to sell me a course in 'Auto-Hemic Therapy.' Would you kindly inform me what he has to sell? He did not tell me what it consisted of; am inclined to believe it is a rank fake. Kindly let me know what *The Journal* thinks about it. Just what is it? In the letter they claim that it is practically a panacea for every blood disease."

This from Maine:

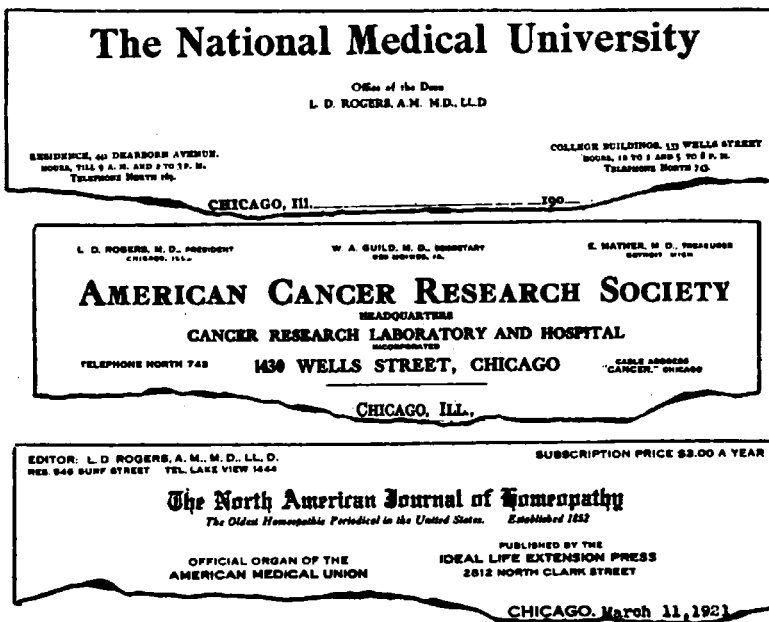
"What is Auto-Hemic Therapy? I have a handsome red and yellow circular from the Ideal Life Extension Press, 2812 North Clark St., Chicago, soliciting subscriptions to the publication, offering as a bonus this book, 'Auto-Hemic Therapy' by L. D. Rogers, A.M.D., LL.D., Chicago, and membership in the American Medical Union."

### THE NATIONAL MEDICAL UNIVERSITY

In order better to appreciate the probable scientific status of "Auto-Hemic Serum," it is well briefly to sketch some of the previous activities of its discoverer, Dr. L. D. Rogers. For many years Rogers was the head and chief owner of the National Medical University of Chicago, a low-grade school of the "sun-down" variety. The "university" is now out of existence and fol-

ome time before it went out of existence was not recognized either by the board of health of the state in which it operated or by the boards of the majority of the other states in the Union. The report of the Carnegie Foundation on medical education had this to say about the laboratory facilities of Rogers' school:

"The school occupies a badly lighted building, containing nothing that can be dignified by the name equipment. There has been no dissecting thus far (October to the middle of April, 1909), anatomy being didactically taught. Persistent inquiry for the 'dissecting-room' was, however, finally rewarded by the sight of a dirty, unused, and almost inaccessible room containing a putrid corpse, several of the members of which had been hacked off. There is a large room called the chemical laboratory, its equipment 'locked up,' the tables spotless. 'About ten' oil-immersion microscopes are claimed—also 'locked up in the storeroom.' There is not even a pretense of anything else. Classes in session were all taking dictation."



Photographic reproduction (reduced) of some letter-heads used by L. D. Rogers. The "National Medical University" is extinct, and for some time we have heard nothing of the "American Cancer Research Society."

Dr. Rogers is, or was, if he is not still, "Permanent Secretary" of the "National Association of Panpathic Physicians"—whatever that is. In fact, one of Dr. Rogers' specialties seems to be the founding of quasimedical organizations—organizations, apparently, which may prove useful in the promulgation of such projects as he may, at the time, be interested in. A few years ago, Rogers was exploiting a "cancer serum" and, *presto*, the "American Cancer Research Society" came into being, L. D. Rogers, president. Soon thereafter certain members of the profession were circularized urging them to purchase shares in the "Cancer Research Laboratory and Hospital," par value \$10. Apparently, the profession did not invest.

A few years ago, also, L. D. Rogers' name appeared on the "Faculty" list of the "American Post-Graduate School," a concern which granted—on the mail-order plan—a long line of sonorous degrees and an equally complete line of ornate diplomas.

## THE JAPANESE CONSUMPTION CURE

Then, in 1915, there appeared in the classified columns of certain newspapers the following advertisement:



So far as we have been able to learn, Rogers, for some unexplained reason did not call into existence out of the vasty deep a "Japanese-American Tuberculosis Research Society." This consumption cure apparently did of inattention.

Then came the "Auto-Hemic Serum" with its inevitable sequel, the "National Society of Auto-Hemic Practitioners." Another adjunct to the serum exploitation is the *North American Journal of Homeopathy*, the official organ of the "Auto-Hemic Practitioners" and of the "American Medical Union" and possibly

## CHICAGO PAN PATH

A Medical Periodical devoted to the discussion of all diseases  
and all methods of treatment.

Editor, L. D. Rogers, A. M., M. D., LL. D.  
PUBLISHED WEEKLY AT 1426-1430 WELLS STREET, CHICAGO  
Subscription Price \$1.00 a Year

Official organ of the American Cancer Research Society and the International Association  
of Pan-Pathic Physicians

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VOL. XIII
SATURDAY, MAY 24, 1915.
No. XI

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**A NEW SYSTEM OF BLOOD TREATMENT.**  
By L. D. ROGERS, A. M., M. D.  
A lecture delivered before the faculty and students of  
the National Medical University Chicago, May 17, 1915.  
It was my good fortune to be obliged to spend  
the winter of 1914-1915 in London and Paris.

The number and variety of complaints and strange  
conditions reached and corrected by this unique  
treatment is surprising. In fact they seem unlimited.  
For instance, (case No. 598) a man, aged 52, had  
for several years in the ball of his foot a hard  
lump. Finally, it began to enlarge. It became so  
troublesome that he was obliged to quit his work in October. He

The *Chicago Pan-Path* (Editor, L. D. Rogers, A.M., M.D., LL.D.) was the "Official Organ" of Rogers' "International Association of Pan-Pathic Physicians, and also of the "American Cancer Research Society."

bly of some other "societies"—but not representative of homeopathy? The *North American Journal of Homeopathy* is, of course, an exponent of "Auto-Hemic Therapy," which consists, according to a description in this publication, of treating the patient with a drop of his own blood "without use of bugs or drugs." However, the advertising pages of the *North American Journal of Homeopathy* are not closed to drugs for we find in those pages such nostrums as:

Ergoapiol (Smith)  
Antiphlogistine  
Sal-Hepatica  
Chionia

Sanmetto  
Glyco-Heroin (Smith)  
Cactina Pillets  
Prunoids

Peacock's Bromides  
Neurilla  
Gray's Glycerine Tonic

## WHAT IS AUTO-HEMIC THERAPY

What is this new therapy? According to a very lurid poster, it is described as "The Missing Link in Medicine"—possibly referring to the ease with which one may make monkeys of certain physicians. More specifically, although still vaguely, we learn:

"It consists in giving the patient a solution made by attenuating, hemolizing, incubating and potentizing a few drops of his or her own blood, and administering it according to refined technic developed by the author."



Elsewhere it is said to consist:

" . . . in taking five drops (or some multiple of five) of blood from a vein and putting into nineteen times as much sterilized, distilled water, and incubating it at fever temperature for twenty-four hours, and then making further dilutions according to the needs of the case, as can be determined only by a physician skilled in its use."

Neither of these statements, of course, describes the "refined technic" of those "skilled in its use," but those who are interested can, by sending Dr. L. Rogers, "One Hundred Dollars cash-in-advance" get a mail-order course in his new marvel.

But if it is rather expensive to learn just how to use "Auto-Hemic Serum," does not cost so much to learn what the "serum" will do. Rogers has written a book on the subject, "Auto-Hemic Therapy," which is used as a premium for subscriptions to the *North American Journal of Homeopathy*, price \$5.00 per year, payable in advance." In the book Dr. Rogers modestly assures his readers that he considers his discovery more important than that of Alexis Carrel, winner of a Nobel Prize.

## LAZY SERUM

The New Modified serum treatment discovered and developed by Dr. L. D. Rogers, (the outgrowth of his experiments upon cancer) has a remarkably invigorating and regulating influence upon every organ and function. Applicable in a wide range of abnormal conditions. Indicated in ailments caused by auto-intoxication and poor blood; lack of recuperative power, lowered vitality, loss of energy, absent-mindedness, insomnia, melancholy, delusions, toxic insanities, epilepsy, alcoholism, poor appetite, constipation, rheumatism, goitre, weak eyes, skin troubles, nervousness, neuralgias, tumors, irregularities, backward developments mentally and physically.

Some call it the "Lazy" Serum, because of its wonderful energizing action upon persons disinclined to work with mind or muscle. Others call it the "Beauty" Serum, because of the remarkable improvement in the complexion that almost invariably follows within three days after its administration.

At present the treatment can be obtained only at the

Tel: North 748  
Hours: 9 a. m. to 9 p. m.

CLINICAL RESEARCH LABORATORY  
1428 Wells Street, Chicago

"Auto-Hemic Serum" is also dubbed "Lazy Serum," "Beauty Serum," etc.

## A CURE FOR LAZINESS

One of the chief virtues claimed for this serum is that of developing in the patient who takes it an unbounded energy that, apparently, makes him want to work himself to death. In some sensational articles that have appeared in Sunday editions of newspapers on Rogers' serum, the stuff has been described as "Lazy Serum." One of the first cases described in the Rogers book is that of a young waiter, "a good-for-nothing lazy fellow who would not work and would not pay for medical services" and who was turned over to Dr. Rogers' free clinic. He was given the serum on Thursday and was told to report Saturday. He did not return until Monday, his excuse being that "he worked all day Saturday until midnight and all day Sunday and felt as if he could work all day and all night without rest." The "case report" ends:

" . . . finally remarking, 'I feel like a bird' he flew out of the classroom and we never saw him again."

## HOUSEWIVES TAKE NOTICE

The next case described is that of a servant girl who had not worked for a year; within a week after taking the "Auto-Hemic Serum," "she voluntarily beat carpets till she blistered her hands." Then there was the rooming

house keeper who had spent more than half of each day in bed. After an "Auto-Hemic" injection she "discharged her maid and janitor . . . and did all the work of her twelve room house herself, beating rugs, firing furnace and carrying out ashes besides doing some of the laundry." "Case No. 7176" is interesting: A man, generally considered the laziest person in his community and with a habit of "drinking thirty whiskies a day," took "Auto-Hemic Serum." He stopped drinking, shaved himself and changed from a 'bum' to that of a sober, clean, wholesome, bright and honest workman." Then there was the case of the "lady physician" who "took the serum one evening

NOVEMBER 17, 1918

## A Wonderful New Blood Treatment that has startled the Medical World.



**A Solution Made From the Patient's Own Blood That Has Been Dubbed the "Lazy Serum" Because of Its Unusual Energizing Effects—Administered to Prospective Mothers It Has Given Wonderful Results Both as a Boon to Maternity and as an Apparent Tonic to the Offspring**



Dr. L. B. Rogers administering the new blood serum treatment.

**What Happened When the "Lazy Serum" Was Given the "Lazy Serum"**

**The "Lazy Serum"** is a new blood treatment that has been dubbed the "Lazy Serum" because of its unusual energizing effects. It is a solution made from the patient's own blood, and it has been administered to prospective mothers, giving wonderful results both as a boon to maternity and as an apparent tonic to the offspring.

**How Remarkable Its Results**

**Another Case History**

**What Happened When the "Lazy Serum" Was Given the "Lazy Serum"**

**The "Lazy Serum"** is a new blood treatment that has been dubbed the "Lazy Serum" because of its unusual energizing effects. It is a solution made from the patient's own blood, and it has been administered to prospective mothers, giving wonderful results both as a boon to maternity and as an apparent tonic to the offspring.

Of course the "Lazy Serum" made good copy for sensation-seeking newspapers. Here is a greatly reduced photographic reproduction of a full-page newspaper article dealing with Rogers' "Wonderful New Blood Treatment that has startled the Medical World."

and the next morning reported that she had the 'giggles' all day"; also she became "more magnetic." More remarkable still was the case of the young woman clerk in a retail store who, after taking the serum, "astonished her employer by volunteering to work overtime." In the chapter dealing with "Ills Peculiar to Women" Dr. Rogers details the moving story of a man to whom the "serum" was given and who reported that "about the third twenty-four hours after taking it his bowels moved forty times"—nevertheless, "he felt no exhaustion."

In all phases of human activity the serum seems to work wonders. "The  
ses are numerous in which the frigidity of both sexes have [*sic*] melted after  
to-Hemic treatment." A young married woman with a morbid dislike for  
r husband took the serum and within a week "became normal." The dis-  
verer suggests that in some cases there is no doubt that this serum "would  
event divorce." A 40 year old woman who could not endure to wear any  
ists but white or black was able, it seems, after taking the serum to tolerate  
veritable Joseph's coat.

Is, then, "Auto-Hemic Serum" good for everything? Let Dr. Rogers answer:

"Briefly stated, without any great exaggeration, this new modified serum treatment is good for anything that is the matter with you, provided the cause is not organic, mechanical or bacterial."

One infers that in the inorganic, mental, spiritual and nonbacterial spheres the stuff is supreme. But it has its limitations. For instance, Dr. Rogers states that he once had "a very troublesome cough which lasted several weeks, it did not yield to this serum." Reaching the conclusion that some other treatment was necessary "he had the bones of his neck 'adjusted' and got immediate relief."

[illegible]

Greatly reduced photographic reproduction of a flamboyant sheet advertising Rogers' book "Auto-Hemic Therapy." The sheet was about one foot high and a foot and a half wide, printed in blue and red on saffron-colored paper.

### AS A COMPLEXION BEAUTIFIER

The serum "cannot be made up by the barrel and sold at wholesale or retail";

"If it could be bottled and stored and sold at retail like a patent medicine, the demand for it as a complexion beautifier alone would net the proprietor millions. More than one person a few days after taking the treatment has been wrongly accused of painting."

Should any of THE JOURNAL readers decide to take the \$100 mail-order course in "Auto-Hemic Therapy" he should realize that even after he has one so there are certain restrictions in the practice of this "therapy." In no case must he administer "a course of Auto-Hemic Treatment" for "less than 100, paid in advance." The only exceptions to this rule are "cases of absolute charity, expectant mothers and to persons positively unable to pay that amount."

Furthermore, Dr. Rogers says that for the reputation of his method, as well as for the good of all concerned, "I insist that the entire fee be paid in advance and that the course extend over a period of one year whether the patient needs few or many treatments."

#### DOLLARS AND CENTS

For those who do not wish to take the mail-order course, Rogers offers to prepare individual specimens of the "serum" from blood that is sent to him by the physician. The cost of this "serum" is \$5.00, "in advance," of course.

Still emphasizing the commercial side, "Auto-Hemic Therapy" is especially recommended to "the general practitioner growing old and the physician who is ambitious to build up a creditable and lucrative practice" because "the health of four people out of five (old or young, whether they consider themselves sick or well) taken at random can be improved by this method of treatment"! An Ohio physician was said to have doubled his \$3,000 practice in two years after starting the "Auto-Hemic" method. A Virginia physician is alleged to have "increased his income \$10,000 a year." A Pennsylvania physician urged by Rogers to send \$150.00 for the mail-order course, was assured that this "is merely a nominal amount, as most of the doctors have been able to get this amount back the first month."

But enough. The story, were it not for the tragic element that forms the background, would be amusing. But it is tragic!—(*From The Journal A. M. A., Feb. 14, 1920, with additions.*)

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#### CARNEGIE UNIVERSITY—DIPLOMA MILL

The following article describes an imposingly-named "school of drugless healing"—Carnegie University. This concern gives diplomas and grants degrees for a cash consideration; moreover, it will grant these degrees and diplomas to individuals even after they have given documentary proof of their unfitness to treat disease. For \$50 the degree of "Doctor of Mechanotherapy" and an ornate "diploma" was offered to one whose ignorance of physiology and anatomy was such that he could not distinguish between the circulation of the blood in the liver and the digestion of food in the stomach and who did not know the difference between a part of the brain and the throat. Think of it! In most of the states of the Union, a man exhibiting this colossal ignorance of the human body is permitted to treat any disease that flesh is heir to—provided he does not use drugs. And almost the only ones who protest against such unchecked malpractice are physicians—who are at once accused of ulterior motives and charged with persecuting "competitors."

As such schools exist only for the sale of worthless diplomas and worse than worthless "courses," so also the individuals patronizing them do so for one purpose and one purpose only—that of engaging in an easy and lucrative business. The dominant idea expressed throughout all the catalogues of the various "colleges" of "drugless healing" is the amount of money that can be made by following this trade. For trade it is—and a disreputable one. These schools are attempting to influence state legislatures to grant them legal recognition. Such recognition once granted, the thousands of sordid ignoramuses who have purchased the degrees offered by these institutions are turned loose to work their will on the sick and the suffering. When will the granting of charters to such worthless and fraudulent institutions cease? The editor of *London Truth* once stated that it seemed easier to start a university in the United States than it was to start a grog-shop in Great Britain. And he might have added: "or in the United States, either."

The greater attention now paid to non-medicinal therapeutics by the medical profession has aroused popular interest in these methods of treatment. As always happens in such cases, quacks and charlatans have been quick to avail themselves of the opportunities thus offered. Every little while a new "school" of "drugless healing" comes into existence and attempts to work the public and, if commercially successful, has the audacity to insist that its methods shall be recognized by legislative enactment.

The result of this condition has been, and is, that the country is flooded with incompetent ignoramuses who have not brains enough to become shoe-blacks, or enough energy to be street-sweepers, but who possess cheaply purchased "diplomas" from some school of "drugless healing" and who hold themselves out as competent to treat that most complicated piece of machinery—the human body. And the tragedy of the whole thing is, that the state instead of stepping in between the charlatans who conduct these "schools" and the public that is victimized by their graduates, grants such institutions charters and empowers them to confer "degrees."



Alleged photographs of the "Officers, Members of the Board of Regents and Professors of Carnegie University" as they appear in the "Annual Announcement." The photograph of A. I. Stolk, M.D., D.O., who seems to attend to the business part of the institution, is conspicuous by its absence.

The Carnegie University, Wilmington, Del., is a corporation chartered by the state of Delaware. Affiliated with this "university" is the National Institute of Mechano-Therapy of New York City, chartered by the state of New York. According to the "Annual Announcement" the "officers and board of regents" of the Carnegie University are:

- J. J. HOMAN VANDERHEIDE, Ph.D., M.D., D.O., president of the university.
- A. B. WIERSMA, M.D., vice-president.
- A. I. STOLK, M.D., D.O., treasurer.
- J. E. LINTOTT, M.A., D.C., M.T.D., secretary.
- PHILIP KOHNSTAMM, Ph.D., M.D., D.O., president of the board of regents.
- F. T. DES BRISAY, B.A., LL.B., vice-president of the board of regents.
- A. H. VANDERHEIDE, M.A., LL.B., D.C.L., member of the board of regents.
- F. HAYMAN, M.D., LL.D., Ph.D., member of the board of regents.

Of this imposing list it will be seen that five of the eight men have "M.D." after their names. A careful search of official records shows no such individuals

as licensed practitioners of medicine. Of course it is possible—and in the light of what follows it seems probable—that these enterprising diploma dispensers have seen fit to confer the degree of doctor of medicine on each other. What is the use of running a diploma mill unless you can furnish yourself with any title that may strike your fancy? And judging from the picturesque string of letters affixed to the names of the “officers and board of regents” these gentlemen have apparently availed themselves to the full of the favorable opportunity they have of accumulating “degrees.”

#### WHAT THE “UNIVERSITY” IS

The following description of the Carnegie University is taken from the “Annual Announcement”:

“Carnegie University is the oldest and most celebrated institution of learning of its kind in the United States of America. It was initiated, promoted and financed by a few of America’s most prominent gentlemen in the financial as well as the professional world. These gentlemen, knowing the progress that Drugless Therapy (healing) has made in the last twenty years, and understanding the great future for this science, saw the necessity of devoting one of the Colleges of a great University to Drugless Therapy, so that those earnestly desiring to become Drugless Physicians and Bloodless Surgeons could acquire a thorough and scientific knowledge of the various sciences which constitute the natural method of healing. The University was named in honor of Carnegie, the great philanthropist, who has done so much for the dissemination and promulgation of knowledge and education.”

#### WHAT IT DOES

We learn from the same announcement that: “By virtue of the powers invested in the University by the government of the State of Delaware, it gives instruction in all Drugless Arts, Sciences and Philosophies and in any other Art, Science or Philosophy. It also confers degrees in any Art, Science or Philosophy.” Then follows a list of the numerous “degrees” conferred by this institution of learning. Here are a few:

M.D.	M.A.	D.C.
LL.D.	Sc.D.	M.T.D.
Ph.D.	D.O.	Ps.D.

#### AN INVESTIGATION

Being desirous of looking into the Carnegie University more thoroughly, a member of THE JOURNAL staff wrote for a catalogue. In return a five-page form letter on the stationery of the Carnegie University and signed “A. L. Stolk, M.D., D.O., Treasurer,” was received. The letter-head bore half-tone pictures of Wilmington’s two largest office buildings on which the words “Carnegie University” had been inserted to give the impression that this institution occupied these buildings. An “Annual Announcement” was also received (from which quotations have already been given) in which were glowingly described the possibilities of “Drugless Healing” and the wonderful financial success that would follow a “course” of instruction taken at this “most celebrated institution of learning.” A number of pictures also were sent purporting to be the photographs of “Officers, Members of the Board of Regents and Professors of Carnegie University.” There were photographs, too, of

a handsome building in New York City that was labeled "National Institute of Mechano-Therapy, Affiliated with Carnegie University." Of course, no such lettering actually appears on this building. Fac-similes of the diplomas issued by "*Carnegiana Universitas*" were also received, showing the ornate splendor of this "magnificently engraved" piece of "white parchment"—"19 by 24 inches." The recipient was told that whatever "course" he might take, "the degree is legal in every country on the globe and the graduates are protected by the high standing of the corporation with its immense resources."



Photographic facsimile of the ornate diploma issued by the Carnegie University. Price, \$50, with or without trimmings.

On the receipt of this matter from the Carnegie University this—the second—letter was written:

CARNEGIE UNIVERSITY,  
Wilmington, Del.

CHICAGO, ILL., Oct. 24, 1911.

DR. A. I. STOLK.

*Dear Sir:*—I have read the catalogue you sent me about mechano-therapy. Now I am soon going back to England where I expect to start an office as a "bone setter." I have had a good deal of experience over here doing massage and have also studied some medical books. Would you be willing to let me have a diploma of mechano-therapy without having to wait for the course? I haven't time to take it and I want to leave for London in two or three weeks. I will pass an examination if you want to send me the questions and I will be willing to pay for the full course without taking any of the charts, etc. Please let me know the best you can do.

Yours, truly,

This plan to purchase a diploma outright was eagerly taken up by the "University" as the following reply shows:

WILMINGTON, DEL., Oct. 27, 1911.

Mr. \_\_\_\_\_

Chicago, Ill.

Dear Sir:—Enclosed please find examination questions which we desire you to answer at your earliest opportunity. If this examination proves to be satisfactory to us, we will grant you the degree of Doctor of Mechano-Therapy upon the conditions mentioned in your letter of October 24th.

Hoping this may be satisfactory to you, we are,

Yours very respectfully,

A. I. STOLK, M.D., D.O.,

Treasurer.

The examination questions referred to in this letter were twenty-two in number and were typewritten on a plain sheet of foolscap under the following typewritten heading:

CARNEGIE UNIVERSITY  
EXAMINATION. MECHANO THERAPY.  
(Leading to the degree of DOCTOR of Mechano Therapy)  
Prepared by the BOARD OF REGENTS OF CARNEGIE UNIVERSITY

Lack of space prevents printing all of the questions and the answers given by the supposed seeker of a diploma. Needless to say the questions were answered in such a way as to make perfectly plain to anyone that the examinee was ignorant to a degree and was in no sense competent to treat disease. A few of the questions asked and the answers given will make this fact clear:

Q.—What is Histology?

A.—Histology is the study of the history of the anatomy and physiology of the body.

Q.—What is Embryology?

A.—Embryology is the study of the new-born baby and how to care for it.

FORWARD ALL MAIL TO      TELEPHONE 4220 COLUMBUS

## National Institute of Mechano-Therapy

Incorporated for \$10,000.00, Under the Laws of the State of New York  
128 West 66th Street, New York City, U. S. A.  
AFFILIATED WITH

### Carnegie University of Naturopathy

"FOUNTAIN HEAD OF ALL THE DRUGLESS SCIENCES"

**CHARTERED** under the laws of the state of Delaware, Incorporated for \$100,000.00

J. J. HOMAN VANDERHEIDE, Ph. D., N. D.	J. E. LINTOTT, M. A. D. O., M. T. D.
PRESIDENT OF BOTH INSTITUTIONS	SECRETARY
A. W. LINTOTT, M. D., O. O.	A. I. HOMAN VANDERHEIDE, M. T. D. D. E.,
VICE PRESIDENT	TREASURER

New York,

Photographic reproduction (much reduced) of the letterhead of the National Institute of Mechano-Therapy.

Q.—Describe the portal circulation.

A.—The portal circulation is the circulation of the chyle and chyme which is found in the stomach when the food is being digested. It then goes into the blood to build up the body.

Q.—Describe the fornix.

A.—The fornix is that part of the throat at the back of the tonsils which is affected in catarrh. An adjustment of the vertebra of the neck will often help it.



Q.—What is Keratitis? Give course of treatment.

A.—Keratitis is inflammation of the eye. It should be treated by manipulating the muscles and nerves of the neck and by adjusting the vertebra of the neck. Cold-water bandages may also be used.

Q.—Give the treatment for Iritis.

A.—Iritis is also an inflammation of the eye and should be treated as described in Keratitis.

Q.—How would you replace a dislocated lower jaw?

A.—The jaw should be pulled forward or pushed back, as the case may be, and the joint massaged and adjusted.

Q.—Give Pathology, Etiology, Symptoms and Treatment for Malaria.

A.—Malaria is found in the South and in swampy places. The patient should be given massage to make the bowels move and the spine should be adjusted to improve the circulation. It is also better to have the patient move from a malarial place to where it is dry.

Q.—Why does Mechano-Therapy cure disease? Give Pathological explanation.

A.—It cures disease because it puts things right that have got wrong. It brings the vital force to the part that is ill.

Q.—Give Pathology, Etiology, symptoms and treatment for Bronchial Asthma.

A.—Bronchial asthma is very common in damp countries, like England. It should be treated by massage of the chest and back. Also the vertebra of the middle of the back should be adjusted. Sometimes cubeb cigarettes will help relieve it.

It is not necessary to have a medical education to realize that a person making such answers as those quoted above has not the knowledge of physiology and anatomy usually possessed by the average "eighth grade" public school pupil. Nevertheless, when these answers were sent in, the Carnegie University authorities decided that the person sending them had knowledge enough to be graduated, as the following letter indicates:

WILMINGTON, DEL., Nov. 4, 1911.

Mr. \_\_\_\_\_

Chicago, Ill.

Dear Sir:—We herewith have the pleasure to inform you that *you have passed your examination very satisfactory* [Italics ours.—ED.], and that the Carnegie University has conferred on you the degree of Doctor of Mechano-Therapy. The diploma will be forwarded to you on receipt of post-office money order of \$50, as mentioned in your previous communication, being the cash price for the entire course.

If you think that you have not sufficient time to receive the diploma at your Chicago address, and as we presume that you will, before leaving America, arrive in New York City, you can call at the offices of the National Institute of Mechano-Therapy, 128 West Sixty-Sixth Street, New York City, and your diploma will be ready. However, if you still have time to receive the diploma, it will immediately be forwarded to you after the post-office money order has been received by the Carnegie University. If you cannot call at the institute, we will forward you your diploma wherever you may be.

You can also communicate with us through our representative in London, Jonathan Nicholson, LL.D., M.D., 32 Highfield Hill, Upper Norwood, Surrey, England.

Hoping to hear from you as soon as possible, we are,

Yours very respectfully,

A. I. STOLK, M.D., D.O.,  
Treasurer.

P. S.—The proper address of our representative in England will be forwarded to you, because he has just moved to London.

#### WHAT IT ALL MEANS

All of which means that the Carnegie University exists for the evident purpose of selling diplomas and granting degrees to such individuals as wish to engage in the practice of "drugless healing." Whether the M.D. degree,



and with absolutely no technical training can do business as a "drugless healer" and carry on his malpractice with impunity so far as the law is concerned. And should the machinery of the court be set in motion against him the cry of persecution is at once raised.

The time must come—and, for the safety of the public the sooner it comes the better—when an enlightened state will not issue charters indiscriminately to any group of ignorant fakers who choose to organize a "university."—*(From The Journal A. M. A., Nov. 18, 1911.)*

### "GRAND PRIX," "DIPLOMAS" AND "GOLD MEDALS"

There was a time when the manufacturer who could point to the "Grand Prix" or the "Gold Medal" his product had been awarded at some exhibition was considered to have a valuable advertising asset. Possibly there was a time when medals and prizes were awarded with an eye single to the excellencies of the goods and bore no relation to the amount of money paid by exhibitors to the organizers of the exhibition. Possibly there are, even today, occasional awards to commercial products made on a basis of pure merit, but they are probably few and far between. The matter which follows throws an interesting light on this subject.



Photographic reproduction (reduced) of the letter-head of the stationery on which Max Kaiser offers to "make certain" that those who exhibit their products under his direction—price, \$400—shall receive a Grand Prix or Gold Medal.

Within the past two months manufacturers have received a letter on the stationery of the "International Exhibition, Paris, 1914." The letter came from the "Commissioner-General" of the exhibition, one Max Kaiser, 24 Holborn, London, E. C. Here it is:

"*Dear Sirs:*—I beg to draw your attention to the great INTERNATIONAL EXHIBITION of Alimentation, Pure Food, Hygiene, Beverages, Drugs and Allied Trades, which will be held at Paris in March, 1914, inviting you to partake with your manufacture at this INTERNATIONAL EXHIBITION. I beg to point out that the aim of this Exhibition is to introduce Foreign Manufactured Goods, Proprietary Articles, Patents, etc., to the French and Foreign Markets, and open up or extend new channels for such goods.

"A Commercial Office at the Exhibition Building under the Commissioner General's own supervision, with well-trained staff, will do everything required in the interest of Exhibitors such as effect sales by circularizing, or inviting buyers to call at your particular stall to judge for themselves the merits of your Exhibit, and in this way bring the American Manufacturers in direct touch with the Foreign markets and the Buying Public.

"This Commercial Office will also negotiate with the Representatives on your behalf; at the same time undertaking to arrange your Exhibit, supply all necessary fittings, decoration, the display, maintenance, repacking and returning of the Exhibit, and also to represent you before the Public and Jury in such a manner as to make certain that your Exhibit shall be awarded first honors (GRAND PRIZE OR GOLD MEDAL).

"You will understand that such an award obtained at this INTERNATIONAL EXHIBITION means an everlasting advertisement as an official acknowledgement and convincing proof to the Superior Quality of your goods, and will certainly put you in front of your competitors on the home market, and naturally increase your sales considerably.

## THE PARIS GOLD MEDAL

The Valuable Award Presented to Bliss Native Herbs at the International Exposition in Paris, France.

From all parts of the world came the products of nature and man. There were table waters noted for their purity, soaps prized for their cleansing properties, sanitary appliances for the sick room, proprietary remedies all vying with one another in their respective kinds as to which was the BEST. People journeyed from countries far and near to be educated in what the world had to offer that would benefit mankind.



A reproduction of the face of the Gold Medal. It is of a dull finish and bears a classic design representing the World giving a reward to all who triumph or excel.



This is the reverse side of the Gold Medal. The Medal weighs four ounces, is two and one-quarter inches in diameter and more than one-eighth of an inch in thickness.

The Gold Medal was unanimously voted to BLISS NATIVE HERBS because of its simple composition, purity of ingredient, widespread sale, usefulness to such a great number of people, large quantity for such reasonable cost and because IT HAS FULFILLED THE CLAIMS THAT HAVE BEEN MADE FOR IT.

Honored and praised throughout all America, lauded and famed in all the British Isles, awarded the Gold Medal in France—truly increasing years bring growing fame to Bliss Native Herbs.

According to Max Kaiser, the exploiters of "Bliss' Native Herbs" were "represented" to him at the "International Exposition" and obtained a "Grand Prix" and a "Gold Medal." The Bliss concern, of course, makes capital out of the "award," as shown above. This is reduced photographic reproduction of a page from a booklet sent out by the Bliss concern.



The New York Institute of Science (see index) was a fraudulent concern which professed to sell a mail-order course of instruction on how to attain "magnetic influence" and "hypnotic power." It mulcted the public out of \$1,500,000 before the federal government put it out of business. The *Exposition Internationale, 1909*, may be judged by the fact that it awarded this fraudulent New York Institute of Science a "Grand Prize," "Gold Medal" and "Diploma of Honor"!

"I might mention here that many a big business has been built up and small concerns been prominently brought to the notice of the Public by Exhibiting. In many cases I have been able to interest Authorities and Reigning Houses in Exhibits under my care, and I have opened up or extended markets for firms Exhibiting under my direction.

"I enclose herewith a list containing some of the most prominent American and English Firms whom I have represented at European Exhibitions and for whom I have achieved splendid results.

"I could arrange your Exhibit for the amount of \$400, to be paid one-half on allotment and the balance on receipt of an award (Grand Prize or Gold Medal).

"Trusting that this will be of interest to you, I shall be pleased to receive your reply by return mail, and give you any further particulars you may desire.

Yours faithfully,

THE COMMISSIONER GENERAL,  
(Signed) Max Kaiser.

The list Mr. Kaiser enclosed with his letter was a printed sheet, giving the names of a number of American and British manufacturers whom Kaiser claims to have "represented" at various "International Exhibitions." The majority of the concerns named are breweries, but there is a good sprinkling of "patent medicine" companies and a few miscellaneous manufacturers. In the American



"Certone," we are asked to believe, is the "greatest discovery in the world" for making skinny individuals "plump and pleasing." "Certone will give you PURE, RICH, BLOOD, STRENGTH, VIGOUR, NEW LIFE . . ." No wonder the Certone Company got a "Gold Medal" and "Diploma" from the "International Exposition" at Paris!

list there are two nostrum concerns named that will be more or less familiar to our readers. They are:

*Alonzo O. Bliss Company*, Washington, D. C. This company sells "the Great Blood Purifier, Kidney and Liver Regulator" known as "Bliss' Native Herbs." According to Max Kaiser, the Alonzo O. Bliss Company obtained one Grand Prize and one Gold Medal.

*Waterbury Chemical Company*, Des Moines, Iowa. This company exploits what used to be known as "Waterbury's Cod-Liver Oil Compound," but is now called "Waterbury's Compound." Kaiser states that the Waterbury Chemical Company received four Grand Prix and four Gold Medals.

Briefly, the proposition submitted by Max Kaiser is this: For \$400 he will make all arrangements for a manufacturers' exhibit at one of the numerous "International Exhibitions." Further, he practically guarantees that this exhibit

will receive either a "grand prize" or a "gold medal"; in fact, the manufacturer need not complete the payment of Kaiser's charges until the prize or medal has been awarded!



"Stuart's Plaster Pads," now called "Plapao Pads," is a piece of adhesive plaster sold as a "cure" for rupture. In addition to using as an advertising dodge a fake analysis from a self-styled chemist (who sells alleged "analyst's certificates"—price, \$5.00), the Stuart concern attempts to make capital out of "diplomas," "gold medals," and a "Grand Prix" awarded by the "International Expositions" of Rome and Paris. Here are reproduced the "gold medal" from Rome and the "Grand Prix" from Paris!

The value of "awards" obtained in this way is, of course, evident. As the public becomes better informed on the subject of international exhibitions, the grand prix, gold medals, and other "awards" made at such exhibitions will be appraised at their true value.—(*From The Journal A. M. A., March 4, 1914, with additions.*)

### THE HILLSIDE COMPANY OF S. W. STAADS

A Nebraska physician writes:

"I am enclosing a letter from the Hillside Company which was sent to me by a clergyman friend of mine, whose letter I also enclose. These letters are self-explanatory and you have his permission to make use of them if you care to do so."

The letter from the doctor's ministerial friend reads in part:

"I enclose a letter for your inspection. I don't know where that institution got my name, but I believe they want to soak a poor preacher."

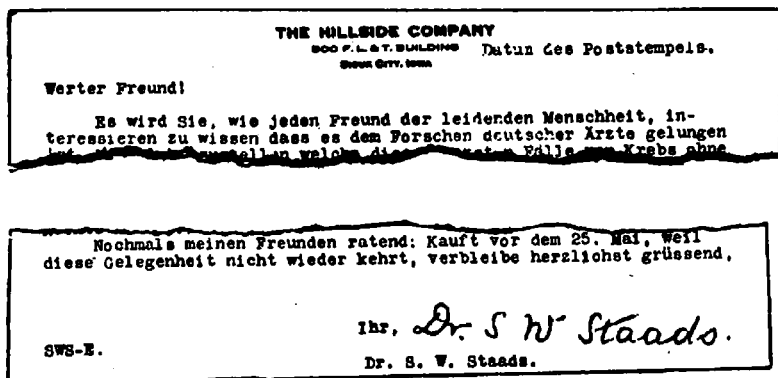
The enclosure itself is a mimeographed letter on the stationery of the Hillside Company, Sioux City, Iowa, and is signed "Dr. S. W. Staads." It is written in German and the first paragraph reads:

*Dear Friend:*—It will be of interest to you, as it will be to every friend of suffering humanity, to know that German physicians have succeeded in their investigations to the extent that they have been able to prepare remedies that have cured the most difficult cases of cancer, without operation. In fact, also patients who had been operated on in vain or who had received roentgen-ray or radium treatment without success have been completely cured. Through reading German medical literature and the kindness of my medical friends in Germany, I became familiar with these remedies a number of years ago, and I have now been positively assured that the rights to these remedies for the whole United States will be turned over to us under certain conditions. Enormous prospects are thus opened up to us. On the one hand, this means a great boon for the cancer patients in our country, and, on the other hand, such a concession for the whole United States means untold profits for us. All physicians would gladly seize the opportunity if they knew of a cancer remedy that had been authoritatively approved."

The letter then states that it is the purpose of the Hillside Company to send a representative to Germany "to draw up the necessary contracts" which will doubtless result in the shares of the company rising considerably. In the meantime, this wonderful opportunity is given the "friends and acquaintances" of Staads to get in on the ground floor: shares in the Hillside Company at \$10 per share! Furthermore, Staads declares himself ready at the request of the purchaser to buy back these shares within two years of the date of issuance at the price paid for them and, in addition, assures the purchaser a profit of 20 per cent. *"Ich erkläre mich bereit auf Wunsch diese Shares zwei Jahre nach Ausstellungsdatum, zum selben Preise zurück zu kaufen und dass dieselben dann 20% eingebracht haben sollen."*

Any one who wishes to accept this "absolutely safe offer" (*"absolut sichere Anerbieten"*) must fill out the enclosed subscription blank and send it, with cheque, no later than May 25. "War Savings Stamps and Liberty Bonds will be accepted in payment at price we receive for them."

The Hillside Company is, apparently, a family affair, with S. W. Staads, president, his son-in-law, vice president, and his son (a chiropractor, it is said) secretary and treasurer. The company is reported to be a "trust estate" with an authorized common stock of \$200,000 and an authorized preferred stock of \$150,000. How much capital has been paid in has not been learned.



Photographic facsimile (reduced) of the opening and closing sentences of the letter of S. W. Staads in the latest attempt to sell stock.

#### SOME EDUCATIONAL DATA

S. W. Staads' name appears in each issue of Polk's Medical Directories from 1900 until 1917, inclusive. In each case it is a display announcement giving the alleged educational and professional qualifications. In the directories for 1900, 1902 and 1904 Staads is given as a graduate of the "German Medical College of Chicago, Ill., 1892" and of the "Independent Medical College, Chicago, 1899." The "German Medical College," long since out of existence, was during its brief span repeatedly characterized by the Illinois State Board of Health as a fraudulent diploma mill. It was operated by one Johann Malok who, according to the Illinois State Board of Health, "profited by the wide-open incorporation laws of Illinois to the extent of securing charters for a brood of fraudulent diploma-selling institutions." The "German Medical College" was not chartered until Dec. 28, 1891; Staads was "graduated" in 1892!

The "Independent Medical College" was a fraudulent Chicago diploma mill whose charter was revoked by the Supreme Court of Illinois in 1899—the year of Staads' "graduation." The directory for 1906 and all subsequent issues contain no reference to Staads' "graduation" from the "Independent Medical College"; Staads still claims graduation from the "German Medical College."



In the same notices in Polk's directories we find Staads is also a "D. P. Chicago School of Psychology, 1897," and a "B. S. Chicago Seminary of Science, 1899!" In addition, he claims a "special course Chicago Homeopathic Medical College, 1897," and "Pratt's Course of Orificial Surgery" over a period of years commencing with 1898 and adding to these years with each subsequent edition of the directory. Of Staads' membership in medical organizations the directories showed:

Member American Institute of Homeopathy.  
Missouri Valley Homeopathic Medical Association.  
Hahnemann Medical Association of Iowa.  
Sioux City Homeopathic Medical Society.  
American Association of Orificial Surgeons.  
Hon. Member Nebraska State Homeopathic Medical Society.

The directories also gave Staads as "Staff Surgeon, German Lutheran Hospital, Sioux City, and Lecturer to the German Hospital Training School, Sioux City, Iowa."

In the spring of 1911, following a discussion in THE JOURNAL regarding the "fee splitting" evil, a physician sent in a letter that he had received from Staads. The opening sentence of the letter called attention to the alleged fact that Staads limited his "work to surgery and gynecology exclusively" and that he would "be pleased to take care of any surgical cases" that might be sent him. Later in the letter Staads said:

"Should a physician be paid for taking an operative case to a surgeon, and for his assistance in such cases, and for the responsibility and work he shares? He certainly is entitled to such recompense."

Whether this was a cryptic reference to the secret division of fees, we do not know; the physician who received the letter evidently thought that it was.

#### THE SANITARIUM COMPANY

The Hillside Company is not the first stock-selling scheme of Staads' that THE JOURNAL has felt impelled to bring to the attention of its readers. In this department for March 15, 1913, under the title "Another Get-Rich-Quick Scheme," the "Sanitarium Company" of Sioux City, Iowa, was dealt with. The Sanitarium Company had for its president S. W. Staads. Its alleged object was "to manufacture and sell medicines for humankind and animals, chemicals, pharmaceuticals, infant and invalid foods, health coffees, to build and maintain a Sanitarium, etc."—a fair sized order. German-American preachers and physicians were circularized, and a return of "22½ per cent. on your money" and, in some instances, 35 per cent. was promised to those who would invest.

The prospectus declared that the Sanitarium Company had closed a contract with a German drug concern which would give it the exclusive right "to manufacture all of their products as medicines, chemicals, foods, etc., which have a tremendous sale in Europe." Nor was this exclusive concession limited to the United States: it took in also Canada, Cuba, the West Indies, Mexico, Philippine Islands, and practically all South America. As the prospectus naively said:

"You will admit that with such large territory and such excellent preparations which have a great reputation where known, we have a wonderful future full of the very best opportunities. When thoroughly established in the United States through wide advertising to the physicians, druggists and the laity, we will gradually have to open branches in Canada, Mexico, Cuba, South America, the Philippines, etc. Have you any conception of the wonderful possibilities of such work? Just think what it means to have thousands of physicians and druggists as shareholders as we intend to get! All shareholders are entitled to 10 per cent. discount for cash on any direct purchase of our goods not marked net, and on bills



incurred at the proposed Sanitarium. A 10 per cent. discount means a good deal to the dispensing physicians and druggists, and rest assured, they will gladly buy from us all they can and recommend our preparations. Does not that stand to reason? And that alone spells success."

In addition, it was claimed that a large house had been bought in a neighboring city (Cedar Rapids); this was going to be remodeled and turned into a "Hospital-Sanitarium." This institution, said the prospectus, would have an advantage over all others in the United States in that it would be the only one in which patients would be able to get the medicinal preparations made by the German concern whose exclusive rights the Sanitarium Company had obtained! As a subsidiary of the Sanitarium Company was the Physio-Chemical Company, which put out a line of "patent medicines." These facts and others were given in detail in THE JOURNAL's article which, in closing, expressed wonder as to "how many physicians or 'Dear Reverends' would really invest good money in such a crudely and baldly exploited scheme."

The present scheme is just as crude and bald. In order to get preachers and others to send in their Liberty Bonds or their money Staats would have

<b>35%</b> <b>im ersten Jahre</b> <b>sicher!</b>	<b>The Sanitarium Company</b> <b>SIOUX CITY, IOWA</b>	<b>Directoren:</b> Dr. S. W. Standa, Präf. Dr. S. B. Hookins, B.-Vors. Dr. F. A. Seemann, Ort. alle in Sioux City.
<b>Bester Herr Pastor!</b> Sie sind vielleicht einer der wenigen Menschen, die es nicht nötig haben, kleine Ersparnisse fürs Alter oder für die Hinterlassenen sicher und gewinnbringend anzulegen. Wenn das der Fall ist, dann hat die Sanitarium Company einen Markt für Sie. Gehören Sie.		

Reproduction (reduced) of the opening sentence of the letter sent out in 1913 to preachers.

them believe that he can get the exclusive right to some made-in-Germany nostrums that will cure "the most difficult cases of cancer."—(From *The Journal A. M. A.*, July 8, 1922.)

## THE HOME HEALTH CLUB

The medical mail-order quack's most valuable asset is his mailing list and obtaining this list is his greatest item of expense. David H. Reeder, one time of Laporte, Ind., but now of Chicago, has solved the problem in a way which makes up in ingenuity what it lacks in frankness. David H. Reeder is the president and, apparently chief owner, of the "Home Remedies Company," originally of Laporte, Ind., now at "Cottage Grove Avenue, opposite Fiftieth Place, Chicago." The company is a "patent medicine" concern that sells its remedies on the mail-order plan. The "Home Health Club" has its headquarters with the Home Remedies Company but advertises its address at "5039 Cottage Grove Avenue, Chicago." The "founder" of the Home Health Club and the author of the "Club Books and Lectures" is David H. Reeder.

Reeder<sup>1</sup> poses—in print—as a physician. A careful search of all available records, and they are extensive, fails to show that Reeder ever was graduated by a medical college or ever was granted a license to practice medicine by any state. In the past, Reeder has not hesitated to put "M.D." after his name;

1. Reeder's connection with the so-called Children's National Tuberculosis Society was referred to in *THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION*, Sept. 11, 1915. A reprint of the matter will be sent on receipt of a two-cent stamp.

more recently he has become wary. Volume I of the Home Health Club was written, according to the title page, by "David H. Reeder, M.D., Ph.D."; Volume III of the Home Health Club had for its author, according to the title page, "David H. Reeder, D.O., Ph.D."

Reeder's business is the selling of (1) alleged health books (with a "Certificate of Membership" in the Home Health Club thrown in) and (2) "patent medicines," both on the mail-order plan. Reeder has worked out a novel idea for getting his customers. He has eliminated the chief item of "overhead expense" usually inseparable from the mail-order business, that of paying for advertising space. His scheme is to write to certain newspapers offering to furnish free "copy" for a "Health Department," to be conducted under the title



Some letter-heads of the "Home Health Club" and the "Home Remedies Company" when these were operated at Laporte, Ind. "Dr." David H. Reeder calls himself "founder" of the "club," and he is president of the "patent medicine" concern.

"Home Health Club." To allay the suspicions that would, naturally, arise in the minds of those editors to whom such an offer came, the Home Health Club explains how it is able to furnish free "copy" for the newspaper. It asks that the "service" offered be given credit to the club "by name and address." Continuing, the letter to the editor says:

"Through this publicity inquiries are brought directly to the club which promotes the sale of the books, compiled and reprinted from the lectures in various papers to which they are furnished. These sales amply cover the expenses of the organization which explains how the club is enabled to provide you the matter free."

Notice that no reference is made to the "patent medicine" side of the enterprise. The sale of books alone is given as the excuse for furnishing free "lectures."

#### HOW IT WORKS

The way in which Reeder's scheme works out may best be explained by detailing some specific cases. A young woman wrote to Reeder giving r

## The Home Health Club

By DR. DAVID H. REEDER,  
Chicago, Ill.

**Do it Now.**—That seems to be a queer heading for a talk on health, but those of you who know me best know there is generally a reason. Here it is:—

One of the readers of the Home Health Club was impressed with the fact that I always advise prompt action when dangerous conditions are suspected; so when a pain in her breast became evident, she carefully examined to find the cause. To her surprise she found a lump of considerable size. At once she sought her club book, and under the heading of "Cancer of the Breast" found a description of just such a lump. Quite as promptly she applied the simple home treatment described, and in a reasonable time the lump and the pain had nearly disappeared. The fact that it did not entirely disappear, however, caused her to worry, and as that would not do at all she wrote for more specific directions, which I was very glad to give. The lump was not a cancer, but if nothing had been done I am quite sure that within a year the diagnosis would have been quite definite.

Do not advise that you  
for every list.

acid  
a little water. Rub cotton in the  
inner corner of the eye. It is per-  
fectly safe and very efficient.

All readers of this publication are at liberty at all times to write for information pertaining to the subject of health. Address all communications to the Home Health Club, 5,039 Cottage Grove Avenue, Chicago, Ill., U.S.A., with name and address in full and at least four cents in postage.

PATENT

To obtain a "sucker list" for his mail order patent-medicine" business, Reeder offers to furnish newspapers with "copy" for a "health department" on the understanding that all inquiries are turned over to him. Here is a sample of the "copy."

"Cold Feet" may be cured for 50 cents. No. 42 for Insanity is another half-dollar preparation while No. 52 for Prostatitis costs \$3. There is "Nocturnia" for unnatural losses, drains and weaknesses," which "Restores Virility, Strength and Efficiency," price, postage prepaid, only \$2 a bottle! And "Grandmother's Ointment" at 50 cents a tube must be considered cheap, as a "relief and cure"

details but stating that she was "weak and run down" and asking for advice. Reeder replied in a letter replete with platitudes regarding diet and exercise and suggested that the girl purchase "Home Health Club Book Vol. 1," price \$1, and carefully observe the directions given therein. For a tonic, Reeder recommended "Re-New-U," which, he declared, "is excellent":

"Its influence upon the stomach, the liver, the bowels and the kidneys, as well as heart is the very best and I believe that it will be just the thing for you to take. It is sold under the name of Re-New-U by the Home Remedies Company at the price of \$0.50 per box, \$2.50 for six boxes."

Enclosed with the letter containing these recommendations was a descriptive price list of the Home Health Club publications. The correspondent was told that every purchaser of Volume 1 receives "a Certificate of Corresponding Life Membership." The day following the receipt of this letter and advertising brought the young woman a letter from the Home Remedies Company.

It is worth noting, here, that Reeder carefully avoids letting the public know that there is any connection between the Home Health Club and the Home Remedies Company. The Home Health Club's address is always given "5039 Cottage Grove Avenue, Chicago," while the advertising matter of the Home Remedies Company bears the address "Cottage Grove Avenue, opp. Fiftieth Place."

### "PATENT MEDICINES" BY THE SCORE

The letter from the Home Remedies Company contained "patent medicine" advertisements galore. The first one described, for Abscesses, costs \$2. No. 4 for "Ataxia Locomotor" costs but 50 cents. The eleventh on the list is for Cancer and is priced at \$2. The one for Cataract comes at \$1, while

No. 42 for Insanity is another half-dollar preparation while No. 52 for Prostatitis costs \$3. There is "Nocturnia" for unnatural losses, drains and weaknesses," which "Restores Virility, Strength and Efficiency," price, postage prepaid, only \$2 a bottle! And "Grandmother's Ointment" at 50 cents a tube must be considered cheap, as a "relief and cure"

of any form of hemorrhoids. "Re-New-U" as the company's *pièce de résistance*, is, of course, played up to the limit; it will give you "Health, Vigor and Vim." In order that you may *look* as young as "Re-New-U" will make you *feel*, it is recommended that you use "Cutola," "which enables you to defy old age." For Cutola:

"... would restore freshness and youthful appearance to the face of an old Arizona Indian."

Those who, like Ponce de Leon, are seeking something in this line should send in a "Combination Order: 6 Boxes of Re-New-U and 3 Bottles of Cutola, \$5."

#### MAIL-ORDER CURE FOR PILES

Another case: A man writes in to Reeder asking him what can be done for a long standing case of hemorrhoids. No details are given regarding the case but Reeder comes back with all the glib assurance of ignorance:

"I believe that your case of piles can be entirely cured without having to resort to an operation."



"Certificate of Membership" in the Home Health Club, which goes with every purchase of Vol. I of the club books—price \$1.00.

As to the cause of the condition Reeder opines that "the bowels have very much to do with it," which sounds reasonable. For treatment:

"You will find in Home Health Club book, Vol. 3 much upon the subject that would enable you, if observed, to successfully treat yourself at home. The price of the Vol. 3 is \$2.00."

Further, Reeder suggests that the gentleman suffering from piles "secure and use internally a preparation of tissue foods":

"The Home Remedies Co., Cottage Grove Ave., Opp. 50th Place, this city, handles them under the name of Modern Home Remedies and I will ask them to send you some circular describing them."

The vision of Dr. Jekyll Reeder of the Home Health Club asking Mr. Hyatt Reeder of the Home Remedies Company to send some advertising circulars to a sufferer from hemorrhoids is a touching one. But this was not all. Reeder recommends also that a 50-cent tube of "Grandmother's Pile Cerate" be purchased. This "will aid in putting the trouble under control but in order to gain the best results further measures are needed." The "further measures" are a set of "Weirick Rectal Dilators," price \$3, sold, of course, by the Home Remedies Company.

## CURING CANCER WITH "TISSUE SALTS"

But there is a darker side to the Reeder brand of quackery. One young woman wrote to Reeder describing a case of carcinoma of the breast. Reeder replied:

"From what you mention of your mother's condition I am inclined to think that the trouble may be one of Cancer of the Breast, and although such cases are considered quite severe by many physicians, they are not at all incurable. There are many who have been fully restored to health without surgery, just by following the Home Health Club method of treatment, as described in the Volume 2 under the heading, 'Breast Cancer.' I will suggest that you procure this book for your mother, and see to it that she carries out the different suggestions given therein. By so doing I predict good results. The price of Volume 2 is \$3.00."



*Home Health*, the "official organ" of the Home Health Club. The advertising pages are devoted to the exploitation of the nostrums of the Home Remedies Company.

For this case Reeder recommended the "tissue remedies" for cancer sold by the Home Remedies Company, price \$2, and declared that "Grandmother's Tumor Remedy," also sold by the Home Remedies Company, price \$2, was "of great value for external use in cases of this kind." A nice business forsooth.

Any man who declares that many women with cancer of the breast have been fully restored to health without surgery falsifies. If he does this knowingly, and for the purpose of selling some wretched nostrums, he is a scoundrel; if he falsifies unknowingly, from the depths of abysmal ignorance, he is a dangerous quack.

## CATCHING THE WOMEN

Much more could be written of the Home Health Club and the Home Remedies Company and other activities of David H. Reeder, did space permit. It would be interesting, for instance, to describe the devious methods by which the Home Remedies Company has exploited women. Take these excerpts from a letter sent out by the concern to a woman:

"While the scope of our ministrations are manifold, our chief aims are the alleviation and cure of relative diseases of the ovaries and womb and its appendages; Leucorrhoea, Prolapsus, Ulceration, Engorgement, Painful and Profuse Menstruation. . . . All replies will be held sacred, thus availing the most diffident and reticent of a guaranteed means whereby a perfect cure for each and all of women's ailments can be accomplished in the sanctity of home."

Reference, too, could be made to the attempt on the part of Reeder to sell stock in his "patent medicine" concern. The prospectus sent out was of the

**PRIVATE AND CONFIDENTIAL QUESTION BLANK**  
Fill out and return to THE HOME REMEDIES CO., Cottage Grove Ave., opp. 31th Place, Chicago, Ill.

For diagnosis of condition of \_\_\_\_\_  
of \_\_\_\_\_ State \_\_\_\_\_ Date \_\_\_\_\_

1. Age	2. Height	3. Weight	4. Color of Eyes
5. Color of Hair	6. Single or Married	7. Complexion	8. Occupation
9. Disease of How Long Standing	10. Previous Health	11. Pub.	12. Where
13. Best of Diet	14. What Kind	15. Sight	16. Hearing
17. Any Cough	18. Expectoration	19. Eruption of Skin	20. Tongue Coated
21. What Color	22. Pulsation of Heart	23. Diarr. Spells	24. Faint Spells
25. Blood Spots	26. Constipation	27. Piles	28. Wanting of Flesh
29. Fever	30. Chills	31. Night Sweats	32. Gas on Stomach
33. Heartburn	34. Sore Throat	35. Watery Rising	36. Windy Rising
37. Eyes and Skin Yellow	38. Low Spirit	39. Loss of Energy	40. Easily Fatigued
41. Nervousness	42. Easily Irritated	43. Sleep Well	44. Consumed Excess
45. In What	46. Memory Poor and Inexact	47. Any Soreness or Stiffness	48. Feet and Ankle Swell
49. Breathing Easy or Difficult	50. Take Cold Easily	51. Unpleasant Dreams	52. Headache
53. Catarrh	54. Back Weak	55. Any Stomach	56. In What Region
57. Had Any Venereal Disease	58. Parasite Healthy	59. Taken Much Medicine	60. Been Salivated With Mercurials
61. Had Any Severe Fever Sickness	62. Cold Feet and Hands	63. Varicose	64. Have You Been Circumcised
65. Desire to Urinate Often	66. Scalding From Urine	67. Urine Highly Colored	68. Sufferer in Urine on Standing
69. Color of Semen	70. Cannot Hold Semen	71. Polluting Dreams	72. Sexual Desire Natural

**SPECIAL FOR WOMEN**

1. Menstruation (or monthly periods) regular	2. Age at first menstruation
3. Any pain or sickness during	4. Leucorrhoea or "Whites"
5. Character of discharge	6. Gross birth to how many children
7. Age of youngest	8. Nursing now
9. Character of labor (unpleasant)	10. Any miscarriages
11. Recover well after confinement	12. Falling of womb
13. Soreness over womb	14. Dragging sensation above the hips
15. Sore breasts	16. Pregnant now
17. How long pregnant	

The other side of this paper is for Special Instructions about your case. Describe it fully.

Every mail-order medical concern has its "diagnosis blank." Here is a miniature reproduction of the one used by the Home Remedies Company.

classic, "blue sky" type. After stating that Reeder started in with an original investment of \$4.60 and that the business had been developed until it was worth \$126,000, doing a cash business of over \$50,000 annually with net profits of 16 per cent., the prospectus declared that the company needed an additional \$100,000 "to further advertise and push the sale of our Remedies, Foods, etc." There is the inevitable reference to fortunes made in the "patent medicine" business, and the cases of "Bromo Seltzer" and "Warner's Safe Cure" are cited, presumably for the purpose of exciting the cupidity of the prospective investor.

## THE HOME HEALTH CLUB VOLUMES

It would be possible to show by quotations from some of the Home Health Club volumes Reeder's ignorance of even the fundamental truths of medical science. One quotation must suffice. Reeder solemnly assures the public, through one of his books sold as recently as October, 1915, that:

"Thirty-six cases of diphtheria developed in one school in Chicago by the leakage of sewer gas into a hot-air pipe."

In common with his kind Reeder does not omit an opportunity to black-guard the professions of medicine and pharmacy. In describing himself and his methods—as a physician, not as a "patent medicine" dispenser—he says:

"... the druggists do not love me; the undertaker does not know me, and I miss his influence and my rebate; my patients have a quiet time; my bills, unfortunately, are small; can't get rich very fast; I don't have the advantage of swelling my bill for probate, for my patients are never too sick to keep tally on the number of visits."

The matter sent out by the Home Health Club, whether it be the so-called Home Health Club volumes, letters of "advice," *Home Health*, the alleged official organ of the Home Health Club or what not, has for its final object the exploitation of the nostrums sold by Reeder under the name of Home Remedies Company. The business is one of deception, misrepresentation and trickery. The newspapers are deceived into accepting the Home Health Club copy, the public is deceived by leading it to believe, inferentially, that there is no connection between the "patent medicine" concern—the Home Remedies Company—and the Home Health Club itself. Reeder's writings stand as monuments to his ignorance and his methods indicate a disregard for elementary truthfulness and common honesty.—(*From the Journal A. M. A., Dec. 11, 1915.*)

**Reeder Arrested.**—In September, 1918, the Department of Registration and Education of the State of Illinois arrested Reeder for violation of the state medical practice act in practicing medicine without a license. Reeder, who was fined \$25 and costs, is alleged to have informed the court that he was leaving Illinois for Indiana, his home state.

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### THE "HOME MEDICAL ADVISER" TO DATE

A modification of the old "free chromo with every pound of tea" scheme has been worked for the past few years in the sale of books of the "home medical adviser" type. The system is one of wide distribution and is operated under various names as well as from various cities.

The plan generally seems to be to have agents go out from various centers selling a pretentious looking volume. The book, or books, for there are apparently more than one, go under various names, having been sold under such titles as "Medicology," "Domestic Medical Practice," "Health and Longevity," "Library of Health," etc. Sometimes they come in a single volume of about 1,500 pages and one-half foot thick; in other instances, apparently, they are prepared in two-volume form. Such specimens as have been brought or sent to this office indicate that these imposing tomes are printed from stereotypes that have seen better days. In at least one instance the matter seems to be made up largely from a book published over thirty years ago. This book, while written by men of standing and containing matter of value and interest to the public, was never prepared with the slightest idea on the part of the authors that it would be revamped and used as a premium for an alleged free medical treatment.

## DOMESTIC MEDICAL SOCIETY

Each purchaser of the "health book" is given a very official-looking certificate which is said to entitle him and his family "to the privileges of Health Protection, Medical Advice, Consultation, Health Advice, and Prescriptions at the office of the consulting Physician without any extra charge or fee whatsoever for such services, for a period of two years from date of this Certificate." The business is done by agents who, before going forth on their errand, memorize a line of "patter" to unload on prospective victims. Here is part of the "Demonstrators Talk" which is said to have been used by those who attempted to sell "Domestic Medical Practice":

## THE DEMONSTRATOR'S "PATTER"

"Good morning! You received a circular from the Domestic Medical Society? That is too bad, you should have had one! I'll take your name and address and have one mailed you free. Your name is what? Your initials are what? Your number is what?"

"Our object is to help stop the spread of contagious diseases. You know that there would not be any scarlet fever, diphtheria, or even consumption if people knew how to prevent them. Isn't that so? It requires one minute's explanation and costs you nothing. You can spare one minute, can't you? I'll just step in and explain it to you."

IDENTIFICATION		
Not Transferable	<b>DOMESTIC MEDICAL SOCIETY</b> CONSULTING COUPON	Identification necessary when requested
This Coupon entitles _____ and entire family to the benefits and services of the Domestic Medical Society free of charge as enumerated above, if presented at office of Consulting Physicians within two years from date.		
<b>NORTH SIDE</b> <b>DR. G. COHEN</b> 4025 Sheridan Road Telephone Lake View 883 Office Hours: 9 a. m. to 6 p. m.	<b>SOUTH SIDE</b> <b>DR. HARRY E. WALSH</b> 5058 Westworth Ave. Office Hours: 8 to 10 a. m., 2 to 4 p. m., 7 to 9 p. m. Please Drive 249	<b>S. JAMES MORRIS, D.P., F.A.C.S., F.R.C.S.</b> PHYSICIAN AND SURGEON 1947 N. Western Avenue Cor. Midland Avenue RESIDENCE OFFICE HOURS TR 9 a. m., 12 to 2 and 7 to 9 p. m. Sundays, 11 a. m. to 1 p. m. Tel. Humboldt 1907
<b>L. A. GORHAM, O. D.</b> EYE SIGHT SPECIALIST 1947 Western Avenue Hours: Wed and Sat. 7 to 9 p. m. Tel. Humboldt 1973 With Dr. S. James Morris	<b>M. D. THAYER, M. D.</b> 11349 Michigan Avenue Near 11361 Penna Avenue Phone 4992 W. P. Office Phone W. P. 711 Hours Daily: 2 to 4 p. m., 7 to 9 p. m.	<b>DENTISTS</b> <b>DR. C. E. GOULDING'S</b> PAINTER'S DENTISTS 120 South State Street In Door Mark of "F" Phones Central 2131, Automatic 44633 OFFICE HOURS 8.30 a. m. to 6 p. m. Sundays 10 to 12.00
<b>EXAMINATION AND EXTRACTION FREE</b>		

Identification coupon in use about 1914 or 1915 by the Chicago branch of the "Domestic Medical Society" in connection with the sale of "Domestic Medical Practice." A few days after this article appeared THE JOURNAL received a letter from Dr. Harry E. Walsh, stating that he had "for certain reasons, and from an ethical standpoint," resigned some time ago from the "Domestic Medical Society." Dr. Walsh did not mention in his letter the fact that he was now connected with the Western Distributing Company, which was exploiting the "Library of Health."

"We first take up contagious diseases. If Diphtheria, Scarlet Fever, Small Pox or Measles should come to your home you certainly would want to know what to do about it, and what the board of health requires you to do, wouldn't you?"

"We show you here the Physician's Manikin painted especially for this work; it shows the location of all the organs of the human body, the back and front view of the heart, the lungs, the liver, the stomach, the kidneys, etc.

"You hear a great deal about appendicitis. There you see the Appendix. It is the most mysterious organ of the human body. Medical records tell us that more people have been killed by the operation than die from the disease itself.

"Our authority on this, has cured 95 per cent. of his patients by a local application of oils, such as petroleum or turpentine, applied over the area outlined by Capital A.

"Then you have in your own home treatment for 49 diseases by local application, such as Colds, Pneumonia, Neuralgia, Epilepsy, Dyspepsia, Kidney troubles, etc.

"These are all cured by Turpentine, Vinegar, Salt, Lemon, etc., remedies which you have in your own kitchen. The doctor prescribes all these in Latin, which confuses you and helps the druggist to get higher prices for his drugs. Isn't that so?"

"Then we have the Plants, Vegetables, Fruits and Herbs. Celery cures Rheumatism, Lemon cures 21 different diseases, the Pumpkinseed removed the tapeworm, head, body and all.

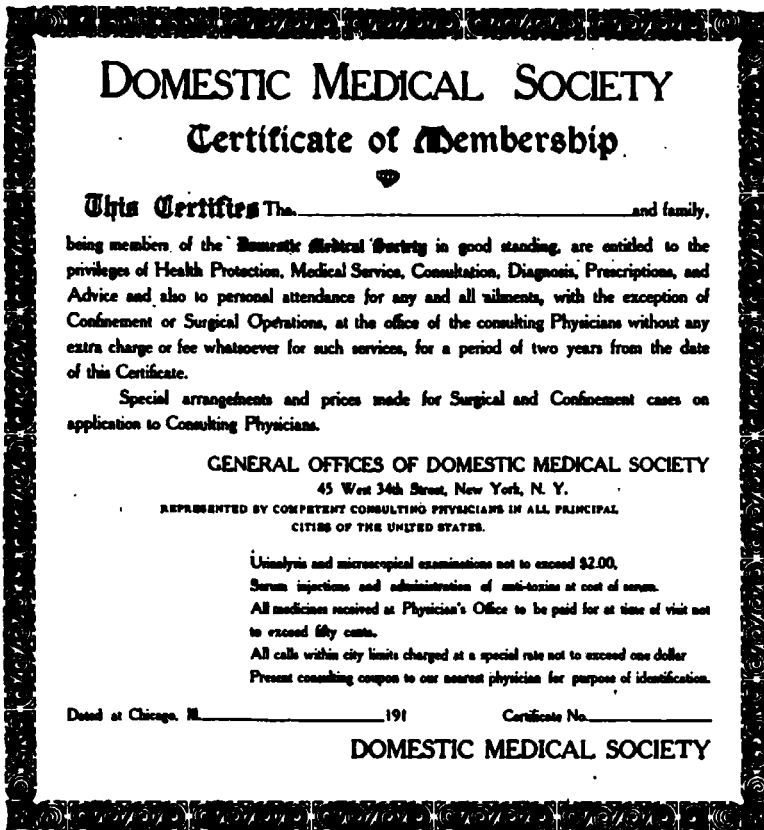
"Did you ever have the Grippe? Do you know that one-half a teaspoonful of Cayenne pepper will cure the worst attack of Grippe in one night? Cayenne pepper also cures Scarlet Fever."



If the "demonstrator" has not been gently but firmly propelled down the front steps by the time he reaches this point, he discourses on the care of infants and the treatment of infant ailments as detailed in "Domestic Medical Practice." Then—we quote *verbatim*—he continues:

"We give you over 500 standard medical prescriptions in Latin and English, as prescribed by Physicians, showing you how you are overcharged by the druggist.

"For instance, the standard medical prescription for Cholera Morbus is: Piper, Sodium Chlorid, Cordialis Rubus Villos, Aqua Bulliens. This is nothing but pepper, common salt, blackberry brandy and boiling water, articles to be found in almost every kitchen, or which can be had from a grocery store for next to nothing, but, from a Doctor and in Latin, it will cost from \$1.50 on to \$2.50."



Photographic facsimile (reduced) of the "Certificate of Membership" issued by the Chicago branch of the "Domestic Medical Society," with offices at 45 West 34th Street, New York City.

And the peroration:

"It is complete in one large convenient volume of 1,570 pages, 42 departments, each of which is just as useful to you as the three or four I have shown you, and is bound just like this.

"It is placed in your home for three and one quarter cents a day, twenty-five cents a week or one dollar a month for a period of ten months.

"Now, any one can afford a paltry quarter a week for a valuable work like this, don't you think so?

"Candidly and conscientiously, don't you think so? Of course you do; place your name here, please."

"Domestic Medical Practice," to which the preceding "talk" refers, is out on the market by a concern calling itself the "Domestic Medical Society." Although located in Chicago its activities are by no means purely local, for we have had inquiries about it from Massachusetts to California.

## AMERICAN HEALTH SOCIETY

A scheme that seems essentially similar is also operated by a Philadelphia concern which seems to go under such names as the "Historical Publishing Company," the "American Health Society," the "Home Health Society," the "University Health Society"—and possibly others.

<h2 style="margin: 0;">Certificate of Membership.</h2>	
<p style="text-align: center; margin: 0;">Chief of Staff, <b>W. W. MYERS, A. M., M. D.</b></p> <p style="text-align: center; margin: 0;">Reception Hours: <span style="border: 1px solid black; padding: 2px;">8 to 11 A. M. 2 to 5 P. M.</span></p>	<p style="text-align: center; margin: 0;">Staff Headquarters, <b>1236-38-40 CHERRY ST., PHILADELPHIA, PA.</b></p> <p style="text-align: center; margin: 0;">Office Hours: <span style="border: 1px solid black; padding: 2px;">1 to 2 P. M.</span></p>
<p><b>This Certifies</b> <i>that the Bearer, being a subscriber in good standing to "Medicology," is enrolled as a member of University Medical Society for one year from date of this Certificate, and as such is entitled to and shall receive free, prompt and competent advice by (or from) the prominent specialist and chief of staff named below in answer to any query of a medical nature by mail, or in person.</i></p> <p><i>This further certifies that the Bearer will receive free physical examination and consultation, including prescriptions and medical advice</i></p> <p><i>In seeking advice and treatment by mail, be careful to state definitely symptoms of your ailment; also give full name and post-office address. Enclose two-cent stamp for reply</i></p> <p><i>Address all communications, with stamp for reply, to <u>W. W. MYERS, A. M., M. D., Chief of Staff,</u></i>  <span style="display: block; text-align: right;"><u>1236-38-40 Cherry Street, Philadelphia, Pa.</u></span></p> <p style="text-align: right; margin-top: 10px;"><b>University Medical Society.</b></p>	

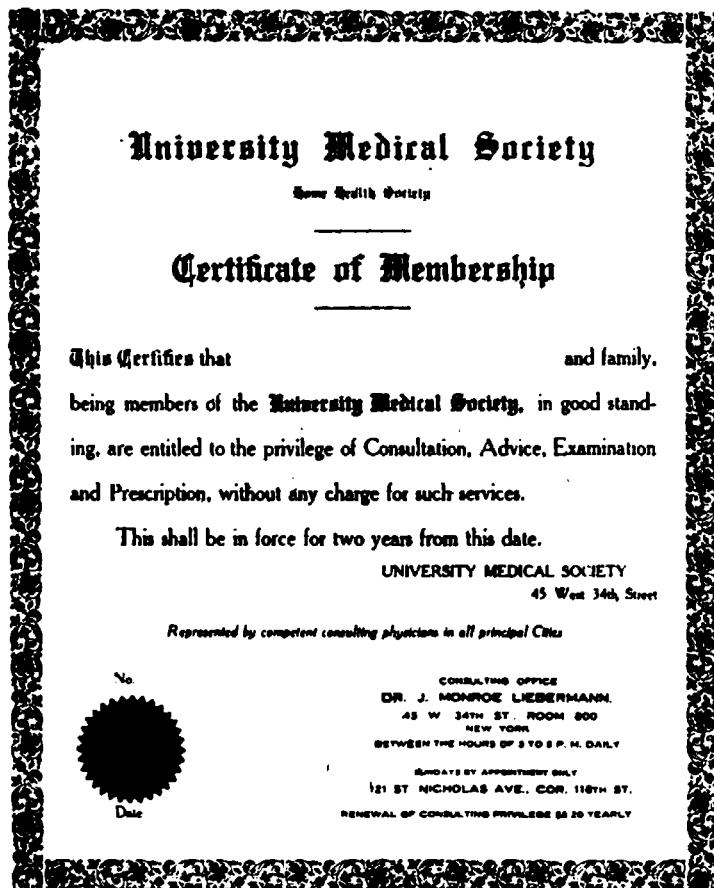
Photographic facsimile (greatly reduced) of the "Certificate of Membership" issued to individuals who purchased "Medicology."

<h2 style="margin: 0;">AMERICAN HEALTH SOCIETY</h2> <p style="margin: 0;">PHILADELPHIA</p> <h1 style="margin: 0;">Certificate</h1>	
<p style="text-align: center; margin: 0;"><b>B. FRANK SCHOLL, Ph.G., M.D.</b> 1439 N. Seventeenth St. Philadelphia, Pa.</p>	<p style="text-align: center; margin: 0;">Reception Office Hours: <span style="border: 1px solid black; padding: 2px;">Until 10 A. M. 2 to 5 P. M. 8 to 9 P. M.</span></p>
<p><b>This Certifies</b> <i>that the bearer (and immediate family) being a subscriber in good standing to the "LIBRARY OF HEALTH" is entitled to, and shall receive free, prompt and competent advice for a period of two years by or from the consulting physician and chief of staff named below in answer to any query of a medical nature, either by mail or in person at his office.</i></p> <p><i>This further certifies that the bearer will receive free physical examination, including diagnosis, prescriptions and medical consultation. In seeking advice and treatment by mail, carefully fill out the Society's Symptom Blanks, and give any further information possible. Also give full name and Post Office address, plainly written. Always enclose two cent stamp for reply</i></p> <p style="text-align: right; margin-top: 10px;"><b>B. FRANK SCHOLL, Ph.G., M.D.</b> P. O. BOX 643, PHILA., PA.</p>	

Photographic facsimile (greatly reduced) of the "certificate" issued to purchasers of "Library of Health" which contains a rehash of much of the material published in "Medicology."

The "Historical Publishing Company" seems to have been a little too active in its home state for its own comfort. A Philadelphia paper during the few weeks has recorded the arrest of one of the company's agents in Lehigh County, Pa. The agent, according to the newspaper report, offered for sale

usual "Library of Health" and those who paid \$18 for the book were given "a certificate with a big red seal" which entitled the holder to receive treatment at the hands of the "Eminent Expert and Chief of Staff" of the "Home Health Society." Also, the enthusiastic agent seems to have given the inference that the "certificate" holders were entitled to write to Health Commissioner Samuel G. Dixon, who would diagnose their cases and send prescriptions. Here is where the agent made a mistake and his arrest followed an investigation by the officials of the state department of health. According to the same paper, the alleged "prominent specialist and chief of staff" named on the certificate was one B. Frank Scholl, M.D., of Philadelphia.



Photographic facsimile (reduced) of the "Certificate of Membership" used by the "University Medical Society" ("Home Health Society"), with headquarters at 45 W. 34th St., New York City.

When the complaints against the company were heard before the deputy attorney-general of the state, it is alleged that the defendants asserted that they had sold one million of their publications! The company admitted that the various "health societies" under whose names it did business had no existence other than trade names. As a result the attorney general ordered the Historical Publishing Company, (1) to use only its charter name, (2) to discontinue using the names of the various "health societies," (3) to stop issuing "certificates" agreeing to treat people and (4) to cease issuing free prescriptions.

In the Middle West the "Historical Publishing Company" apparently operates as the "American Health Society" and is represented by the "Western Distributing Company," with offices in Chicago. The book sold by the Western Distributing Company is the "Library of Health," a pretentious volume of about 1,500 pages. The title page of the "Library of Health" bears the names of three physicians, B. F. Scholl, J. F. Little and F. E. Miller, while the frontispiece is a full page half-tone purporting to be a picture of Dr. B. F. Scholl.

#### THE "LIBRARY OF HEALTH"

According to the subtitle, the "Library of Health" is a "Complete Guide to Prevention and Cure of Disease." The book seems to be a combination reprint and rehash of a similar volume published some years ago under the title "Medicology or Home Encyclopedia of Health." This older volume, instead of being by Drs. Scholl, Little and Miller was by Joseph G. Richardson, M.D.; William H. Ford, A.M., M.D., and C. C. Vanderbeck, M.D., Ph.D., and James P. Wood, M.D., as "managing editor." The first ninety pages of the "Library of Health" are identical, both text and illustrations, with the text and illustrations appearing in "Medicology." Many other parts of the book show evidences of having been lifted entire from the older volume or even printed from the same plates. Both volumes are copyrighted by E. J. Stanley.

The "Library of Health" gives its readers to understand that diphtheria, scarlet fever and measles and even erysipelas may be due to exposure to sewer gas! The absurdity of such statements, while obvious enough to physicians, may not be so recognized by the purchasers of the "Library of Health." Under "remedies" for cancer the victim is urged to try leeches "for a considerable length of time." The dangers of temporizing in such conditions make this advice particularly vicious.

Persons entirely ignorant of the dangerous character of certain drugs are offered prescriptions containing such poisons as aconite, conium, arsenic, belladonna, chloral, cannabis indica, hyoscyamus, cyanid of potassium. etc.

#### "PATENT MEDICINE" FOR GONORRHEA

A chapter devoted to gonorrhea contains a paragraph on "Treatment" recommending "the Sanmetto treatment." Sanmetto is thus described:

"It acts as a great vitalizer, increasing the strength of the reproductive organs, hastening their action, promoting their secreting power and increasing their size."

In the chapter on diphtheria there are eight paragraphs on "treatment." The last paragraph deals with antitoxin and states that although "enthusiasts favor its employment in every case," still "the more conservative men in the profession . . . believe that the field for its employment should probably be limited to cases which present [severe symptoms and to cases which do not respond promptly to ordinary] methods of treatment." The bracketed matter in the quotation just given does not appear in the "Library of Health," although it does appear in the old "Medicology." Evidently in reprinting the old book a line of type was "dropped" so that the statement does not make sense.

#### VICIOUS ADVICE TO THE SYPHILITIC

The sufferer from syphilis is warned that "mercury and the iodids produce injurious effects if long continued, and should be avoided" and is told that "Hemetesene" should be used. This product, according to the "Library of Health," is "A Vegetable Treatment" and is declared to be "as much a specific for syphilis and blood poisoning as quinin is for intermittent fever." The

tremendous amount of harm that the promulgation of such bizarre falsehoods may do can better be appreciated by medical men than by the public.

About seventy pages are devoted to what is termed "a simple method of diagnosing disease by symptoms." The object of this chapter, according to the book, is to "clearly set forth the effect of different diseases" so that "the layman may, in a vast majority of cases, as efficiently diagnose most diseases as the ordinary physician." The reading of the chapter will doubtless leave the average layman in the same frame of mind as was the hero of Jerome K. Jerome's "Three Men in a Boat" who after going through a "home-doctor" book decided that he was suffering from all the diseases named therein except housemaid's knee.

PAYMENTS MONTHLY BY MAIL AS PER CONTRACT	
<b>TOTAL PRICE \$12.00 NET</b> <b>DOMESTIC MEDICAL SOCIETY</b> 61 West 34th Street, New York City  <b>RECEIPT FOR PAYMENT</b> Town _____ Date _____ Received of _____ on account of Domestic Medical Practice. _____ Dollars _____ Cents _____ Representative	<b>COPY OF CONTRACT</b>  Gentlemen: I hereby apply for Two Years' Membership with Domestic Medical Practice complete in one massive volume, in half leather binding, for which I agree to pay Twelve (\$12.00) Dollars, as follows: Two (\$2.00) Dollars first payment and One (\$1.00) Dollar each month thereafter until the whole amount Twelve (\$12.00) Dollars shall be paid in full. This contract records my full understanding

PAYMENTS MONTHLY BY MAIL AS PER CONTRACT	
<b>TOTAL PRICE \$10.00 NET</b> <b>UNIVERSITY MEDICAL SOCIETY</b> (Home Health Society) 45 W. 34th St. <b>RECEIPT FOR PAYMENT WITH ORDER</b> <small>authorizes in full the order to collect and receipt for First Payment with order only</small> Town _____ Date _____ Received of _____ on account of Health and Longevity _____ Dollars _____ Cents _____ Representative	<b>Copy of Contract.</b> Gentlemen:— I hereby subscribe for HEALTH AND LONGEVITY complete in one massive volume, in cloth binding, for which I agree to pay \$10.00 as follows: \$2.00 with the order and \$1.00 each month thereafter until the whole amount \$10.00 shall be paid in full. This contract records my full understanding, is irrevocable, and becomes due and payable in full upon non-fulfilment of any condition herein. Signature _____ Business Address _____

REVISED EDITION 1910

HEALTH AND LONGEVITY

Certificate of Membership giving two years free advice by Specialists

Photographic facsimile (reduced) of the contract blanks signed by the purchasers of "Domestic Medical Practice" and "Health and Longevity," respectively. Notice that the addresses of both the "Domestic Medical Society" and "University Medical Society" ("Home Health Society") are the same.

#### SELF-PRESCRIBING FOR DIPHTHERIA AND SCARLET FEVER

Further to enable the possessor of that little knowledge which is dangerous to drug himself with products that are even more dangerous, over one hundred prescriptions are given said to have been "prepared and used by B. F. Scholl, M.D., Ph.G., Philadelphia." They are given in Latin and English, respectively, and are arranged alphabetically under diseases ranging from "abscesses" and "asthma" through "diphtheria," "erysipelas," "sore eyes" and "scarlet fever" to "whites," "waterbrash" and "worms." Still another part of the book is devoted to a description of "new remedies." This in effect is a list of "patent" and proprietary medicines describing, among others, "Ammonol," "Baume Analgesique," "Cellasin," "Lymph Orchitic Compound," "Mercauro," "Rheumalgine" which, by the way, is given more space than any other in the list) and Trypsogen."

This brief synopsis of portions of the "Library of Health" gives but an incomplete idea of the amount of misinformation, dangerous or worthless counsel, obsolete theories and practice with which the book abounds.

## ADVERTISING METHODS

An interesting side-light on the methods used in advertising this book has been brought to our attention by Health Commissioner Ruhland of Milwaukee. The "Western Distribution Company" issued an eight page leaflet on scarlet fever under the title "Bulletin of the American Health Society, Publishers of Library of Health." The leaflet first reprints from a Milwaukee paper statements made by Commissioner Ruhland on the subject of scarlet fever. It then gives information of more or less value describing the symptoms and purporting to help the public differentiate between scarlet fever and diphtheria. It very properly declares that cases such as it describes should all be considered serious and a physician summoned, and it also informs the public that all cases of scarlet fever or other contagious disease must be reported.

The "Bulletin" closes with the statement that the information contained in it has been "selected" from the "Library of Health." It is, presumably, sent out as a means of allowing their "demonstrators" more easily to approach possible purchasers.

Aside from any inherent dishonesty that may or may not attach to the scheme of selling these various books and "certificates," the plan has certain fundamental fallacies. The book, at least in some instances, is over a quarter of a century old. Including, as some of the books do, scores of prescriptions, it will inevitably lead the purchaser to attempt self-treatment of conditions that may be dangerous not only to the individual but to the community. The bulk of the books—1,500 pages or more—is such that the reader either gets an ill-digested conception of their contents or will develop an unhealthy habit of physical introspection.

Up-to-date books of one hundred or two hundred pages written by men of standing and dealing with principles of prevention rather than with details of treatment are of far greater value to the public in the preservation of health and can be and are sold at a legitimate price. It is the bulky pretentiousness of the "health books" together with the added inducement of alleged free medical service given as a premium that makes it possible for a price of ten, twelve or eighteen dollars to be asked and obtained. There is no legitimate excuse, either from the standpoint of economics or health preservation, for selling mediocre publications, with alleged medical service as a premium, at a price that is out of all proportion to the value received.—(*With additions, from The Journal A. M. A., April 21, 1917.*)

[Soon after the preceding article had appeared in THE JOURNAL we received a letter from the instructor in a high school of a Milwaukee (Wis.) suburb. The letter read, in part, as follows:

"Could you give me some information as to the standing of the 'American Health Society' and does the American Medical Association endorse the publication 'Library of Health' gotten out by this 'American Health Society'? Some of the parents of the pupils have asked me to investigate this. A few weeks ago a number of women appeared in the city, representing themselves as graduate nurses with the American Red Cross Society; they visited a number of homes and sold the book 'Library of Health' for which \$2.40 was paid down and the balance of \$10.00 was to be paid in installments according to a contract signed by the purchaser. This contract the purchaser does not hold. When the book was delivered and examined it was found to be 'American Health Society' instead of American Red Cross Society. These salesladies seemed to convey the impression that it was the Red Cross and in these stirring times they led a number to take the book. Then along comes a number of circular letters from a 'Western Distributing Company' of Chicago to collect the \$10. The purchasers do not want the book and offered to return it and have the \$2.40 refunded but this Distributing Company claims that they hold a binding

contract and will force collection, etc. Furthermore, one of these saleswomen stated to one of the purchasers that she had called upon the family physician of this purchaser and that he had endorsed the book. Upon investigating, it was found that this was not true. Also this doctor stated that the teaching in the book was fallacious."]

## THE INCORPORATED SOCIETY OF SCIENCE, LETTERS AND ART OF LONDON, Ltd.

It is not at all uncommon to find some exploiter or quack tacking after his name the mystic letters "F. S. Sc. (Lond.)." It looks well and sounds well and, doubtless, lends an air of erudition and mystery that is well worth what it costs. "F. S. Sc. (Lond.);" means "Fellow of the Incorporated Society of Science, Letters and Art of London, Ltd." The fellowship costs one guinea (\$5.00) which can hardly be considered exorbitant.



Photographic reproduction (reduced) of the "diploma" of membership issued by the London Society of Science, Letters and Art. These "diplomas" cost one guinea (\$5.00) and are used as an advertising asset by quacks and others. The one here reproduced is claimed to have been awarded to one Judd Q. Lloyd who exploits a worthless "consumption cure."

No better description of the Society of Science, Letters and Art of London was ever written than that given in 1909 by the editor of *London Truth* in answer to an inquiry from *THE JOURNAL*. Here is what he wrote:

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

"The Society of Science, Letters and Art, of London, is a swindle to which at one time we devoted a great deal of attention, and it figured for a time in the *Truth* 'Cautionary List,' but it has lapsed into obscurity in recent years, and we have not referred to it for some time. The concern was started by a man named Albert Sturman who at one time kept a private school for boys in London and also acted as an agent for the sale of various

bogus degrees produced on your side of the Atlantic. He then started a degree factory of his own under the above title. He took a house in Kensington and got together a seriocomic literary society, the members of which were entitled to attend *conversazioni*, concerts, etc., in his front parlor, and to dub themselves 'F.S.Sc. (Lond.)' if they paid the fellows' subscription. He also sold them hoods and gowns, specially designed for the benefit of church organists, and generally practiced all tricks of the trade. He also did very good business by instituting a system of examining small private schools in the provinces and giving the pupils certificates. As he styled his examinations the 'Kensington Locals'—which suggested that they were in some way connected with the Government Science and Art Department at South Kensington—country schoolmasters and schoolmistresses patronized these examinations extensively; and I need not tell you that Sturman gave them good value for their money by always passing a fair proportion of pupils.

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

To exemplify the way in which membership in this imposingly named society is capitalized, we reproduce the "Diploma of Merit" issued to Judd Q. Lloyd, and used by him in exploiting his "consumption cure," "Aicsol."

### THE ITALIAN PHYSICO-CHEMICAL ACADEMY

Many and various are the letters received by THE JOURNAL asking for information about an alleged scientific organization in Italy styled *l'Académie Physico-Chimique Italienne*. This Italian Physico-Chemical Academy is operated from Palermo, Italy. Here is the scheme: Dr. John Doe, an American physician, receives an imposing-looking letter bearing the Palermo, Sicily, postmark and addressed to "*Monsieur le Docteur John Doe, Médecin.*" On opening the letter "*Monsieur le Docteur*" finds that the "Council" of *l'Académie Physico-Chimique Italienne* has nominated him "Honorary Member of this Academy" and furthermore has bestowed on him "a First Class Medal for technical work and scientific merit." All this, "in consideration of your many dignities and great learning." Dr. Doe is told that as soon as he will write an acceptance of this honor "in conformity with Section 19 and 22 of the Constitution" he will be sent "the Medal, Diploma and all the other documents relating to the title accorded." The joker in the scheme lies in the necessity for Dr. John Doe "conforming" with "Section 19 and 22 of the Constitution." Here are the sections:

*Sec. 19.*—The entrance fee to cover office and postal expenses, including postage of diploma is 5 Dollars, and is payable once at the admission to the Academy by special bulletin filled up, stamped and signed."

*"Sec. 22.*—Those to whom medals are awarded and who wish to possess them must pay for their coinage 10 Dollars as the Academy does not, at present, possess the necessary funds for this purpose. . . ."

In short the whole thing means that if Dr. Doe is willing to send \$15 in good American money he will receive in due time from the academy a "diploma" and a gilt (not gold) medal. About four years ago when the "Academy" seemed to be making a particularly heavy bid for American dollars the member



**ITALIAN PHYSICO-CHEMICAL ACADEMY**  
**PALERMO**

Palermo, 10-6- 1911  
(Sicily)

SIR,

The Council, at their last meeting, in accordance with Section 18 and 20 of the Constitution have in consideration of your many dignities and great learning, resolved to nominate you **Honorary Member** of this Academy, bestowing upon you a **First Class Medal** for technical work and scientific merit.

In informing you of this resolution we beg to advise you that as soon as you inform us of your acceptance in conformity with Section 19 and 22 of the Constitution, we shall send you the Medal Diploma and all the other documents relating to the title accorded you.

Requesting you to kindly write your acceptance in French or Italian.

We beg to remain Sir, Yours faithfully

Secretary  
G. BANDIERA

President  
G. MARLETTA

Sir *Richard*  
*10-6-1911*  
*Palermo*  
*Bandiera*



Reduced photographic reproduction of the stock letter sent to American physicians by the Italian Physico-Chemical Academy. The "joker" lies in the requirement around which we have drawn a line.

**TO THE PRESIDENT**  
**of the Italian Physico-Chemical Academy**  
**PALERMO (Sicily)**

**FORM OF ACCEPTANCE**

I, the undersigned (Christian name) \_\_\_\_\_

(Surname) \_\_\_\_\_ Profession \_\_\_\_\_

Title \_\_\_\_\_ domicile \_\_\_\_\_

Town \_\_\_\_\_ Street \_\_\_\_\_

declares myself to belong to the Italian Physico-Chemical Academy as an **Honorary Member, with First class Medal, in accordance with the advice of nomination, dated** \_\_\_\_\_

In agreement with section 19 and 22 of the Constitution, of which I have taken due note, and I send by same post Postal Order for \_\_\_\_\_ dollars.

Address and Date \_\_\_\_\_ Signature \_\_\_\_\_

**NOTICE: — In order to, receive the Medal, the cost of same must be paid, in accordance with Article 22 of the Constitution.**

No. 174 in this form, already used and approved by Prof. G. Bandiera, Secy. of the Academy, 10, Corso St. Palermo (Italy-Italy).

Photographic reproduction (reduced) of the "Form of Acceptance" to "membership" in the "Italian Physico-Chemical Academy." Filling out this blank and sending it *with \$15.00* to the "Academy" will bring the gilt medal and "diploma."

of THE JOURNAL staff in charge of the Propaganda Department wrote to the "Academy," on his personal stationery, asking about the cost of membership in the "Academy" and asking also for a copy of the "prospectus." And that was all! In reply he received a letter stating that "in consideration of" his "many dignities and great learning" he had been nominated "an officer of this academy" and had been awarded "*la médaille de première classe*" for humanitarian work and scientific merit. In order to obtain these tokens of the "Academy's" regard it would be necessary to inform the "Academy" of acceptance "in conformity with Section 19 and 22. . . ." As the Propaganda Department did not consider the diploma and gilt medal worth \$15 even as an exhibit for its museum of fakes, the "Form of Acceptance" was not filled in and returned "in accordance with Section 19 and 22."

The leading spirits in the operation of this diploma and medal mill are D. and G. Bandiera who, so far as we can learn, are neither physicians nor pharmacists nor have any scientific standing. The "Academy" has been referred to at various times<sup>1</sup> by THE JOURNAL.—(From The Journal A. M. A., Feb. 26, 1916.)

### MEDICAL SOCIETY OF THE UNITED STATES

The "Medical Society of the United States" has for its "Honorary President" one A. H. Ohmann-Dumesnil, A.M., M.D., M.E., Sc.D., Ph.D., and for its "Secretary and Treasurer" one Emory Lanphear, M.D., C.M., Ph.D., LL.D. As originally planned, the "society" seems to have been based on the idea of organizing the "fee-splitters." In May, 1916, the birth of the organization was announced to the medical profession through a letter signed Emory Lanphear, written on the stationery of the "Medical Society of the United States." Even in its embryonic state the society had A. H. Ohmann-Dumesnil, A.M., M.D., M.E., for its president, and Emory Lanphear, M.D., Ph.D., LL.D., as its treasurer. The letter read in part:

"We—the majority of the medical profession—who believe in division of fees (*i. e.*, that the surgeon should not 'hog' the whole of a patient's money and leave nothing for the family doctor), are no longer welcome in the A. M. A. We are therefore organizing the Medical Society of the United States, which will not be conducted for the benefit of a few selfish egotists. We would like to have you with us.

"It costs only \$1.00 to join. This covers dues for 1916, and includes expense for the beautiful certificate of membership (suitable for framing), which you will receive on admission. Fill enclosed blank and return to me with \$1.00."

But presumably the idea of organizing on a basis of "fee splitting" did not make a hit, so the lure was changed. Today physicians are approached with the plea that the "Medical Society of the United States" will make the medical world free for democracy; it is, we are assured, a "Society of Protest Against the Autocracy of the A. M. A.," and a "Society of Medical Democracy."

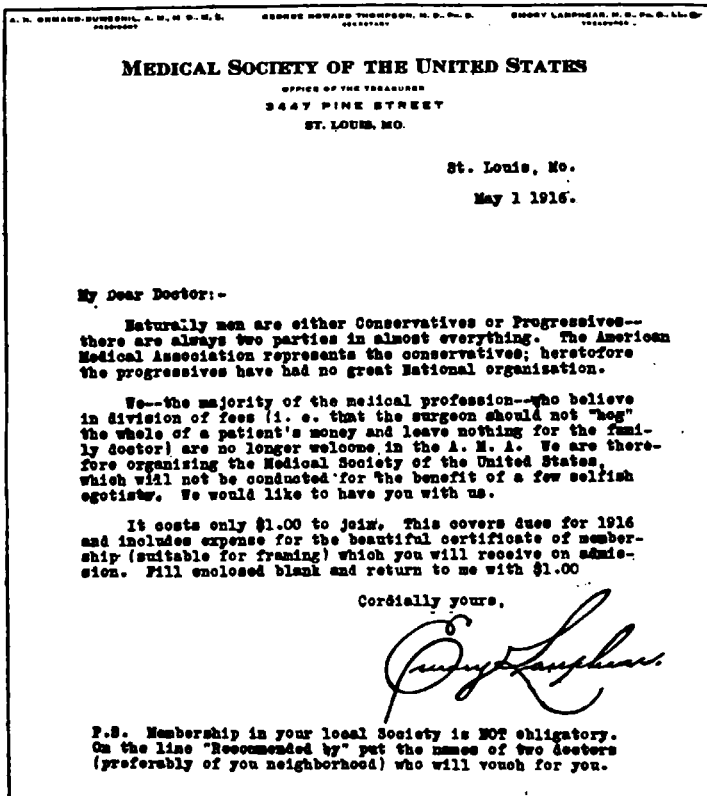
Membership costs "only \$1.00 . . . including the cost of a beautiful certificate of membership." No penalties or punishments are involved for belonging to other societies, and:

"Joining our body need not affect your membership in any other society—even the A. M. A., if you wish to belong to it, and be 'bossed' by the 'Simmons Gang'."

1. THE JOURNAL A. M. A., June 29, 1907, p. 2196; Oct. 21, 1911 (Berlin letter and editorial); May 11, 1912, p. 1455; March 8, 1913, p. 770; May 10, 1913, p. 1480; Nov. 8, 1913, p. 1737.

The dollar for the "beautiful certificate" and membership is solicited by means of circular letters signed "Emory Lanphear," coming from 3447 Pine St., St. Louis, Mo., the address of what has been variously called the "American Polyclinic," the "American Hospital," and later, the "German Hospital." The "Surgeon-in-Charge" of the "German Hospital" is Emory Lanphear, M.D., C.M., Ph.D., LL.D. When running under the name of the "American Hospital," Lanphear solicited operative work on a "division of fees" basis, which, the general practitioner was told, meant that "you are to have 40 per cent. of all fees received from your patients sent to our staff for operation or treatment."

With the change in name from "American Hospital," to "German Hospital," Lanphear appealed for a "portion of your operative work on a basis of pure reciprocity." This "pure reciprocity" seems to have been a still more



The "Medical Society of the United States," was originally organized on a basis of "fee-splitting," as is shown by the reduced facsimile of a letter sent broadcast in 1916, announcing the birth of the new "society." Apparently, "fee-splitting" as a rallying point did not bring in the desired returns, so today the "Medical Society of the United States" alleged to be a "Society of Protest Against the Autocracy of the A. M. A."

beral distribution of the patient's money, for from a 40 per cent. basis it was raised to an even fifty-fifty. Said Lanphear, in a letter sent out a few months ago:

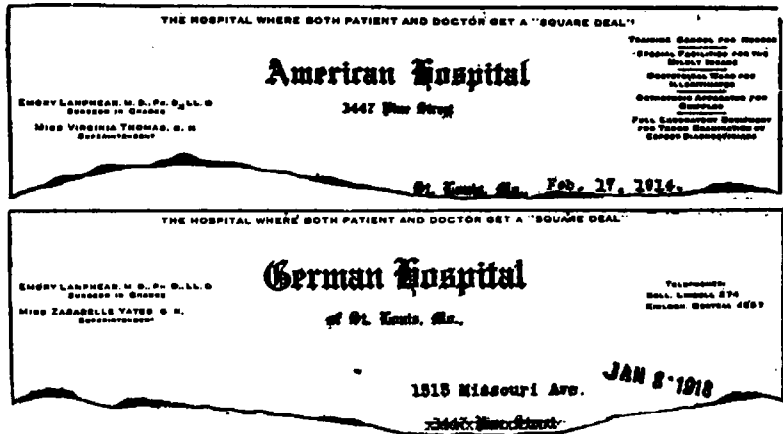
"I wish also to inform you in spite of the despicable opposition of the hypocritical gang charge of the A. M. A., and the no less contemptible action of the St. Louis Medical Society, I am going to remain in St. Louis and continue to do surgical work upon a 'division of fees' basis. To be more explicit, if you bring me a case for operation I shall allow you half of the fee for your time, trouble, responsibility and help in the management of the case."

Before leaving the interesting professional personality of Lanphear, and carefully avoiding any details of a personal nature, we may remind our readers that as long ago as 1908 Lanphear was the "Dean" of the "Hippocratean College of Medicine," with A. H. Ohmann-Dumesnil, A.M., M.D., M.E., Sc.D., "Vice-Dean." At that time Lanphear sent out letters to physicians proposing the organization of a "Post Graduate Faculty" on the following basis:

"Those who hold full professorships shall purchase stock in the corporation to the amount of \$1,000.00; those who become lecturers or instructors shall pay in the sum of \$500.00 those who are to be merely clinical assistants will buy ten shares of stock, \$100.00."

The "Hippocratean College" was a "sundown" affair; it never graduated a student, and expired in 1910.

But to come back to the "Society of Medical Democracy": The "Medical Society of the United States" seems to have been born in 1916. Its parents so far as is apparent, seem to have been Lanphear and Ohmann-Dumesnil.



Reduced facsimile of the letter-heads of an institution known variously as the "American Hospital" and the "German Hospital." The change in name from "American" to "German" seems to have taken place early in 1915—when things German were more popular a profitable than they are today!

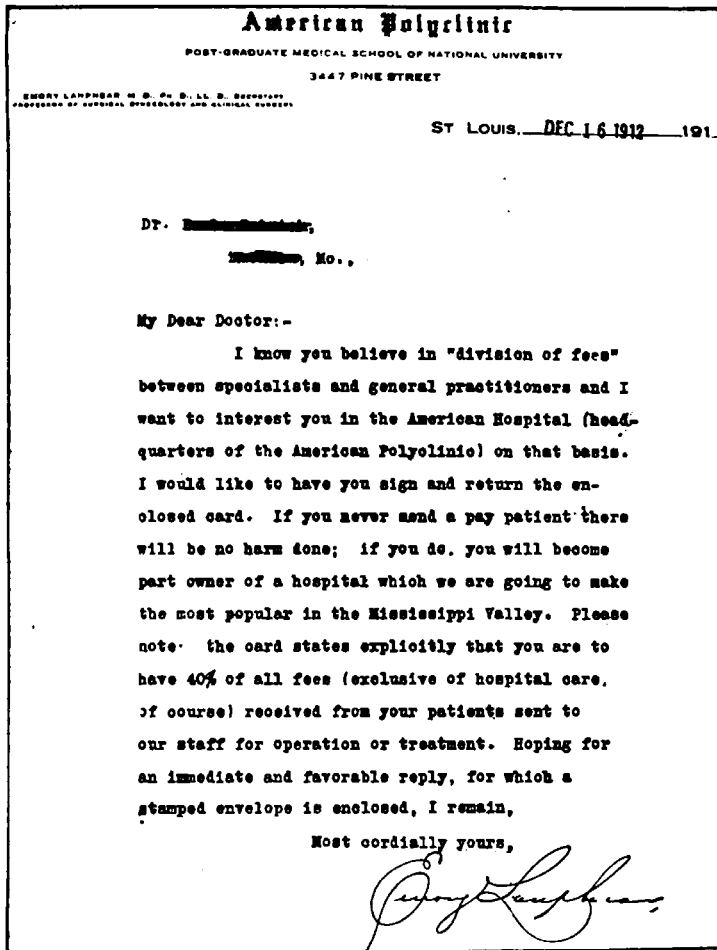
The latter, it may be remembered, used to be the editor and proprietor of the *St. Louis Medical and Surgical Journal*, a publication so obviously venal, that its value to the nostrum makers, whose interests it espoused, must have been small. Advertising pages, "original articles" and "editorials"—all were used to puff nostrums of the crudest type. It was Ohmann-Dumesnil and his journal that came to the defense of the "patent medicine" interests when they were so hard hit by Mr. Adams' "Great American Fraud" series. In comment on this phase of "patent medicine" activities, *Collier's*, in January, 1907, said:

"Headache powders came in for a considerable share of attention in the patent medicine articles. There was much talk of libels among the headache powder makers, but they decided upon the safer method of hiring a meretricious medical publication, the *St. Louis Medical and Surgical Journal*, to print an article in which the *Collier's* statements were branded lies, and the *Collier's* editors and writers as liars and libelers. This article the Proprietor Association of America circulated in pamphlet form. The journal which printed it died a natural death a few weeks later. Its editor, one O. H. Ohmann-Dumesnil, has just appeared in the public prints in an unsavory connection with a corrupt lobbying project in St. Louis."

Some of the nostrums that Ohmann-Dumesnil has recommended are: "Smetto," "Gonosan," "Cactina Pillets," "Pepto-Mangan," "Satyria," "Camp

Phenique," "Tongaline," "Germiletum," "Narkogen," "Nosophen," "Mercauro," "Arsenauro," and "Hydrozone." Many of these testimonials were, of course, used by the manufacturers in their advertising "literature."

At the time that the Medical Society of the United States was being organized—in 1916—there was published what purported to be a preliminary program of its first meeting. The meeting was held in St. Louis, and the program, while containing the names of men with special fads or interests to exploit, also contained the names of some men of standing. It appeared, however, on



Reduced facsimile of a letter sent out in 1912, soliciting the purchasing of stock in the "American Hospital" on a division of fee basis—forty-sixty!

investigation, that at least some of the latter had but a hazy conception of the use to which their names were being put, and protested vigorously on learning the facts, repudiating the organization.

Now, in 1918, another drive is on for membership; letters signed "Emory Lanphear" are being sent to various selected groups of physicians. For example, the Eclectics are being coaxed by a letter which commences:

"We want every reputable Eclectic practitioner in this country to join our society of protest against the iniquities of the A. M. A."

An identical letter has been addressed to Homeopaths, the words "Homeopathic practitioner" being substituted for "Eclectic practitioners." In all of the letters the "beautiful certificate of membership" is emphasized, and the trivial cost—"only \$1.00 a year"—is referred to, while the plea: "surely you are willing to help to that amount to 'down' the 'gang' in charge of the A. M. A.," is featured. Another group of letters has gone out to the graduates of the Barnes Medical College. This commences:

"Most graduates of 'Old Barnes' have joined our society of protest against the iniquities of the A. M. A. Why should you also not come in? It costs only \$1.00 to become a member including the cost of a beautiful certificate of membership."

Still another group appeal is based on sex; thus Lanphear:

"We want every reputable 'lady physician' in this country to join our society of protest against the iniquities of the A. M. A."

And yet another:

"You formerly belonged to the Tri-State Medical Society, of which I was Treasurer for 20 years. It is now dead. I wish you would join our new society which has superseded Tri-State in this territory."

With these various letters is enclosed a "preliminary program" of the 1918 meeting which is to be held October 8 and 9 in Chicago. As might be expected many of the names on the program are characteristic of the organization and an interesting "story" might be made from the material in *THE JOURNAL's* files on the individuals. Such names are of men, who, professionally speaking, range from faddists, who ride grotesque and bizarre medical hobbies, to those who with special interests to exploit and unable to use reputable medical organizations for that purpose, take refuge in such hybrid conglomerations as the Medical Society of the United States. Not that the program contains the names of crude quacks, or obvious medical swindlers. It is representative rather, of that twilight zone of professionalism, the penumbra, in whose uncertain light it is difficult to distinguish between the unbalanced visionary, with a fad, and the more sinister near-quack, with a "scheme."—(*From The Journal A. M. A., Oct. 5, 1918.*)

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### SOCIETY OF UNIVERSAL SCIENCE

For the past three years, a concern styled the Society of Universal Science has been doing a mail-order business in selling "courses" that purported to teach "Laws of Human Electricity and Their Application to Health, Mind, Power and Spiritual Growth." The president of this so-called society was one Andrew McConnell; in fact, McConnell seems to have been the "who's who" thing. Offices were maintained in New York and Chicago. Dupes were obtained by means of the usual newspaper advertisements, although this method was supplemented by the "free lecture" scheme. In connection with the lectures, McConnell seems to have succeeded in fooling a number of people, men who should have known better, and the names of these individuals have been used by him for the purpose of lending an air of respectability to his mail-order business.

Those who wrote to the "society" for information were sent a fifty-page booklet entitled "Organic Electricity—the McConnell Researches—Health Booklet," and a form letter of the style so much used by those engaged in operating mail-order medical businesses. Briefly, McConnell put forward the following proposition:

1. "Life power in the human body is electricity."
2. "Health is measured by the amount of electricity in each organism."
3. "The electric energy of life can be increased by following the laws of electricity."
4. "The electric energy of the human body is the great solvent power of uric acid."

McConnell claimed to have discovered these "facts" in his attempt to cure himself of "nervous prostration, heart trouble, etc." Like the lady in the patent medicine advertisement, he had tried "all the usual systems of healing" without avail. Then he discovered "organic electricity" and all was well. The booklet explains how marvelous cures are brought about by those who are willing to purchase the correspondence course sent out by McConnell.

Have you indigestion?

"We prove digestion to be entirely an electrical process which explains why the science of human electricity is curing all cases of indigestion."

Are you troubled with insomnia?

"We have discovered physical laws . . . by means of which one draws the energy from the brain to the vital organs and sleep is the inevitable result." [Evidently, to those embracing the McConnell system, the brain is not a vital organ.]

Possibly you are troubled with constipation!

"Constipation is primarily caused by insufficient electricity in the intestines . . . Through our method of teaching the student the scientific way of how to generate more vital force in the body, the intestines get the increased supply which increases the muscular activity, which in turn removes the cause of constipation."

Have you paralysis?

"We teach the student how to make the paralyzed part a magnetic center . . . This is the scientific way to cure paralysis. . . . The worst cases have been overcome in a few months."

Are you going blind?

"The eye power is largely regulated by the amount of electricity available in the body. . . . Everyone can overcome eye weakness in a short time by learning to produce and direct more power to the eye. . . . We have had most remarkable results in all types of eye troubles."

Are you in the last stages of consumption?

"When this dread disease reaches the last stages, its cure is arduous and difficult, but still possible."

Do you suffer from uric acid poisoning?

"The electric energy of the human body is the great and only solvent power of uric acid."

Has one of your lungs been partly destroyed by tuberculosis? Has the structure of your kidneys succumbed to the inroads of nephritis?

"When we increase the vital production it becomes a simple matter to gradually rebuild the diseased part of the body."

In fact, have you any disease?

"Vital increase and control will cure any known malady."

All of these wonderful results may be accomplished—according to the McConnell booklet—by taking a mail-order course in “human electricity.” Of course there are testimonials most of them from women who, apparently, have been cured of immaterial maladies at the expense of some material cash. Two or three individuals who place “M.D.” after their names testify to the wonders of the McConnell system. One is a man whose name recently appeared among the incorporators of a “drugless healing” college that is being founded by the advertising manager of Peruna, C. S. Carr; the other M.D. is on the faculty of an institution that gives mail-order courses in “chiropractic.”

Should the first form-letter to the prospective victim fail to bring to the Society of Universal Science the \$25 that is asked for the “course,” he is bombarded with the usual follow-up letters, so dear to the heart of the mail-order quack. The price is reduced to \$15 and finally the “first and second lectures” are offered for \$1. The supply of easy marks for a proposition of this kind is always large and the business has doubtless been a profitable one. As has already been said, McConnell succeeded in getting the endorsement of some men who should have known better.

A week or two ago this wretched man surrendered to the police of New York City. A pathetic figure indeed was taken into custody; his eyes red from weeping, his hair unkempt—McConnell was obviously a nervous wreck. He had, under the alleged impulse of delusions that she was interfering with his great “work,” shot at his wife twice, one bullet striking her in the back of her head, as she was fleeing from him. At the time of his arrest his pockets were filled with testimonials praising his “system.”

Were not those “intellectuals” who listened so gravely to McConnell’s idiotic vaporings about “life” and “health” and “electricity” and all the rest, who hailed this poor dement as the discoverer of a new philosophy and of an unprecedented healing art—were not they all together fostering the megalomania which has resulted in a homicidal frenzy of well-nigh fatal consequence?

Briefly, the matter amounts to this: Men and women who should have known better lent the weight and respectability of their names to a scheme that was as bizarre and unreasonable as its originator was mentally unstable. Scores of ignorant people, and dozens of those not so ignorant, have been humbugged by the McConnell fake. The desperately ill, the hopelessly invalidated, those who through the sickness of themselves or of those dependent on them are ready to grasp at any therapeutic straw, however worthless—those are the ones that are made to suffer mentally, physically and financially by such schemes as McConnell’s Society of Universal Science. Only those who have followed up specific instances of the harm done by pseudomedical cults know the tragedies for which such organizations are responsible. That such tragedies should be possible in this twentieth century is an anomaly and a disgrace.—(Modified from *The Journal A. M. A.*, Jan. 13, 1912.)

## ST. LUKE’S HOSPITAL AND THE CHRISTIAN HOSPITAL

### St. Luke’s Hospital

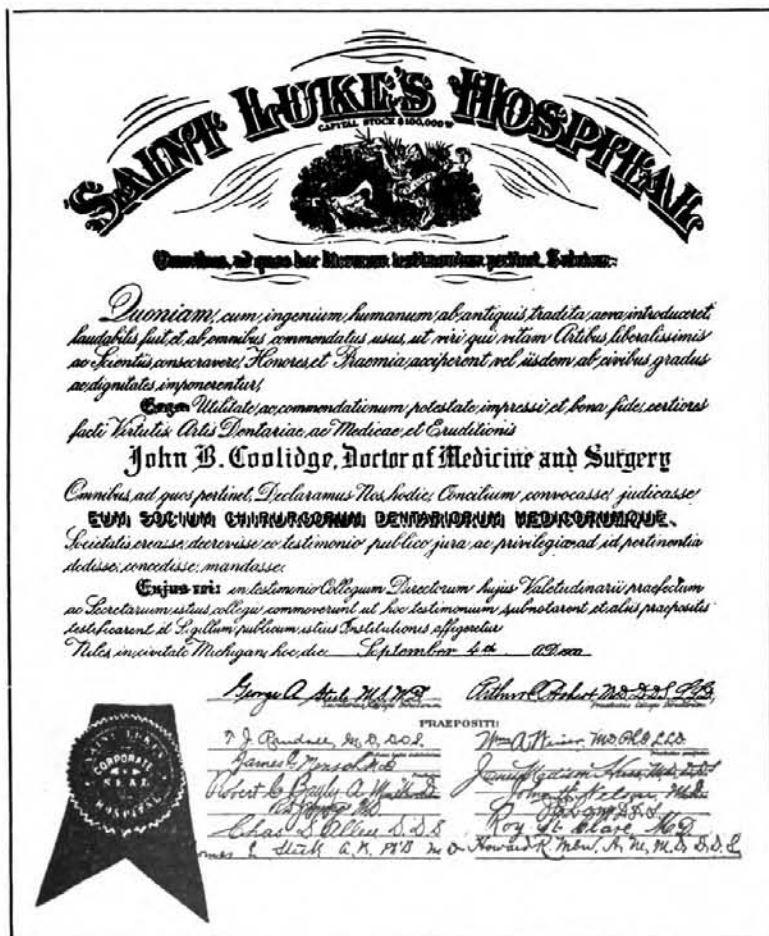
This institution was briefly described by Mr. Samuel Hopkins Adams in one of his “Great American Fraud” series appearing in *Collier’s*, July 14, 1906. Mr. Adams said:

“St. Luke’s Hospital at Niles, Mich., has an . . . ingenious scheme; sells diplomas to quack doctors. Most of those whom I have visited have a parchment framed on their walls, notwithstanding that the institution has passed out of existence, its founders being at present fugitives from justice.”



The methods of this concern were exposed in THE JOURNAL, June 24, 1899, Oct. 21, 1899, and Sept. 7, 1901. The last note brought a letter from a physician, member of the Michigan State Board of Health, living at Niles. This letter, which was published in THE JOURNAL, Nov. 16, 1901, gives a few side-lights on the St. Luke's fraud. It said in part:

"I believe this so-called hospital commenced operation here in the fall of 1896, but its work has always been conducted with as much secrecy as possible, and it was not until it had been doing business some months that



Photographic reproduction (reduced) of the "diploma" of "St. Luke's Hospital." Mr. Lams, the author of "The Great American Fraud," reports that he found most of the quacks visited had these diplomas framed on their walls.

we learned of its methods. Our state board, at its meeting in January, 1899, considered the matter quite at length, but no law under which proceedings could be commenced could be found and nothing was done.

"St. Luke's is organized and incorporated under the laws of the state, and it is capitalized at \$10,000, 400 shares at \$25 each. Of these 'Dr.' Charles W. H. B. Granville, of Niles, Mich., had 196, 'Dr.' Arthur C. Probert, of Washburn, Wis., 203, and Annabelle Granville of Niles, Mich., 1.

"Under this law St. Luke's issued 'certificates of merit,' as they were termed on their face, although in appearance diplomas.

"I do not think St. Luke's Hospital ever really had a patient in it, at least not one who stayed over twenty-four hours.



"In order to reach this institution, the legislature of 1899 passed Act No. 151, entitled 'An act to specify the sources of authority for the issuing of medical diplomas,' etc. Since this time I am not aware that St. Luke's has issued anything except what they term 'certificates of stock,' which have the appearance of diplomas, however, and it seems to us here very laughable that they should be able to sell such things to anybody in their right mind. If you know of any infringement of the laws of the state by this institution, I would like to know of it.



Photographic reproduction (reduced) of the membership ticket of the Christian Hospital.

## CHRISTIAN HOSPITAL.

N. NEWS WOOD, A. M., M. D.

Organized and Established by Charter from the State of Illinois.

—For the Christian Care and Cure of the Afflicted of any Creed or Nationality, according to the ethics of the Golden Rule, using to that noble and self-sacrificing wisdom afforded by Modern Medical and Surgical Science, with an association of expert Specialists representing every school, branch and system of the healing art, all working harmoniously together for the Cure of the Sick, with the closest hair a their code of moral and professional ethics. —EXTRACT FROM CHARTER.

**MEDICAL AND SURGICAL STAFF:**

JAMES H. SOMEYS, M. D., M. S.	B. S. HENDERSON, M. D.	SAMUEL G. SCHWARTZ, B. S., M. D.
N. E. WOOD, A. M., M. D., LL. D., President of Staff.	J. JAY McGOVERN, M. D.	THOMAS E. STACE, A. B., Ph. D., M. D.
ARTHUR C. PROBERT, M. D., D. O. S., LL. D.	R. D. JENNINGS, A. M., M. D.	CHARLES W. H. B. GRANVILLE, M. D.
JAMES M. HERR, M. D., D. O. S.	G. A. STEELE, M. S., M. D.	HOWARD R. WEBER, A. M., M. D., D. O. S.
GONNET C. BAYLEY, A. M., M. D.	CHAR. W. BAKER, M. D.	LOUISE A. DICKERSON, A. M., M. D.
	J. PARES DELLANNO, M. D.	MISS IDA H. ANDERSON, Sup't. of Nurses.

Address all letters to Christian Hospital, 617 LaSalle Avenue, Chicago, Ill.

Dear Doctor:--  
 Enclosed we hand you Announcement of our Hospital, with application blank for you to fill out and return to us if you desire to be appointed a member of our visiting and consulting staff.  
 There are many advantages and benefits which will accrue to you from this membership, some of which we will briefly state, viz:--  
 1st. Our Certificate of Membership (see fac-simile) is artistically designed and executed in the highest style of the lithographer's art, it has been pronounced by hundreds of medical men, to be the handsomest one ever issued by any Hospital or Medical College in the United States, being signed by a Faculty of Eighteen Names, with a large size official Gold Seal and blue ribbon attached, with the name and title of the member elegantly engrossed in old English Text; when neatly framed and hung on the walls of your office it can not fail to add to your prestige and increase your patronage.  
 2nd. We furnish FREE with each of our large Certificates (or at \$5.

Photographic reproduction (reduced) of part of a letter sent out by the Christian Hospital in its attempt to sell "diplomas" of membership. Notice that "N. News Wood, A. M., D.," was "president and superintendent" and "N. E. Wood, A. M., M. D., LL.D.," was insurer. These were two names under which one man went.

"You speak of 'Dr.' Granville as the head of the concern. He was never more than a figurehead. Although no state law could reach the institution, one of Dr. Granville's numerous wives found him out, and, after being put under \$500 bonds, he left for parts unknown, and St. Luke's paid the \$500; so he is only a memory. 'Dr.' Probert has been the real head at all times. He has held positions of honor, influence and trust, in business, politics and

religion. . . . At the present time proceedings for his extradition from this state by the governor of Indiana for defrauding the inhabitants of Bourbon, Ind., and vicinity are in progress."

### The Christian Hospital

The "Christian Hospital" was, to all intents and purposes, "St. Luke's Hospital" under another name and operating in another place. While the St. Luke's fraud was supposed to have its headquarters at Niles, Mich., the Christian Hospital was conducted from Chicago. In THE JOURNAL for May 23, 1903, an editorial appeared reading, in part, as follows:



Photographic reproduction (reduced) of the "diploma" of the Christian Hospital. It was noticed that the name engrossed on this diploma is that of the moving spirit of the concern itself. O. H. Wood, "M. A.," whose name appears on this "diploma," has admitted under oath that she obtained her "degree" of "M. A." from a mail-order institution whose name she was unable to remember. The names "N. News Wood" and "Nathan E. Wood" were both signed by Wood, who went by both names and used different signatures—in handwriting—in his connections with this fraud.

"It is only about a couple of years ago that the notorious 'St. Luke's Hospital' diploma mill and general fraud found it expedient to go out of business under special stress of Michigan laws. Now it has appeared again under another name, it is true, but evidently under the same auspices and in general control and with the same policy and fraudulent practices. Since May 15 the mail of THE JOURNAL has been flooded with the circulars of the

'Christian Hospital,' 617 La Salle Avenue, Chicago, sent to it by righteously indignant correspondents. These circulars have all the characteristics of the old St. Luke's Hospital output, the same offers of staff positions, facsimiles (reduced) of diplomas, promises of advertisement and offers of commissions on cases sent. The circulars outdo the St. Luke's samples in their unauthorized use of names of prominent physicians, in some cases thinly disguised; among others they brazenly use the name of a noted Chicago surgeon as chief of staff.

"In Michigan St. Luke's Hospital flourished under the lack of state laws properly covering the offense of fraudulent diploma selling, and not until the legislature passed an act especially meant to reach it, did the concern succumb. One 'Dr.' A. C. Probert, who was the real manipulator of the fraud, is also prominent in the 'Christian Hospital' literature, if, indeed, he is not the real 'it' of the concern. While most of his associates are new, we still see the name on the roster of Dr. Charles W. H. B. Granville, who was the figurehead of the Michigan concern, and who also figured in some legal proceedings elsewhere. . . ."


In THE JOURNAL for June 6, 1903, a letter from the Medicolegal Committee of the Chicago Medical Society was published giving the results of an investigation of the Christian Hospital swindle. Quotations from parts of this letter follow:

"On yesterday, June 2, Inspector Ketcham had Drs. A. C. Probert and N. E. Wood, styling himself N. News Wood, arrested for improper use of the mails.

"The history of St. Luke's Hospital of Niles, Mich., is known to most readers of THE JOURNAL. That corporation was owned by Drs. Granville and Probert. The committee has proof in its possession that Probert has served a term in the Wisconsin penitentiary. . . . In 1901 Michigan became uncomfortable for this institution, and this brings us to our present story. In 1893 the Secretary of the State incorporated the 'Chicago Store' for general merchandise purposes. In 1901 this charter was purchased by Drs. Wood and others and the name and purpose changed so as to allow of a hospital and dispensary. In 1903 the name was changed to 'The Christian Hospital.' It will be noticed that when St. Luke's faded in Michigan in 1901 this one appeared here.

"The reading matter and the general business policy of the institution are identical. Nearly every name found on the Christian Hospital staff was a member of the St. Luke's staff or has appeared in some connection with St. Luke's in the past. . . ."

**DR. WOOD**  
The Eminent Chicago Specialist.  
Has located permanently in  
**CLINTON, IOWA.**  
And will be in his office: 212 Fifth Ave., (over Pool's China Store).  
**EVERY SATURDAY ONLY.**  
From 8 a. m. to 4 p. m. Consultation and examination free and strictly confidential. **NO MONEY REQUIRED** from responsible parties to begin treatment.



**N. E. WOOD, A. M., M. D., President**  
**Chicago Medical and Surgical Institute**  
617 LaSalle Avenue, Chicago, Ill.  
Established in Chicago over twenty years. Regularly chartered under act of Illinois Legislature. Capital (fully paid) \$100,000. The oldest, largest, most reliable and successful Medical Institute in the U. S.  
Private rooms for Patients with facilities for any emergency. X-Ray, Microscopical and Uriscopical Examinations are made in all cases where diagnosis is doubtful.  
Write for free Book on Deformities and Broads, Club Feet, Curvature of the Spine, Bronchitis, Catarrh, Cancer, Tumors, Filles, Paralysis, Epilepsy, Kidney, Bladder, Eye, Ear, Skin and Blood Diseases, and all Surgical Operations. Best facilities, apparatus and remedies for the successful treatment and cure of all Chronic or Chronic Diseases.  
We absolutely guarantee to cure every case of Nervous Debility and diseases resulting from abuses and indiscretions of Youth and Manhood; Spermatorrhoea, Seminal Weakness (night losses and vital drain in urine), Impotency, Varicocele, Hydrocele, Stricture, Phimosis, etc., etc. Charges reasonable. No incurable cases accepted. No "C. O. D." or "deposit" schemes. Failure unknown to us: 10,000 testimonial letters on file from cured patients. Many cured at home. Consultation free and confidential, personally or by letter. Write us to-day. 100-page Book on all Chronic and Surgical Diseases and list of 130 questions sent free.

Photographic reproduction (reduced) of an advertisement of N. E. Wood, A. M., M. D., appearing in 1909. It will be noted that the name of "N. E. Wood, A. M., M. D." appears on the list of the Medical and Surgical Staff of the Christian Hospital. He also signed himself "N. News Wood" when connected with the Christian Hospital swindle.

## SOME DIPLOMA MILLS

The "Illinois Health University," the "Independent Medical College," the "Metropolitan Medical College" and the "Scientific Medical College"

The Illinois Health University was a fraudulent institution masquerading as a medical college but actually being a diploma mill. Its charter was revoked April 3, 1897, by the Supreme Court of Illinois. The man chiefly concerned in operating this fraud was one James Armstrong who apparently found a very profitable business in selling medical diplomas to anyone that had the price to pay for them. Associated with him were Thomas Armstrong and John H. Randall. After the Illinois Health University had been put out of business James Armstrong brought into existence the "Independent Medical College" which was practically another name for the fraudulent concern whose charter had been revoked. The "Announcement" for 1897-98 gave as the "faculty" of the Independent Medical College:

- D. A. ZWIGHTMAN VAN NOFFEN, M.D., Principles and Practice of Surgery, Medicine and Obstetrics.  
 IGN. A. MACHNIKOWSKI, A.M., M.D., Anatomy and Physiology.  
 H. SCOTT, M.D., Diseases of the Genito-Urinary Organs.  
 W. B. HALL, M.D., Physical Diagnosis.  
 T. A. BLAND, M.D., Theory and Practice of Medicine.  
 CHAS. E. BOWER, M.D., Obstetrics, Urinalysis and Chemistry.  
 B. S. METZGER, M.D., Pathology and Bacteriology.  
 T. T. DAVIS, M.D., Diseases of the Rectum.  
 PROF. H. SAMUELS, Ophthalmology.  
 M. L. REED, M.D., Materia Medica.  
 B. T. HARWOOD, M.D., Operative and Clinical Surgery.  
 J. H. RANDALL, PH.D., M.D., Biology, Chemistry, Hygiene, Tokology, Dentistry, Etiology, Psychopathy.  
 J. F. COOK, M.D., Materia Medica, Botany and Botanical Medicines.  
 J. ARMSTRONG, M.D., The Science and Practice of Medicine.  
 A. B. OPICKA, PH.D., M.D., Laryngology and Otology.  
 C. M. HOVEY, PH.D., LL.D., Medical Jurisprudence.  
 M. E. SELLEN, PH.D., M.D., Gynecology, Theory and Practice of Medicine and Electro-Therapeutics.  
 FRANK E. LYON, M.D., Hypnotism and Psychology.  
 MARVIN E. CONGER, M.D., Mental Therapeutics.  
 A. CLAUSEN, PH.D., M.D., Temperamental Diagnosis, Advanced Therapeutics and Mental Science.  
 R. C. CONGER, M.D., Sanitary Science and Diseases of Children.  
 OWEN E. FORD, PH.D., M.D., Ophthalmology and Gynecology.  
 DR. D. PALMER, Magnetic Healing.

The Supreme Court of Illinois revoked the charter of the Independent Medical College in 1899. THE JOURNAL for Oct. 21, 1899, discussed the decision, in part, as follows:

"The Supreme Court of Illinois, on the 16th inst., revoked the charter of the Independent Medical College of Chicago. . . . After obtaining further proof of the wholesale sale of diplomas by this institution, the attorney-general brought suit in the Circuit Court of Cook County to have the charter of the 'college' revoked. After hearing the evidence, the court on Feb. 15, 1899, entered a judgment of ouster. The 'faculty' of the college made no defense but took an appeal to the supreme court, simply to gain time. The decree of the circuit court has not apparently interfered with the sale of diplomas. Indeed, the 'faculty' has earnestly endeavored to confer as many degrees as possible, and so 'lowered the scale of prices' and gave degrees for practice in Michigan, Kansas, Texas and elsewhere, to all who applied and paid. The sale has continued to the present. Early in the month the state board of health purchased one in Fort Worth, Texas for \$20. . . . Recently the 'faculty' began to see ahead the 'parting o

the ways,' and in August the institution 'became affiliated' with the 'Metropolitan College,' another 'legally chartered medical college,' the charter issued by the Secretary of State under the provisions of the Act of 1872.

"There is little doubt that the Metropolitan will be conducted on the same lines as the Independent. If this be the case, its career will be exceedingly brief. . . ."

The career of the Metropolitan Medical College *was* brief. One of the college circulars gave the officers and faculty as:

- J. ARMSTRONG, M.D., President and Professor Emeritus, Science and Practice of Medicine.  
J. H. RANDALL, D.D.S., M.D., Vice President and Professor of Dental Surgery, Anatomy, Physiology and Chemistry.



Photographic reproduction (reduced) of one of the diplomas issued by the "Metropolitan Medical College" of Chicago, a diploma mill that was put out of business in 1900 by the federal authorities.

- HOS. ARMSTRONG, Secretary.  
ROBERT JOHNSON, M.D., Professor of Dermatology. Lecturer on Tumorous and Cancerous New Growths.  
E. DE BARTHE, M.D., LL.D., Professor Medical Jurisprudence. Lecturer on Electrolgy and Electro-Therapeutics.  
L. REED, M.D., Professor of Physical Culture and Adjunct Professor of Materia Medica.  
P. PACKARD, Ph.D., M.D., Emeritus Professor of Hydropathy. Lecturer on Intestinal Diseases. Instructor in Hygiene and Preventive Medicine.  
E. RULLISON, D.D.S., M.D., Professor of Genito-Urinary Diseases. Lecturer on Clinical Medicine, Demonstrator in Dental Surgery.

A. B. OPICKA, PH.D., M.D., Professor of Rhinology, Otolaryngology and Laryngology.  
 WILLIAM H. BROWN, M.D., D.O., Lecturer and Instructor in Osteopathy.  
 PROF. ELIC LE MONTAIS, M.D., F.A.A., P.S., Professor of Obstetrics.  
 MARVIN E. CONGER, M.D., Lecturer on Sanitive Medication and Mental Therapeutics.  
 R. C. CONGER, M.D., Lecturer on Sanitary Science and Diseases of Children.  
 J. W. BENADOM, M.D., Genito-Urinary Diseases and Diseases of the Nervous System.  
 JAMES JACK, M.D., Professor of Practical Medicine.

The Chicago papers for June 5, 1900, reported the arrest, on the charge of using the mails to defraud, of the following individuals connected with the Metropolitan Medical College:

James Armstrong, *President*.  
 J. H. Randall, *Vice President*.  
 Thomas Armstrong, *Secretary*.  
 Charles M. Hovey, *Attorney*.

Previous to this arrest the Illinois State Board of Health had secured an injunction against the Metropolitan Medical College restraining it from doing further business. Then the "Scientific Medical College" was brought into being. This "sold diplomas almost as boldly as did its predecessors, but it speedily gave up the ghost in December, 1900, when the postal authorities acting at the request of the Illinois State Board of Health, arrested Armstrong and issued a fraud order against the Scientific, Metropolitan and Independent.

On Dec. 15, 1900, James Armstrong, the leading spirit in all these frauds was sentenced to one year in the Du Page County jail and to pay a fine of \$500. This was secured by the federal authorities under the charge that Armstrong had been using the mails to defraud. Thomas Armstrong was also convicted while John Randall, the alleged president, who was indicted with the Armstrongs, pleaded guilty. The postal authorities issued fraud order against Armstrong and all the institutions conducted by him.

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## THE TWENTIETH CENTURY PHYSIO-MEDICAL COLLEGE

On two or three occasions THE JOURNAL has referred to a diploma mill that has been in active operation in Guthrie, Oklahoma, under the title of "The Twentieth Century Physio-Medical College." Last week a suit was filed in one of the district courts of Oklahoma Territory by the attorney-general of the territory against this college to have the charter canceled. The petition for the revocation of the charter states that the concern was organized by H. Warner Newby, C. A. Newby and M. E. Newby, and that it was for the purpose of carrying on an educational institution for the conferring of degrees, etc.; "that instead of conducting the institution as a medical college it has been fraudulently used for illegal means of issuing diplomas, and that instead of issuing these as a result of a legitimate course of study, the diplomas were sold at wholesale."

The institution was at one time sending out circulars, not only from Guthrie but from a little town in Pennsylvania, and through the efforts of THE JOURNAL the Post Office Department undertook to get a case against it, but those connected with the Pennsylvania end of the concern discovered that they were being investigated and stopped.

Besides "The Twentieth Century Physio-Medical College," the same individuals were conducting "The Twentieth Century Health Association," which according to their circular, was incorporated under the laws of Oklahoma. Of this concern Calvin D. Gully was president, and H. Warren Newby secretary.



Ostensibly, this association was organized "to advance the cause of liberal medicine and the mutual protection of members of our association, and to form a stronger combination, where all can be benefited and have legal protection wherever they wish to go." The real object, however, appears farther down in the circular, where it is stated that the shares are \$10 each, and every member of the association holding one share "will receive a large, handsome certificate, with a beautiful seal and ribbons, which will be a fine ornament to your office. We wish the co-operation not only of the physicians of the association, but every healer and every good citizen in the country. . . . Every one who sends \$10 will receive one of these handsome certificates, 8 1/2 x 28 inches, as fine as any diploma you ever saw."


"To show the connection of "The Twentieth Century Health Association" and the concern against which legal steps are now being taken, a footnote in the circular says: "Graduates of The Twentieth Century Physio-Medical College, Guthrie, O. T., can practice anywhere in the United States."—(*From the Journal A. M. A., Oct. 1, 1904.*)

### YERGIN'S NATURAL HEALTH SCHOOL


During the past few months we have received several inquiries regarding the "Natural Health School" whose address is given as 759 E. 37th St., Chicago. There is one of the many; it is from a county tuberculosis association in Michigan:

"Have been advised to write you in regard to the standing of the Natural Health School 759 East 37th Street, Chicago, Ill. Because of their advertising two of our clinic patients were induced to try their treatment for tuberculosis. The result was no help, loss of vitality, health, money and time. Also a cry to our association to try and find out what right they had to do as they are and to try and prevent other tuberculous patients from doing as these two did."

**This School Instructs How to Obliterate Tuberculosis  
in All Stages, in 24 to 48 Hours, and Restore Sound Health**



**NATURAL  
HEALTH  
SCHOOL**



Organized under  
The Common Law  
Phone Kenwood 386

*Be a Loyal American*  
**BE HEALTHY**

CHICAGO, Illinois  
759 East 37th Street

Photographic reproduction of the letter-head used by Yergin. Note the claim that tuberculosis can be cured in forty-eight hours.

The "Natural Health School" seems to be the latest creation of Milo Skine Yergin and his wife, M. Kathay Yergin. In Yergin's "literature" he usually styles himself "Dr. M. E. Yergin," although, apparently, he never places the letters "M.D." after his name. He does, occasionally, however, style himself "M. E. Yergin, D. O., D. C." While Yergin seems careful to avoid the suffix "M.D.," the impression is given that he is a graduate and licentiate in medicine. His records fail to show that Yergin was ever graduated by a medical school or was ever licensed to practice medicine. Part of the Yergin advertising paraphernalia for the present scheme, the Natural Health School, is a publication, the *Natural Health School Journal*. This publication is sometimes issued

in typewritten mimeograph form and sometimes printed. The price is \$2.00 a year or 10 cents a copy. In the issue of June 27, 1921, several pages were devoted to Yergin's alleged educational qualifications.

#### SOME OF YERGIN'S QUALIFICATIONS

According to this source of information Yergin "has spent fully FOURTEEN YEARS in the various schools of medicine in postgraduate work." These fourteen years, we are told, were "distributed in the following schools—Allopathic or 'regular,' six years. Several years variously in the Homeopathic, Eclectic, Physiomedical and Chiropractic Schools." We learn further that in 1901 he was a vegetarian chef in New York City and in the same year seems to have been teaching telegraphy and typewriting in a "business college" in Newark, N. J. It is also claimed that Yergin, in 1911 and 1912 "was faculty member of the National School of Chiropractic" and at one time owned a third interest in this institution. We are told that "Dr. Yergin is well versed in hydrotherapy," "has a practical knowledge of osteopathy and spondylotherapy," and, further, that "Dr. Yergin is licensed by the Illinois State Board of Health, and registered in Peoria, Champaign and Chicago."

A search through a number of the Chicago city directories covering the past twenty years discloses the following references that may have some bearing on the present case:

1908: Yergin, Milo E., tel opr.

1911: Yergin, Milo E., printer.

The name of Milo E. Yergin does not appear in the Chicago city directory for 1910; neither does it appear in any issue subsequent to 1911.

#### THE NATIONAL HEALTH LEAGUE

A few years ago the Yergins were conducting the "National Health League Sanitarium" (with "Lady and Gentlemen Nurses") at Champaign, Ill., together with the "National Health League Institute" and "The National Health League Food Plant." Then there was an "Institute of Reactive Therapeutics" which held forth at 1701 W. Washington Boulevard, Chicago. From this address was sold Yergin's "Home Study Course of Structural Dietetics" for which "Dr. Yergin usually charged \$100," instead of the "ridiculously low" price of \$25, at which it was then offered. The "resident course" was \$50! This same "course" was also advertised for a while by the "National Health League" from Kidder, Mo. (Population about 300).

In addition to the "course" on "Structural Dietetics," Yergin also had more material merchandise for sale: the "All Natural Salt" put up in two pound packages and sold for 50 cents a package.

In 1915 Yergin was in Nashville, Tenn., where, according to the local papers, "broad plans" were being laid for the "wide and effectual distribution of the products of the League Food Plant," it being the plan "to make Nashville the headquarters of the League and the home of the Health Food Factory."

In 1914 Yergin wrote to a Chicago paper offering it, without charge ("a sacrifice in the interests of humanity"), an epitome of his system of "Structural Dietetics." Attached to the face of the letter sent to this paper was a "sticker" quoting one "J. M. W. Cannon, M.D.," to the effect that "Dr. Yergin is the best and most broadly informed in medical matters, and the most up-to-date in the treatment of disease of any doctor it has been my privilege to meet." Yergin, apparently, was willing to admit it.

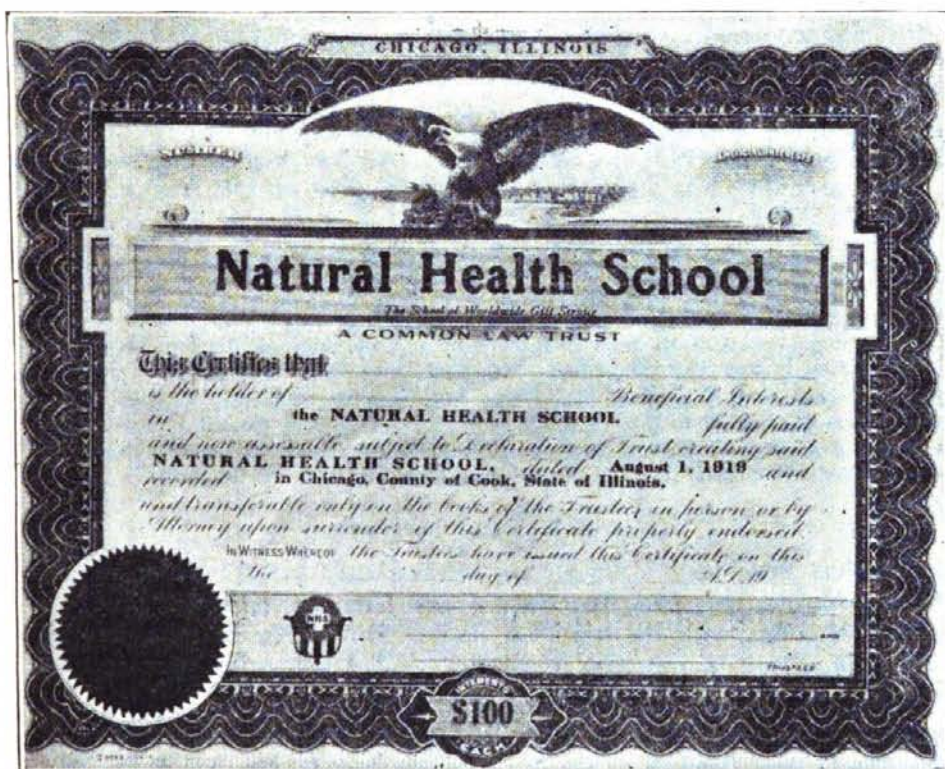
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## THE COOPERATIVE FOOD COMPANY AND THE N. H. S.

In 1920 Milo E. Yergin was president of the "Co-operative Food Company" a common law concern conducted first from 4216 Cottage Grove Ave., Chicago, and later from his present address. The Co-operative Food Company advertised Dr. Yergin's Pus and Pain Chart." The chart sold for \$10 and was advertised under the claim that it would enable one "with the simple foods of nature" to control and completely obliterate in from fifteen minutes to fifteen hours any kind of pain and all pus conditions. The "Pus and Pain Chart" was a mimeographed affair of twenty pages. Apparently, it was impossible to work



Of course the "school" issues diplomas! Here's a greatly reduced reproduction of these works of art.

the marvels of the "Pus and Pain Chart" unless one had certain "natural foods" described in this chart." There were "Sea Food Baths," "Earth Food Table Salt," "Food Iodine," "Cinnamon Food Oil," "Myrrh Compound" and "Cold Food." All were for sale by the Co-operative Food Company at prices ranging from 25 cents to \$3.00 a package. The use of "chemically pure Epsom Salt" was also recommended (under no circumstances for internal use) and this would be furnished at \$1.00 a pound, transportation extra. Later, the name of the "Co-operative Food Company" was changed to the "N. H. S. Food Plant."

## POTIONS AND PIETY

Reverting again to the "Natural Health School": This seems to combine a strong mixture of religious fanaticism with the practice of the healing art. Scripture is quoted freely and the latest issue of the *Natural Health School Journal* declares that the world will come to an end within the next two years.

A most gorgeous description is given of the world to come with a picture portraying the wall around the New Jerusalem, said to be "of pure jasper, at least two hundred eighty-eight feet above its foundations"—with an inset of the Equitable Life Building to show that this wall is as high as the New York skyscraper!

Although Yergin seems convinced that the world will come to an end within the next twenty-four months, and says that no subscriptions to the *Natural Health School Journal* will be accepted after Sept. 1, 1922, he urges his followers to buy stock in the Natural Health School. Possibly it is a misnomer to speak of "buying" this stock, although it is Yergin's own phrase, as one learns by further search that this stock is "non-interest bearing" and "pays no dividends after the manner of this world." Nevertheless, "each person can purchase" as much stock as he desires. The price is \$100—cash, after the manner of this world!

Yergin and his Natural Health School, it seems, went through a period of trial from December, 1920, to May, 1921. During this period, we are told "a definite attempt" was made "to destroy the life of Dr. Yergin by occult supremacy." Thus:

"Persons attempting to come to the School Rooms were in several instances prevented by a sudden onrush of overmastering fear.

"Others were made deathly sick and some fainted in the School Room. Night after night this occurred until the source was recognized and the spiritualistic and occult influences destroyed by God in answer to the prayers of those in charge of the NHS.

"For over two months, finances, which had been regular, suddenly dropped from several hundred dollars per month to less than \$25, until the cause was located in spiritualistic and occult opposing effort, and then in answer to prayer, God destroyed the opposing power and at once restored the normal income of the sustaining elements of the NHS."

#### TRUE MUSICAL THERAPY

Yergin has developed a theory as interestingly bizarre as some of those of Albert Abrams of San Francisco. He puts forward a "True Musical Therapy," whereby, with the aid of a piano "thoroughly in tune, having high quality strings," it is possible to produce vibration rates corresponding to the chemical elements! We read:

"Take for instance, MERCURY and CHLORINE and strike the keys on a well-tuned piano, corresponding to these chemicals on the Key Chart—D in octavo two, and B in octavo seven as marked—and after a few seconds, a sensitive person will respond with a noticeable flow of saliva in the mouth.

"Keep the keys sounding for a few moments and it will start a bowel action."

The possibilities in treating stomachache, soft corns, psoriasis or smallpox by playing the piano, seem unlimited. As not all of us can become virtuosos, Yergin is coming to the rescue—if he has time before the world comes to an end. Says he:

"It is the plan of the writer, as soon as he is at liberty to do so—free from other duties sufficiently—to write out true therapeutical music, and have it perforated on rolls, so that those who wish to have musical healing and health-restoring effects accomplished upon themselves, can do so by placing these rolls in a good player piano.

"This, however, will not work on the ordinary player piano. It must be a piano that is thoroughly in tune, having high-quality strings."

It is fair to assume that when these marvels are consummated the Natural Health School will be in the piano business—putting out instruments that have "high-quality strings." One of Yergin's disciples might work on the possibility of extending this musical therapy to the phonograph trade.

The preposterous nonsense promulgated by Yergin is, apparently, accepted at its face value by many laymen, and not a few so-called "drugless practitioners." The harm that men of this type can do is realized when one reads of individuals who are "treating" sufferers from tuberculosis, cancer and equally serious conditions by the fantastic principles laid down by Yergin and the nostrums sold by him.

Truly, Goethe was right: "Nothing is more terrible than active ignorance."  
—(*From The Journal A. M. A. Aug. 26, 1922.*)



# NOSTRUMS and QUACKERY

[VOLUME I—1912]

For some years THE JOURNAL of the American Medical Association has published articles dealing with quackery and the "patent medicine" evil. These have been brought together, elaborated and freely illustrated to make the book *Nostrums and Quackery*. The book was published in the belief not only that the information *ought* to go to the public, but also that the public *desired* just such information.

The distinguishing features of *Nostrums and Quackery* are the thoroughness with which the work has been done and the accuracy of the information it gives. Some of the subjects are:

Advertising Specialists	Baby Killers	Medical Institutes
Cancer Cures	Diabetes Cures	Hair Dyes
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