

defined that physicians appear to be content to do nothing, firmly believing that they are safe from the defrauding methods of unscrupulous manufacturers.

Proprietary House Insolvent—and Physicians Lose?

(From *The Journal A. M. A.*, Oct. 17, 1908.)

The Pas Avena Chemical Company, whose product, Pas Avena, was exposed in *THE JOURNAL* a few months ago, has recently failed, according to our pharmaceutical exchanges. In recording the fact, one journal says:

"It is reported that considerable stock of this company had been sold to physicians."

At this time, when physicians are importuned daily to invest money in various wildcat pharmaceutical concerns, this sentence might well be used "to point a moral or adorn a tale."

PEPTO-MANGAN (GUDE).

Scientific Work Misrepresented and Commercialized.

(From *The Journal A. M. A.*, Sept. 23, 1908.)

In pursuance of the deliberately assumed purpose to enlighten the physicians of the United States on all features of the traffic in proprietary remedies, there will be offered to our readers not only information regarding the composition of such remedies, but also facts concerning the methods of their advertising and sale, which come to light in such shape as to be of service to the profession. No firm or product will be subjected to attack, but publicity will be given to all facts obtainable. Having in mind this purpose the following recital of facts is offered to the profession as an illustration of methods employed in the proprietary trade, and as a step in the era of pharmaceutic publicity.

Under date of Dec. 1, 1904, there was published by the government of Porto Rico a "Report of the Commission for the Study and Treatment of 'Anemia' in Porto Rico." The splendid scientific results of this study of uncinariasis we commented on editorially¹ February 11, page 478. A few weeks

1. This editorial brought from the Breitenbach Company a letter addressed to *THE JOURNAL* of the American Medical Association, which is worth quoting in this connection, and also in connection with the correspondence with the *Medical Record*, which follows. The italics are ours:

"It seems to us, in looking over the issue of your journal for Feb. 11, that the editorial department of your publication is quite at variance with your advertising pages. A short while ago we sent you a new electrotpe stating that peptomangan was par-

ago the M. J. Breitenbach Company of New York circulated among physicians what purports to be an abstract of this report, claiming that "this report alone would suffice to establish pepto-mangan at once as the foremost hematinic known." Physicians, of course, realize that no other proprietary firm ever had so many "original" "write-ups" inserted in the reading pages of medical journals. It may fairly be said that the medical press has been subsidized by the Breitenbach Company to an extent equaled by no other. So in this instance, medical journals have recently been publishing as "reading notices," or as "publishers' notes," extracts from the company's pamphlet, especially made for the purpose. The Breitenbach Company having, as quoted, staked so much on the results of the commission's use of "pepto-mangan (Gude)," it becomes a matter of medical importance to look into the facts.

The commission treated, so far as covered in this report, 5,490 cases of uncinariasis. Of these it presented in detail the clinical histories of 61 cases. In 18 of these 61 cases the commission administered "pepto-mangan (Gude)," which had been donated by the Breitenbach Company. Of these 18 cases the Breitenbach Company says they "were selected on account of their extreme severity, and thus these cases represent the most crucial test to which any iron preparation can be subjected." Further, we are told: "The results obtained point so distinctly to the supremacy of 'pepto-mangan (Gude),'

ticularly applicable to the anemia of uncinariasis, and produced positive results if administered after proper treatment for the expulsion of the parasite. We did not make this statement until we had had conclusive proof from tests made by eminent men in the profession that such was the case. We make no haphazard statements ourselves. *It is evident that either your editors do not read the advertising pages of your journal, or they wish to make a direct slap at one of their advertisers, and we can hardly see how it is to be any advantage for us to place an advertisement with you, if in the editorial pages you are going to directly contradict our statements.* We refer to your editorial on page 478, in which you make the statement: 'The day of blind reliance on iron, quinin, and tonics in general in the treatment of anemic conditions in tropical countries is past, never to return,' and this in the face of our advertisement for which we pay you. It looks to us a little like taking our money and in turn going out of your way to slap us in the face, for had that paragraph been omitted from your editorial, we think you will agree with us that the value of the article would have in no way been lessened, and we should feel in a very different frame of mind than we do now. Had it been written by one of your contributors we would have let the statement pass, and set it down to ignorance, but, coming as it does from your editors, *who should be thoroughly conversant with the advertisements you carry*, we can not but feel that is is *very unfriendly toward us*.

"We shall be glad to hear from you on the subject."

Case No.	Name	Age	Color	Diagnosis	Condition before Treatment	Period of Treatment
I.	E. J.	18 mos.	White	Pseudo-Leukaemia	Hopeless	15 weeks 3 days
II.	K. J.	2 years	"	Anaemia following Enteric-Colitis	Very poor	15 " 3 "
III.	J. F.	22 mos.	Colored	Anaemia following Pneumonia Marked Rickets	Fair	15 " 2 "
IV.	C. V.	19 mos.	White	Anaemia following Pneumonia Tuberculosis	Poor	15 "
V.	S. V.	19 mos.	"	Anaemia following Necrosis of Broncho-Pneumonia Tubercular Bronchial Abscess	Fair	15 " "
VI.	W. C.	20 mos.	"	Anaemia following Whooping-Cough	Fair	16 "
VII.	C. S.	16 years	Colored	Anaemia following Double Cervical Adenitis	Good	10 "
VIII.	R. R.	21 mos.	White	Anaemia following Broncho-Pneumonia	Poor	14 "
IX.	E. J.	29 mos.	"	Anaemia following Enteric-Colitis (Convalescent)	Fair	14 "
X.	D. S.	10 years	"	Anaemia accompanying Pneumonia Adenitis	Fair	13 " 5 "
XI.	R. F.	2 years	"	Anaemia following Whooping-Cough Rickets	Fair	13 "
XII.	L. C.	18 mos.	"	Anaemia following Necrosis, Broncho-Pneumonia Diphtheria	Fair	12 "
XIII.	D. S.	5 years 3 mos.	"	Anaemia following Whooping-Cough Rho-Tharyngeal abscess (Dumb) Cervical Adenitis, tubercular.	Fair	11 "
XIV.	W. T.	2 years 4 mos.	"	Anaemia following Tetanus (Convalescent)	Poor	12 "
XV.	K. C.	11 years	"	Anaemia following Enteric-Colitis (Convalescent)	Good	12 "
XVI.	W. S.	22 mos.	"	Anaemia accompanying Acute Epiphyseitis of left femur Tubercular	Bad	9 "
XVII.	D. S.	3 years	"	Anaemia accompanying Hydrocephalus Post-operative	Good	17 "
XVIII.	W. B.	3 years 8 mos.	"	Anaemia following Oreo-Colitis (Convalescent)	Bad	15 "
XIX.	W. B.	3 years 6 mos.	Colored	Anaemia following Enteritis (Convalescent) Pulmonary Tuberculosis	Hopeless	14 " 6 "
XX.	J. B.	28 mos.	White	Anaemia accompanying Summer-Diarrhoea	Bad	12 "
XXI.	W. W.	2 years 10 mos.	"	Anaemia accompanying Summer-Diarrhoea	Hopeless	10 "
XXII.	R. S.	7 mos.	"	Anaemia following Sisko-Enteritis (Convalescent)	Hopeless	5 "
XXIII.	L. S.	26 years	"	Simple Anaemia	Fair	21 "
XXIV.	L. K.	9 years	"	Simple Anaemia	Fair	15 "
XXV.	V. S.	2 years	"	Anaemia accompanying Acute Sisko-Enteritis	Poor	17 "
XXVI.	T. C.	3 years	"	Anaemia accompanying Syphilitic periostitis (Abscess of left femur)	Very poor	12 " 3 "
XXVII.	F. B.	3 years 6 mos.	"	Anaemia accompanying Sisko's disease (Boas Abscess)	Poor	10 "
XXVIII.	F. S.	22 years	"	Simple Anaemia	Fair	13 "
XXIX.	J. D.	4 years	"	Anaemia accompanying Sisko's disease	Poor	15 "
XXX.	M. S.	10 years	"	Anaemia accompanying Sarcoma of scapula	Hopeless	18 "
XXXI.	L. C.	7 years 6 mos.	"	Simple Anaemia	Fair	2 "
XXXII.	N. P.	5 years 6 mos.	"	Simple Anaemia	Poor	12 "

The above table is reproduced from a sheet 11 by 14½ inches, which is a part of the pamphlet. On the top of the sheet is the following in display heading: "Comparative table of 32 cases of Infantile Anemia treated at the City Infants' Hospital, Randall's

Red Cells			Hemoglobin			White Cells			Result
1 st Count	2 nd Count	3 rd Count	1 st Examined	2 nd Examined	3 rd Examined	1 st Count	2 nd Count	3 rd Count	
2.366.000	3.466.666		20%	58%		16.000	8.000		Improving rapidly
2.533.333	4.851.851		40%	75%		10.000	7.133		Cured
3.120.000	4.580.000		40%	68%		6.925	6.200		Cured
2.533.333	3.967.444		40%	64%		15.320	10.600		Improved
3.132.000	4.580.851	3.012.300	57%	69%	40%	5.600	12.300	15.400	Died
3.200.000	5.122.222		37%	64%		19.000	12.000		Cured
3.780.000	4.600.000		75%	80%		15.200	7.400		Improved
3.845.714	3.970.370		39%	54%		12.700	7.800		Cured
3.428.000	5.195.555		47%	70%		5.900	6.200		Cured
3.720.000	5.213.333		48%	78%		10.400	5.900		Cured
3.576.000	4.766.666		45%	67%		15.350	6.300		Cured
3.780.000	4.249.000		44%	58%		10.000	8.800		Improved
5.400.000	5.277.777		70%	65%		10.000	12.700		Improvement very pronounced
2.972.000	4.354.444		43%	74%		8.000	7.200		Cured
4.590.666	6.700.000		60%	78%		9.100	7.200		Cured
2.904.000	3.872.222		40%	64%		11.600	10.800		Improved
5.364.562	3.007.602	3.472.222	82%	58%	68%	5.620	7.830	9.200	Improved
4.360.444	5.029.602		48%	62%		14.700	12.600		Cured
3.947.676	4.977.777		42%	58%		10.500	9.500		Cured
3.280.000	4.313.333		39%	60%		14.800	10.700		Cured
3.950.492	4.492.592		48%	58%		20.300	17.200		Cured
2.989.798	3.203.703		38%	56%		10.600	6.900		Cured
4.798.454	5.193.333		60%	80%		7.000	6.900		Cured
4.678.594	5.289.989		72%	82%		7.100	6.400		Cured
3.254.698	4.898.564		44%	66%		11.200	8.400		Cured
3.984.999	3.796.874	3.674.978	34%	40%	38%	14.600	14.000	16.000	Not improved
3.394.656	4.132.222		36%	48%		10.000	9.400		Improved remarkably
4.463.676	5.298.762		66%	80%		9.800	7.600		Cured
3.979.888	4.898.788		66%	76%		9.000	7.800		Improved remarkably
2.875.555	2.974.000		34%	32%		16.000	17.500		Died
3.936.666	4.897.000		66%	78%		7.200	6.200		Cured
4.234.666	5.453.333		66%	78%		7.200	6.100		Cured

Island, New York City, during a period of four months with Gude's Pepto Mangan. By Dr. Mateo M. Guillen, House Physician and Surgeon."

etc., and 'the report may be regarded as a supreme test' and 'as a triumph for pepto-mangan (Gude).'"

With these claims before us it is more than interesting to analyze the reports of the cases from which they are drawn. In 14 of the 18 "pepto-mangan (Gude)" cases that combination was the only iron preparation used; in the remaining 4 Blaud's pill was used during the latter part of treatment. In the other 43 cases (not mentioned in the Breitenbach pamphlet) the iron was administered in the form of Vallet's mass or Blaud's pill, either or both, with the exception of two cases in which no iron was used. In closing its report the commission notes that iron alone without expulsion of the uncinnaria is of little benefit and plays a part secondary to anthelmintics. Therefore, in this "supreme test," the relative value of the hematinic used will be largely determined by the time consumed in relieving the symptomatic anemia after removal of the parasitic cause.

Analyzing the 61 cases the following facts come to light, and it should here be noted that nothing in the original report indicates the "extreme severity" of the "pepto-mangan (Gude)" cases as compared with those in which other iron preparations were used. For the present purpose it is sufficient to compare the "pepto-mangan (Gude)" cases with those in which Blaud's pill alone was used:

	Cases.	Av. time of treatment. Days.
"Pepto-mangan (Gude)" case reported cured	9	79.77
"Pepto-mangan (Gude)" cases reported cured in which Blaud's pill was used in latter part of treatment.....	5	74.8
Blaud's pill cases reported cured.....	26	49

Two "pepto-mangan (Gude)" cases were reported "improved" in an average treatment time of 87 days, while the other two were fatal cases. This "supreme test" then shows that the patients treated with Blaud's pill recovered from the anemia in less than two-thirds of the time required when "pepto-mangan (Gude)" was used. On this point the commission itself says (page 119): "Thus it is quite difficult to accurately judge the comparative value of different iron preparations, yet it is noticed, even by some patients, that Blaud's pill gave more rapid results."

In the face of these clinical facts and of this plain declaration from the commission, the physician may well ask: Why in the name of prudence did the Breitenbach Company circulate a pamphlet and advertise in medical journals a claim that "this report alone would suffice to establish pepto-mangan at once as the foremost hematinic known?" As the re-

port actually draws a contrary lesson, the course of the company can only be explained either as due to its exaggerated confidence in the credulity of physicians or to its own neglect to read the report before abstracting it. Which hypothesis is most probable? Physicians who have read the "write ups" of "pepto-mangan (Gude)" appearing in nearly all the medical journals of the country will have no difficulty in answering this question. Lastly, what of the honesty of circulating among medical men so misleading a document?

Letter from the Porto Rico Anemia Commission.

(From *The Journal A. M. A.*, Oct. 7, 1906, 1099.)

AIBONITO, P. R., Sept. 18, 1905.

To the Editor:—It has come to our notice that the report of this commission, published Dec. 1, 1904, is being used by the manufacturers of Gude's pepto-mangan to advertise their preparation of iron. As this advertisement puts us in a very unenviable and erroneous light before the medical profession generally, will you be kind enough to publish the following statement?

The advertisement in question purports to be a review of this report and, having attracted attention, proceeds by erroneous deductions and half-quotations in such a manner that one might believe that the commission indorsed their preparation of iron as the best hematic in the treatment of the anemia of uncinariasis.

As a matter of fact, the report (page 119) clearly states that we found the carbonate of iron to give the best results. Our report, on account of the limited edition, has never reached the majority of our professional brethren, and for this reason we quote the portion referred to:

"It will be noticed that slight cases readily recover without iron, and here the difference in the tables is more marked, while there is less difference among the marked cases in proportion to their number. In other words, the more resistant cases of all grades received iron, but even then did not generally recover as rapidly as those less rebellious without, for while ferruginous preparations seem to act readily in some instances, still, in the majority, its effect was not marked. The rapidity of cure is due, apparently, more to the personal equation of the patient and the rapidity with which the parasites are expelled, than to the amount of reconstructive treatment. Thus it is quite difficult accurately to judge the comparative value of different iron preparations, yet it was noticed, even by some patients, that Blaud's pills gave more rapid results."

We do not believe that a perusal of the histories of the eighteen cases which the advertisement quotes demonstrates the superiority of pepto-mangan (Gude), as these patients recovered more slowly than others of the same type who took Blaud's pills or Vallet's mass. In fact, on account of this slow recovery the carbonate of iron was substituted for pepto-mangan in five of the eighteen cases (Cases 8, 9, 10, 13 and 15). We ceased to use pepto-mangan and gave none to the later cases.

To support our statement we invite attention to the following figures taken from the very report which the Breitenbach Company cite as proving the superiority of their preparation:

There are sixty-one cases reported in full with complete blood records and clinical histories. In eighteen of them pepto-mangan was used save toward the termination of five of them, when Blaud's pills were substituted. In eleven cases Vallet's mass was used, supplemented by Blaud's pills. In twenty-nine cases Blaud's pills were used exclusively. Three cases have no bearing on the subject.

Reconstructive. treatment.	Pepto-mangan (Gude).	Blaud's pills.	Vallet's mass.
Average hemoglobin before treatment, per cent.	20.7	26.5	18.1
Average number days under treatment	80.7	47.9	69.8
Average gain in hemoglobin during treatment per cent.	62.3	66.8	66.6

But to bring out the difference between these drugs more vividly eighteen pairs of cases of like type have been tabulated, whose initial hemoglobins absolutely or nearly correspond. One of each pair was treated by Blaud's pills, the other by pepto-mangan. The demonstration is all the more potent in that both drugs were used in their true rôle as blood regenerators, with thymol administered to both alike.

That is to say, of eighteen pairs of almost identical cases, the initial average of hemoglobin percentage in the cases treated by Blaud's pills was 21.9; in those treated by pepto-mangan (Gude), 20.7; the average number of days under treatment was 48.7 in the cases treated by Blaud's pills; in those treated by pepto-mangan (Gude), 80.7; the average gain in hemoglobin under Blaud's pills was 68.1 per cent.; under pepto-mangan (Gude), 62.3 per cent.

We tried to use a variety of iron preparations and were offered the pepto-manganates made by this company. We had no idea that this preparation differed essentially from any other pepto-manganate of iron, and it certainly may not, but had we considered the pepto-manganates of superior value as blood regenerators we would have said so. As it is, we

have said the contrary and wrote this company to that effect at the time we became convinced of it.

Case. No.	Form of Iron used	Hemoglobin before treatment.	Days under treatment.	Total gain hemoglobin.
1.	Pepto-mangan ...	33	100	68
56.	Blaud's pills	33	56	70
3.	Pepto-mangan ...	25	71	78
52.	Blaud's pills	25	36	75
4.	Pepto-mangan ...	28	97	72
50.	Blaud's pills	27	36	75
6.	Pepto-mangan ...	22	101	48
25.	Blaud's pills	22	43	78
7.	Pepto-mangan ...	10	63	93
28.	Blaud's pills	11	71	90
8.	Pepto-mangan ...	34	101	44
46.	Blaud's pills	35	36	69
9.	Pepto-mangan ...	20	99	83
43.	Blaud's pills	20	50	81
10.	Pepto-mangan ...	20	92	84
51.	Blaud's pills	20	50	63
11.	Pepto-mangan ...	32	95	48
47.	Blaud's pills	32	36	70
12.	Pepto-mangan ...	27	80	3
53.	Blaud's pills	25	50	84
13.	Pepto-mangan ...	14	94	95
23.	Blaud's pills	14	50	66
14.	Pepto-mangan ...	16	93	85
45.	Blaud's pills	16	57	46
15.	Pepto-mangan ...	11	84	99
22.	Blaud's pills	12	71	92
16.	Pepto-mangan ...	20	92	70
60.	Blaud's pills	19	28	71
17.	Pepto-mangan ...	9	36	6
21.	Blaud's pills	13	71	89
18.	Pepto-mangan ...	16	98	66
59.	Blaud's pills	18	53	57
19.	Pepto-mangan ...	28	49	75
42.	Blaud's pills	31	57	3
33.	Pepto-mangan ...	9	8	6
20.	Blaud's pills	22	27	48

This commission does not wish to be understood to consider the use of reconstructive treatment as a necessity in the anemia of uncinariasis. Such an idea is all the more absurd in view of the fact that in the 12,000 treated under its direction since June 1, 1905, comparatively little reconstructive treatment has been used, many cases receiving none at all. As our experience with this disease widens, our opinion is strengthened that anthelmintic treatment is not only curative, but promptly so, in the vast majority of cases, iron or no iron. Thanking you in advance for the use of your columns, we are, very truly yours,

BAILEY K. ASHFORD,

W. W. KING,

PEDRO GUTIERREZ YGARAVIDEZ,

Members of the Commission.

An Investigation Into the Reliability of an Alleged Scientific Report.

(From The Journal A. M. A., April 6, 1907, 1197.)

In THE JOURNAL, Sept. 23, 1905, we exposed the misuse, by the exploiters of Pepto-Mangan, of the government report on anemia in Porto Rico. The conclusion of the Government Commission, which investigated the anemia prevalent in Porto Rico, was that iron was of subsidiary importance in treatment, and that the carbonate, as represented by Bland's pills, seemed to give the best results. Immediately Messrs. M. J. Breitenbach & Co. used this report to exploit their preparation (Pepto-Mangan)—first in advertisements and reading notices and later in a garbled extract of the report printed in pamphlet form and scattered broadcast among physicians. This pamphlet conveyed the idea that Pepto-Mangan had been endorsed by the government as superior to any other iron preparation, and that it had proved most efficacious in the treatment of anemia; that "this report alone would suffice to establish Pepto-Mangan at once as the foremost hematinic known." The Commission later published a denial, stating that Pepto-Mangan was used by them only for a little while, because it was found to be of even less value than other iron preparations.

Some months ago another pamphlet was sent out by the same company purporting to give the results of the treatment of 32 cases of "infantile anemia" at the Infants' Hospital, Randall's Island, New York City. The report was written by Mateo M. Guillen, designated as house physician and surgeon. A cursory examination of this pamphlet showed that five of the 32 cases cited had an initial blood count of over 4,500,000 erythrocytes, and one over 70 per cent. hemoglobin, with nearly 4,000,000 reds. Thus 18 per cent. of the cases cited could not be classified as anemia. Moreover, in 26 cases the anemia had followed some acute disease or the patients were convalescent from such a disease. In either case, spontaneous improvement was naturally to be expected.

THE UNRELIABLE REPORT.

These facts aroused suspicion and suggested further investigation. Accordingly, we had the books of the hospital inspected by a competent representative, who devoted considerable time to a careful examination of the original records of the hospital. His report follows:

"In reply to your request that I examine into the authenticity of the cases advertised as having been treated with Pepto-Mangan at the City Hospital, Randall's Island, I am able to make the following report, after a thorough

examination of the records of the hospital in the clerk's office, the daily charts and the physicians' order books.

"Dr. Mateo M. Guillen, house physician in 1902, whose name is attached to the report as having treated the cases with Pepto-Mangan, has been in South America since that time. Through the kindness of Dr. William L. Stowell, visiting physician at the Infants' Hospital, I was furnished with the full names and data of the patients whose cases are reported, so I was able to get the correct histories of them in the hospital records. Dr. Stowell informed me that he was aware that *some* of the patients had received Pepto-Mangan simply as one form of iron, though he believed the simpler forms of iron preferable, and that if I would trace the treatment in the cases I would doubtless find the simpler forms of iron prescribed.

"Examination of the hospital records and daily charts of the cases show remarkable discrepancies from the results and treatment as advertised in the Pepto-Mangan pamphlet. Some of the most striking are the following:

"Three patients, reported in the pamphlet as *cured* through the use of Pepto-Mangan, the hospital records show *died*, viz.:

"Case II, K. T. (Katie Turner).

"Case XIX, W. B. (William Barkdale).

"Case XXII, R. S. (Reuben Schehr).

"The results in all the cases are advertised as being obtained by Pepto-Mangan. On the contrary, the daily charts and the doctor's order books show that some of the patients *never* received Pepto-Mangan. For instance, in Case XII, L. C. (Lillian Codney), instead of Pepto-Mangan, was given *syrupus ferri iodini*, and at other times malt-zyne and liquid peptonoids and various local, external and symptomatic medicines, but at no time was Pepto-Mangan prescribed.

"Similarly, in Case XIII, I. H. (Irene Harowitz) was never given Pepto-Mangan.

"The charts of Case IV, C. V. (Catherine Vaughn) show that Pepto-Mangan was only prescribed once, and at other times she was given *syrupus ferri iodidi*.

"Similarly, the charts of Case V, H. V. (Helen Vaughn) show that Pepto-Mangan was only prescribed once, and at other times was given *syrupus ferri iodidi*.

"In Case XVIII, W. B. (William Born) was given Pepto-Mangan on July 19, but it was discontinued on August 13, although the pamphlet states that he was under treatment fifteen weeks.

"In Case X, D. S. (David Smulewitz) was given syrup of hypophosphites and cod-liver oil along with the Pepto-Mangan.

"I was informed by Dr. Oberdorfer, who was on the hospital staff at the same time, that in Case I, E. P. (Eva

Pases), though Pepto-Mangan was given, arsenic was pushed in *very large doses*.

"Of the thirty-two cases reported in the Pepto-Mangan pamphlet, only twenty-two were reported by Dr. Stowell, and among the history charts for that period I was unable to find any cases corresponding to the initials of the additional ten cases.

"I hereby swear that the above statements are correct data taken from the records of the City Infants' Hospital, Randall's Island, and am able at any time to prove them by the mentioned records. GEORGE M. GELSER."

[Mr. Gelser is a senior student in the medical department of Cornell University.]

SUMMARY.

This throws a somewhat different light on the impressive report of thirty-two cases. Analysing the results obtained, we find that 13 cases, namely, Cases VII, XV, XXI, and all of the cases from XXIII to XXXII, were not found on the hospital records. The table in the pamphlet shows that the patient in Case V died. The hospital records show that Patients II, XIX and XXII, which were reported as cured, also died. The records also show that in Cases XII and XIII Pepto-Mangan was never given; that in Cases IV and V but a single dose was given; that in Cases I and X this preparation was given in conjunction with other preparations, such as syrup of hypophosphites and iron, cod-liver oil, etc., which can certainly claim a share in the results. In Case XVIII, in which the report says Pepto-Mangan was given for fifteen weeks, the records show that it was given but three weeks and a half. Cases XIII, XV and XVII are not cases of anemia at all. Striking these from the table, we have left eight cases entered on the hospital records, in which there is evidence that Gude's Pepto-Mangan was administered. But the table itself shows that seven of them, namely Cases III, VI, VIII, IX, XI XIV and XX, were entered as convalescent at the time of beginning treatment, the anemia following some acute disease, such as pneumonia, whooping-cough, bronchopneumonia, enterocolitis and summer diarrhea. In all of these cases, anemia is to be expected during the height of the disease, and rapid recovery from the anemia, as soon as convalescence is established, would also be observed in 95 per cent. of all cases which received ordinary care and nourishment, regardless of medication. The imposing and delusive chart which has, on first sight, such an ultra-scientific appearance, melts down under impartial investigation to a single case which is in any sense worthy of consideration. Case XVI is reported as that of a child, 22 months old, suffering from

anemia, accompanying acute tubercular epiphysitis. In this case, Pepto-Mangan was given for nine weeks. An increase of red blood corpuscles from 2,904,000 to 3,872,222, and an increase of hemoglobin from 40 to 64 per cent. took place in the same period. Even the sanguine and optimistic author of the pamphlet and the compiler of the chart does not venture to record this case as anything more than improved.

PREVALENT DISREGARD OF TRUTH.

Two things may be learned from this interesting analysis. The first is that so-called scientific reports are only of value in proportion to the veracity and reliability of the writer. Unless the statements of the author are founded on scientifically established facts, they are delusive and as dangerous as the false lights of a shipwrecker or the decoy signals of a train robber. It seems incredible that any physician having the slightest conception of the dignity and honor of the profession would deliberately falsify and distort hospital records for the sake of the pittance offered by proprietary houses, whose preparations he lauds, or for the sake of the cheap notoriety which he obtains while lending his name to such a deception.

The second and equally deplorable fact is that firms composed of men who are personally honorable seek to obtain business by means of such unjustifiable methods. It might be said in defense that the M. J. Breitenbach Company did not investigate the statements set forth in the pamphlet, and that it relied on the truthfulness of the writer. This does not relieve the firm of its responsibility.

There is an apparent tendency on the part of proprietary houses to accept any report, statement or testimonial, no matter how obviously absurd, distorted or highly colored—if only it be favorable to their preparations—and to eliminate and to suppress any unfavorable reports or facts. This tendency has helped to produce the present deplorable conditions in the proprietary medicine business. Such methods are not scientific; they are not even in accord with the ordinary principles of business honesty, which are supposed to obtain among reputable merchants. An honorable and legitimate business should have a better foundation than advertising matter which will not stand investigation.

PHENALGIN—A TYPICAL EXAMPLE.

(From *The Journal A. M. A.*, Jan. 13, 1906, 134 and Jan. 27, 1906, 290.)

Last June¹ we devoted considerable space to the extravagant therapeutic claims made for "Phenalgin" by its vendors. At this time we propose to refer to the misinformation—to use a conservative term—that the Etna Chemical Company has promulgated regarding the composition of their preparation.

Last June the Council on Pharmacy and Chemistry officially published to the medical profession of the United States the information that repeated examinations showed that "Phenalgin" is a simple mixture of acetanilid and sodium bicarb. or ammonium carb. So far as we know, no direct denial of the truth of this has been made. There has appeared what we presume is meant as an answer; it is couched in this sentence.

"PHENALGIN IS JUST WHAT WE HAVE ALWAYS SAID
IT TO BE."

From this expression—which has been repeated in bold, black letters in practically all the advertisements since last June—we presume that we are to understand that in the past they have stated what it is.

It would have been just as easy and more satisfactory if the Phenalgin people, instead of saying: "Phenalgin is just what we have always said it to be," had said what it is, since the average physician has neither the time nor the inclination to look up their literature.

For the benefit of those who desire to know what the vendors of Phenalgin "have said it to be," we have gone over their advertising literature of the past, with the following results, which are in the form of quotations from their advertisements:

"AN AMERICAN COAL-TAR PRODUCT—PHENALGIN—THE ONLY SYNTHETIC STIMULANT, NON-TOXIC, ANTIPYRETIC, ANALGESIC AND HYPNOTIC.

"PHENALGIN IS THE **ONLY** AMMONIATED SYNTHETIC COAL-TAR PRODUCT MADE FROM CHEMICALLY PURE MATERIALS." [What have the Ammonal people to say to this?]

"A SYNTHETIC COAL-TAR PRODUCT OF THE AMIDO-BENZINE SERIES, CONTAINING NASCENT AMMONIA."

"THESE TWO CHEMICALS ['stimulant ammonia of coal-tar origin' and 'chemically pure phenylacetamide'] COMBINE UNDER CERTAIN CONDITIONS SO AS TO OBTAIN A PRODUCE WHICH HE [Dr. Cyrus Edson] NAMED PHENALGIN OR AMMONIATED PHENYLACETAMIDE."

1. See *THE JOURNAL A. M. A.*, June 24, 1905, p. 1997.

"PHENALGIN IS A COMPOUND OF PECULIAR CHARACTER WHICH CAN NOT BE EXTEMPORANEOUSLY MADE INTO TABLETS FROM THE POWDERED DRUG, WITHOUT SERIOUSLY CHANGING AND IMPAIRING ITS MEDICINAL QUALITIES."

We believe these quotations are sufficient to show what the Etna Chemical Company has "always said it to be." In going over the literature for several years past we find the above stated in the same, or similar, words in nearly all of it. From the above four statements may be deduced: 1. They have stated that Phenalgin is a synthetic² preparation; 2. they have conveyed the impression that Phenalgin is a chemical compound; 3, they have announced repeatedly that it is the "only" preparation of the kind, and 4, they have claimed that Phenalgin is non-toxic.

We believe that these four statements represent in plain English what the above quotations mean. They are all absolutely false. Phenalgin is not synthetic; it is not a chemical compound; it is not the only ammoniated phenylacetamide, or the only acetanilid mixture containing carbonate of ammonia—and it is most positively toxic.

In one place it is stated that Dr. Cyrus Edson

"EMPLOYED HIS GREAT FACILITIES FOR CHEMICAL RESEARCH AND OPPORTUNITIES FOR CHEMICAL EXPERIMENT FOR THE PURPOSE OF PRODUCING A FORMULA FOR A COMBINATION OF STIMULANT AMMONIA OF COAL-TAR ORIGIN (sic) AND CHEMICALLY PURE PHENYLACETAMIDE, ALSO A COAL-TAR PRODUCT . . . WHICH HE NAMED PHENALGIN, OR AMMONIATED PHENYLACETAMIDE."

In another place we read that Phenalgin is made

"UNDER THE IMMEDIATE PERSONAL SUPERVISION OF THE ORIGINAL INVENTOR OF AMMONIATED COAL-TAR PRODUCTS."

By comparing this last quotation—which is from a current—1905—advertisement—with the preceding one it will be noticed that we are asked to believe that Phenalgin is made "under the immediate supervision of" Dr. Cyrus Edson—and yet Dr. Cyrus Edson died Dec. 2, 1903. This is equal to Lydia Pinkham's prescribing for the suffering women of America when the dear old soul had been dead for over twenty years.

We have before us a full-page advertisement taken from a recent number of a weekly medical journal, which possibly is

2. Duglison's Dictionary: "Synthetic—In chemistry the formation of a more complex body by the union of simpler bodies." Dorland's Dictionary: "Synthesis—The artificial building up of a chemie compound by the union of its elements." "Union" is not mixing.

meant as an answer to the announcement of the Council on Pharmacy and Chemistry that Phenalgin is a simple acetanilid mixture. The advertisement is divided into two parts; the first part is as follows:

"FACTS ABOUT ACETANILIDUM.

(ANCIENT HISTORY.)

"IT HAS LONG BEEN RECOGNIZED THAT ACETANILIDUM AND MOST OTHER COAL-TAR PRODUCTS ARE APT TO EXERT A DEPRESSING INFLUENCE UPON THE HEART, BUT THERE HAS NEVER BEEN ANY DOUBT ABOUT ITS GREAT VALUE AS A PAIN RELIEVER AND TEMPERATURE REDUCER. ITS THERAPEUTIC VALUE HAS, HOWEVER, BEEN PRACTICALLY NULLIFIED BY THE DANGER OF CYANOSIS AND OTHER EVILS CAUSED BY ITS WELL-KNOWN DEPRESSANT ACTION AND THE DIFFICULTY OF OBTAINING IT IN A PURE STATE. IT BEING KNOWN THAT CERTAIN DELETERIOUS SUBSTANCES ARE OFTEN TO BE FOUND IN COMMERCIAL ACETANILIDUM AND THAT MUCH OF THE INJURIOUS EFFECT ATTRIBUTED TO THIS DRUG IS ENTIRELY TRACEABLE TO THESE IMPURITIES."³

The above are also falsehoods. The therapeutic value of acetanilid is not "practically nullified . . . by the difficulty of obtaining it in a pure state." Neither is it true that "much of the injurious effect attributed to this drug is entirely traceable to these impurities." While deleterious substances may be found in *commercial* acetanilid, they are not found in the substance offered as medicinally pure acetanilid by reputable firms. Pure medicinal acetanilid is a cheap article, costing less than 30 cents a pound, for it is a substance that is easily and cheaply purified. It is a fact that the injurious effects are in the acetanilid itself and not in the impurities it may occasionally contain.

The second half of the advertisement in part is as follows:

"FACTS ABOUT PHENALGIN.

(MODERN SCIENCE.)

"MORE THAN A DECADE AGO THE LATE DR. CYRUS EDSON, THEN HEALTH COMMISSIONER FOR NEW YORK CITY AND NEW YORK STATE, RECOGNIZING THE VALUE OF CHEMICALLY PURE ACETANILIDUM AS A THERAPEUTIC AGENT, IF IT COULD BE DEPRIVED OF ITS DEPRESSANT QUALITY, EMPLOYED HIS GREAT FACILITIES FOR CHEMICAL RESEARCH AND OPPORTUNITIES FOR CHEMICAL EXPERIMENT, FOR THE PURPOSE OF PRODUCING A FORMULA FOR A COMBINATION OF STIMULANT

3. This sentence is not complete, but, of course, this is immaterial. Little things like an incomplete sentence do not count.

AMMONIA OF COAL-TAR ORIGIN AND CHEMICALLY PURE PHENYLACETAMIDE, ALSO A COAL-TAR PRODUCT. THESE TWO CHEMICALS COMBINE UNDER CERTAIN CONDITIONS SO AS TO OBTAIN A PRODUCE WHICH HE NAMED PHENALGIN OR AMMONIATED PHENYLACETAMIDE."

There is more of the same character. In the first place, we call attention to the fact that "Phenylacetamide" is substituted for "Acetanilidum" when it is to go into Phenalgin. To mystify is one of the "tricks of the trade." Few physicians keep up with chemical terms and, therefore, are not supposed to know that Phenylacetamide is one of the chemical names for Acetanilid.

The reference here to Dr. Cyrus Edson brings up another fact, and that is that the Etna Chemical Company tries to convey the idea that Dr. Edson was the originator of Phenalgin. We have always understood that Dr. Cyrus Edson had something to do with pushing Ammonal and, if we remember rightly, got into some trouble thereby. We do not know the exact facts, but the following letter shows that he had a leaning toward another "ammoniated phenylacetamid." The letter is dated "New York, Oct. 6, 1894," and is addressed to the "Ammonal Chemical Company."

"During the past six or eight months I have used Ammonal extensively in my private practice. I have found it excellent in the treatment of neuralgias and for rheumatism. I have also verified your statement in two cases that were suffering from alcoholism. My experience justifies me in saying that it is the safest and best of the analgesic coal-tar derivatives.

"Very truly yours,
"CYRUS EDSON, M.D."

It may be of interest to know that the principal member of the firm of the Etna Chemical Company was at one time a member of the Ammonal Company, and it is usually understood, we believe, that Phenalgin is practically the same as Ammonal—in fact, the analyses published regarding the two preparations show this to be a fact.

We must make one more quotation:

"IT MAKES LITTLE DIFFERENCE TO A PHYSICIAN WHETHER PHENALGIN IS A MIXTURE OR A COMPOUND OR A SYNTHETIC, WITH A NAME THAT WOULD DESTROY THE ORTHOGRAPHIC BALANCE OF THE UNIVERSE, PROVIDED IT IS JUST WHAT HE HAS ALWAYS FOUND IT TO BE."

Very complimentary to the intelligence and common sense of physicians, is it not?

Suppose some fellow should get up a scheme to exploit a mixture of quinin and some cheap, harmless substance, say,

starch—equal parts of each. Suppose he gives it a fanciful name, puts it on the market at a high price, say \$1.25 an ounce, and announces it as a new synthetic with wonderful therapeutic properties. Suppose that the schemer then adopts the nostrum vendor's methods of fooling physicians into using his product by getting some to give testimonials, others to furnish writeups, and then subsidizes medical journals through liberal advertising, to print both the testimonials and the writeups. The preparation would, of course, prove to be a good thing if it were used in liberal quantities where quinin would ordinarily be used, and some patients using it would get well even if quinin were not indicated. Then with the psychologic effect of the testimonials, the write-ups, and good, strong claims rightly pushed, unthinking physicians would do the rest. And then, after a while, when the schemer had gotten to the point where, each year, he was making a fortune out of his preparation, suppose some "self-appointed chemists" should examine into the preparation and discover that it was nothing but quinin and starch, and so announce to the doctors of the country; what would the doctors say? That it makes little difference "provided it is just what he has always found it to be!"

This analogy is not far-fetched, for it is practically what has been done with Phenalgin. One difference is that since quinin costs as much per ounce as acetanilid does per pound, the profits on the acetanilid mixture would be sixteen times greater than that of our imaginary preparation. Another difference is that acetanilid is really a dangerous drug, unless used with care, both in its immediate and in its remote effects; quinin is far less so.

"Little difference" indeed, whether we are being buncoed or not! Evidently!

In conclusion, we charge the Etna Chemical Company with intentionally misleading and deceiving the members of the medical profession, in that the said company has in its literature and its advertisements conveyed the impression (whether directly stated or not): First, that its preparation, Phenalgin, is a synthetic compound; second, that Phenalgin requires special skill in its preparation; third, that Phenalgin has therapeutic values which it does not possess; and, fourth, that Phenalgin is non-toxic.

We also charge that on account of these and other misrepresentations, this company has inveigled physicians into prescribing and using a simple mechanical mixture of common well-known cheap drugs—for which an extravagantly high price is charged—under the supposition that this combination of cheap

drugs is a chemical compound of special and peculiar merit as a therapeutic agent, and, therefore, worthy of their confidence.

Our object in again giving space to this preparation—and practically all we have said applies to the other acetanilid mixtures that are exploited under fictitious names or as chemical compounds (such as ammonol, antikamnia and salacetin or sal-codeia—Bell)—is to impress on physicians, by a typical example, the shamefulness of the deceptions practiced on them by nostrum manufacturers to the great injury of the public and of the medical profession.

A PHARMACEUTICAL SECRET WHICH SHOULD NOT BE LOST.

Dr. Gregory Costigan, New York City, writes, under date of January 21, as follows:

"I have been carefully reading and enthusiastically approving your articles on the nostrum evil, and have been impressed more than usual on the existence of quack advertising in medical journals as set forth in last paragraph and quotation on page 206, bottom of first column, of your issue of Jan. 20, 1906.

"In *Merck's Archives*, page II, we are told in an advertisement on 'Phenalgin' that it 'is a compound of peculiar character which can not be extemporaneously made from powdered drug' and 'our process of manufacturing tablets is coincident with the manufacture of Phenalgin and is the result of a long series of careful experiments by which we are able to produce tablets of Phenalgin in a friable condition without losing any of its *volatile* constituents or undergoing chemical changes from heat or moisture'!! Inasmuch as Phenalgin tablets are not covered with a water-proof coating I think this is a remarkable statement to make, and the manufacturing of a drug coincident with the manufacture of a tablet must be a very remarkable performance, especially because it 'retains the full therapeutic value of the drug unimpaired' while the advertisement asserts that no other manufacturer is cognizant of this wonderful method. This ad. is for the perusal of physicians only. The Etna Chemical Company owes it to the medical and pharmaceutical world not to let this secret die with the company's dissolution. It owes it as a duty to the coming generations of science immediately to jot down the full data of this wonderful performance, to put it away in an age-proof safe and not allow it to be lost to humanity as were a great many other arts that were well known to the ancients. Let them keep it secret now and profit by it, but do not let it be lost to posterity."

PHENO-BROMATE.

CHARLES J. FOOTE, M.D.

NEW HAVEN, CONN.

(From The Journal A. M. A., July 14, 1906, 125.)

The New Haven Medical Association is interested in the crusade against "patent medicines," and is anxious to take a hand in the exposure of the fraudulent claims of the many secret remedies placed before the physician with such alluring testimonials. Through its committee on "patent medicines" it has been investigating pheno-bromate. Inasmuch as the committee has never seen an analysis of pheno-bromate published, it sends one made by its chemist to THE JOURNAL of the American Medical Association:

YALE MEDICAL SCHOOL,

NEW HAVEN, CONN., April 10, 1906.

Committee on Patent Medicines, New Haven Medical Association, New Haven, Conn.:

Gentlemen:—As requested by you, I have made an examination of the sample of pheno-bromate submitted to me for that purpose, and report as follows:

The package was marked "Sample package, Pheno-Bromate. The Pheno-Bromate Company, New York, U. S. A."

The box contained a number of tablets and a package of powders in papers marked, "Physicians' 10 grain powders, pheno-bromate."

The substance in the papers was a white crystalline powder not homogeneous. It was completely soluble in hot water. The hot water solution on cooling yielded a mass of thin crystalline plates. This material was found to melt at 113.5 C. It gave no color with ferric chlorid and a positive isonitril test. The portion insoluble in ether amounted to 49.8 per cent. of the powder and consisted of potassium bromid. Quantitative determinations of potassium and bromin in the original solution confirmed this result.

In my opinion, the powder consists of approximately equal quantities of acetanilid and potassium bromid.

Qualitative tests of the tablets indicated that they had the same composition except for a small quantity of some incipient not entirely soluble in water. Your truly,

HERBERT E. SMITH,

Chemist New Haven Medical Association.

The Pheno-Bromate Chemical Company issues a circular, from which I quote:

"Pheno-bromate is a synthetic combination of derivations of the phenetidin and bromide groups, and not, as is the case with many analgesics and antipyretics, a mixture of various coal tar derivatives."

"It is entirely free from depressing effects upon the heart and circulation; never produces any objectionable by or after effects, and has attained extensive employment as the safest and most reliable agent for prompt and complete relief of pain and reduction of abnormal temperature."

"The present popularity of Pheno-Bromate with the leading scientific physicians is, in a great measure, due to the fact that it possesses the advantages of absolute freedom from depressing effects upon the heart and circulation, which so often follow the employment of narcotics and coal tar products, superlative potency and uniform activity. Under the influence of pheno-bromate the heart acts regularly and systematically and the individual beats possess normal characteristics. Cyanosis, syncope, or collapse never follow its use."

"The remedy is by far the best and safest of all sedatives, and its routine and judicious employment will obviate the necessity of resorting to morphine and the hitherto unsafe and depressing coal tar products."

The doses recommended are as follows: As an antipyretic 4 to 10 grains given at intervals of one to four hours; as an analgesic, the dose is from 10 to 25 grains, repeated in smaller doses two or three times during as many hours; as an antispasmodic, from 20 to 25 grains; as an hypnotic, 20 grains; as an antineuralgic, 10 to 25 grains.

The dose recommended in most cases is about 20 grains, which is equivalent to 10 grains of acetanilid and 10 grains of potassium bromid. After using such a dose of acetanilid the patient is apparently free from the depressing effects on the heart and circulation which so often follow the employment of narcotics and coal-tar products.

In the back of the circular there are testimonials purporting to be from physicians. Let me quote a few:

"Pheno-bromate is all and more than represented. In forty-three years' practice I can truthfully state that nothing I have used compares favorably with it."

DR. E. G. B.

"In fifteen grain doses pheno-bromate promptly relieves the pain of locomotor ataxia without unpleasant effect on the heart's action."

DR. S. D. H.

"I have had very happy results from the use of pheno-bromate in typhoid fever, where I have been able to control the temperature much better than by the cold baths. I have found it a most excellent remedy in pneumonia, neuralgia, rheumatism and la grippe, and in no case has it depressed the heart's action in the least."

DR. F. O. Y.

Pheno-bromate is furnished in ounce cartons at the price of \$1 an ounce. Potassium bromid is now selling at 35 cents a pound, and acetanilid at 30 cents a pound. A mixture practically identical with pheno-bromate can be put up at a cost of 3 cents an ounce.

I trust the above analysis and quotations will throw sufficient light on the value of pheno-bromate as a heart tonic, and on the extreme philanthropy of the manufacturers in furnishing to the public such a valuable remedy at such a marvelously low price!

Its Composition Before and After the Food and Drugs Act.

(From *The Journal A. M. A.*, April 18, 1908.)

The exigencies of the Food and Drugs Act have forced one of the lesser lights in the nostrum firmament, Antikamniaward. Pheno-Bromate was advertised *before* the act went into effect as a "synthetic combination of derivations of the phenetidin and bromid groups." Analysis¹ indicated that it was, in fact, merely a mixture of about equal parts of acetanilid and potassium bromid! The label on this preparation *since* the act became operative states that it is "a perfect combination of a phenol and a bromin derivative containing 282 grains of acetphenetidin, U. S. P., per ounce." What a boon it was to mendacious manufacturers that the patent rights on phenacetin expired before the Food and Drugs Act went into effect! How otherwise would the acetanilid-scared public have been cajoled into buying preparations containing antipyretics?

In view of the above facts it is not surprising that a correspondent writes to the *Druggists Circular* plaintively inquiring, "What is a 'bromin derivative'?" and suggesting that the doctors who prescribe such a "derivative" (Pheno-Bromate) should be told "what a sweet bunch of suckers they are." The inelegance of diction exhibited by this writer is equaled only by the pertinence of his suggestion.

PURGEN.

Phenolphthalein Now Being Exploited in This Country.

(From *The Journal A. M. A.*, Sept. 14, 1907, 954.)

The physicians of the United States are receiving a neat package containing samples of a German proprietary—Purgen. The container is an ingenious one and, besides the tablets, includes a circular in English, although mailed in Europe, describing the remarkable virtues of this "new synthetic

1. THE JOURNAL, July 14, 1906, 125.

aperient." It has been considered strange that this proprietary, which has been advertised so thoroughly in Europe, Australia, etc., should not have made its appearance in this country. Now it is here, and it is well that physicians should know what Purgen is and not be mystified and misled by the literature that they may receive regarding the preparation.

The following appeared in THE JOURNAL, Jan. 5, 1907, page 64, and is reprinted now as being especially timely:

The report of a case of poisoning by purgen (phenolphthalein) is the occasion for some pertinent observations by Dr. G. Braseh as to the proper introduction of such remedies to the medical profession (*Zeitschrift für Medizinalbeamte*, Abst. in *Apotheker-Zeitung*, No. 59, 1906). He agrees with Best that all such remedies should first receive a thorough trial in an institution subject to state supervision, before they are advertised to the medical profession, so that their harmlessness in appropriate doses may be ascertained by a method free from liability to error. The manner in which the manufacturers introduced purgen to the profession and to the laity is to be condemned, and probably led to the symptoms of poisoning exhibited in the case of Dr. Best and tends to discredit a remedy which is harmless and efficient if used in proper doses. The manufacturer of such a preparation is inclined, for obvious reasons, to put the dose of his preparation much too high. The most important point, however, is the objectionable character of the names given to such articles. The organic compound phenolphthalein has been known for a long time and has been widely used as an indicator. Accidentally it was discovered that phenolphthalein possessed laxative properties and thereon it was proposed (1901) as a medicine under the name "purgen." It is sold in tablets containing 0.05, 0.1 and 0.5 grain phenolphthalein mixed with sugar and flavored with vanilla. The author says: "But it is very desirable—and I regard this as the most important part of my communication—that phenolphthalein should be received into the materia medica under its own name. The addition of vanilla and sugar and the designation as 'purgen' by the manufacturers is to the highest degree superfluous and the arbitrary dosage in three strengths with the ridiculous designations, 'baby,' 'for adults,' 'for patients confined to bed,' are merely calculated to prejudice the physician who is accustomed to individualize in his prescriptions, against a remedy which is in itself an excellent one."

As explanatory to the last sentence, it should be stated that in Europe purgen is put up in three dosage forms, "infant purgen for children," containing $\frac{3}{4}$ of a grain; "adult purgen

for chronic constipation," containing $1\frac{1}{2}$ grains, and "strong purgen for invalids," containing $7\frac{1}{2}$ grains. The form in which it is being sampled in this country is in the medium dose, $1\frac{1}{2}$ grains.

Physicians should remember that the promoters of purgen are simply introducing a chemical well known to laboratory workers for the last twenty years, which has been recognized as an aperient for at least seven years, and which can be purchased for 40 cents an ounce, whereas an ounce of phenolphthalein in the form of purgen will cost \$3.20 wholesale. The enthusiastic praise of the remedy, found in the advertising circulars, should be subjected to critical judgment on account of its source and motives.

It is undoubtedly true, however, as we have previously stated, that phenolphthalein is worthy of a trial. In the *British Medical Journal*, Oct. 18, 1902, F. W. Tunnicliffe speaks of the virtues of phenolphthalein, and the conclusions reached by him were that it is a useful aperient, without irritating action on the kidneys, and is especially valuable in jaundice, its depressing action on the circulation being less than sulphate of magnesia.

Phenolphthalein is not in the Pharmacopeia, but has been included in "New and Nonofficial Remedies" by the Council on Pharmacy and Chemistry. From this we quote:

Actions and Uses.—Phenolphthalein acts as a purgative, but appears to possess no further physiologic action. A case of poisoning from taking 1 gm. (15 grains) is reported.

Dosage.—For adults the average dose is 0.1 to 0.2 gm. (1.5 to 3 grains) given as powder, in cachets, capsules or pills. It may be given with safety in doses of 0.5 gm. (8 grains), and these doses seem to be necessary to secure its effects in bed-ridden patients or in obstinate cases.

We have gone into this matter again so that our readers may have some knowledge of this remedy, and we hope that if they conclude to try it they will use the chemical itself and under its own name.

PYRENOL.

Another Mechanical Mixture Advertised as a Chemical Compound.

(From *The Journal A. M. A.*, June 13, 1908.)

We called attention recently¹ to the evolutionary process which arhovin, a preparation put out by a German firm, was undergoing in its change from the atomic to the molecular.

1. THE JOURNAL, May 9, 1908, 1541; page 137 this edition.

Still another product of the same firm—pyrenol—has fallen from its high estate as a chemical compound (as exploited by its manufacturers) to a mere mechanical mixture (as determined by disinterested analysts). Pyrenol is described by its makers as a synthetic combination containing the radicals of thymol, benzoic acid and salicylic acid united with sodium. To represent this product there was invented a graphic formula of fearful and wonderful design, which the manufacturer, when cornered, admitted was not only unscientific but impossible. The excuse given was that it—the formula—would assist the physician to get a clear idea of the composition of this unique synthetic and that it was not intended for chemists and pharmacists!

When analyzed by Zernik, of the Pharmaceutical Institute of the University of Berlin, pyrenol was found to be a mere mixture of sodium benzoate and sodium salicylate with small amounts of free benzoic acid (0.84 per cent.) and thymol (0.2 per cent.). This analysis was verified by Professor Thoms, director of the Pharmaceutical Institute, and also independently by Gadamer and Gaebel of Breslau. The manufacturer when confronted with these facts claimed that as the preparation was produced by melting the ingredients together, and not merely mixing them mechanically, that a synthetic substance was formed. That a new substance may in some cases be formed by fusing together two or more ingredients is unquestionably true, but the point to be considered is not what *may* happen but what *does* happen. In this particular case the result appears to be a simple mixture.

The firm that makes pyrenol, the *Chemisches Institut*, Dr. A. Horowitz, Berlin, also makes iodofan, the composition of which was recently² shown to differ vastly from the advertised claims. It also puts out visvit, a nostrum which has been exploited by means of clinical histories rehashed from write-ups of other preparations.³ All of which goes to show that pharmaceutical literary fiction is not confined to the United States, but that German enterprise in this, as in other lines, is encroaching on a highly specialized field. Simple patriotism, however, would seem to dictate that if we must be humbugged let it at least be by home talent.

2. THE JOURNAL, March 7, 1908, 784; and p. 185 this edition.

3. THE JOURNAL, May 2, 1908, 1440; and p. 246 this edition.

PYRENOL TABLETS AND EGLATOL CAPSULES.

More Unreliable Horowitz Products.

(From The Journal A. M. A., Aug. 29, 1908.)

We have had occasion in commenting on the unreliability of certain manufacturers regarding their so-called synthetic products to refer to the preparations of the *Chemisches Institut* of Dr. A. Horowitz of Berlin. It has been shown¹ that several of the products of this concern do not possess the composition claimed for them. It is not always possible to produce a synthetic compound by putting the necessary materials together, and the failure of such a combination to possess uniform properties does not always justify an accusation of dishonesty or incompetency. When a pharmaceutical manufacturer, however, puts out tablets that vary widely in their content of the active ingredient, either gross carelessness or intentional fraud must be assumed. G. Frerichs of Bonn has recently investigated the tablets of Pyrenol put out by Horowitz to determine the amount of extraneous material found in them.²

The tablets are advertised to contain 0.5 gm. (7.5 grains) of Pyrenol. While the tablets contained much matter which was insoluble and therefore not Pyrenol, yet the total weight of the tablets proved to be on the average but little more than 0.5 gm. (7.5 grains), in some cases even less. The percentage of Pyrenol in these tablets varied from 45 to 90 per cent., and on the average it would appear that in giving the Pyrenol tablets the physician would administer only about two-thirds of the amount of Pyrenol which he would naturally believe that he was giving.

Frerichs has since investigated capsules of Eglatol,³ a mixture of chloral hydrate, antipyrin, caffeine, urethane and menthol, put up by Horowitz and found similar irregularities in weight, the empty capsule sometimes weighing more than the contents. Frerichs sarcastically remarks that the physician may content himself with the feeling that his patient is getting in each capsule about the same amount of gelatin and may rest assured that he will not get too large a dose of the medicine. Frerichs has also examined Arhovin capsules,⁴ put up by Horowitz, and found that the amount of Arhovin which they contained varied widely and usually was

1. Iodofan, THE JOURNAL A. M. A., March 7, 1908, 784; Arhovin, *ibid.*, May 9, 1908, 1541.

2. Apotheker Zeitung, July 18, 1908, p. 521.

3. Apotheker Zeitung, July 22, 1908, p. 529.

4. Apotheker Zeitung, July 25, 1908, p. 538.

much less than the amount which they were claimed to contain.

These products, except Eglatol, are on the American market, so that these investigations are of practical importance to the physicians of the United States. Such investigations as these of Frerichs serve to emphasize again the need of constant supervision of manufactured pharmaceutical products.

SALACETIN.

(From *The Journal A. M. A.*, July 1, 1905, 55.)

Some time ago we wrote to Messrs. Bell & Co., calling their attention to the fact that we had made an examination¹ of their product, salacetin, and that as a result of such examination it was found to be a mixture, which did not coincide exactly with their description of it. They replied: "Our description of salacetin is correct and we have nothing more to impart except that any one publishing any different formula from that given in our circulars will be held responsible by us."

The description they give is as follows: "Prepared by the interaction, with heat, of salicylic acid, glacial acetic acid, and purified phenylamine."

This sounds very scientific, but when we remember that acetanilid is a result of the action of glacial acetic acid on phenylamine—anilin—their description is cute, to say the least. Of course, there is "interaction with heat" when salicylic acid is combining with bicarbonate of sodium to form salicylate of sodium. Further, there is, no doubt, some "interaction with heat" when the substances are rubbed together in mixing them and when they are going through the mill to form tablets, not to mention the heated imagination of the promoters of this "synthetic."

The following taken from the advertising literature furnished by the manufacturers and distributed by them, is quoted to show the claims made for this preparation:

"Salacetin is free from Toluodine and produces no harmful cyanosis." In the treatment of Acute Bronchitis, Grippe, Influenza, Tonsillitis, Lithemic Headaches, Rheumatism and Neuralgias, it relieves pain, reduces inflammation and abnormal temperature, and eliminates uric acid [everything eliminates uric acid nowadays, it ought to be all "eliminated" soon] more quickly and thoroughly than the salicylates, and without causing depression or stomachic or renal irritation.

1. THE JOURNAL A. M. A., June 3, 1905, reproduced on p. 4 of this pamphlet.

"Have personally interviewed thousands of physicians, including every prominent one in the East, and can honestly state that we have never known of anything at once so efficient and so unobjectionable in the removal of rheumatic and neuralgic pain and other symptoms of the uric-acid accumulation." "La Grippe and Acute Bronchitis it relieves pain and coughing, reduces inflammation and temperature, makes the patient comfortable, and checks the progress of the disease. In Tonsillitis its action is specific." "In Acid Cystitis, it neutralizes acidity, reduces inflammation and removes irritation." "In Dysmenorrhea it relieves pain and congestion with no hallucinations, constipation or danger of a drug habit."

"In Dysmenorrhea and Ovarian Neuralgias try Sal-Codeia—Bell. It will relieve the pain as well as morphia. It will not check any secretions, induce any habit, cause any depression or inconvenience of any kind."

This is all the space we can give to reading notices this week.

Of course, it is well understood that acetanilid is a valuable remedy in many instances, if used with caution and when indicated. It certainly has some therapeutic value. There is no doubt that it relieves pain of various kinds. It is to be presumed that combining salicylate of sodium with it will have certain beneficial effects in certain rheumatic conditions, on the supposition that salicylate of sodium and acetanilid are both used with more or less success in certain of these conditions. Also, the combining of bicarbonate of sodium, carbonate of ammonia, caffeine, citric acid, one or several of these, may result in a fairly good combination, but these combinations can be found in the list of preparations of all our large manufacturing pharmaceutical houses, which supply them at one-tenth of the cost of these secret remedies. The physician in using these preparations put out by reputable recognized manufacturing pharmaceutical houses, not only is prescribing preparations that are non-secret, but is using remedies that cost one-tenth as much as the secret preparations, which are exploited under fanciful names and pushed by ridiculous claims.

SAL-CODEIA—BELL.

(From *The Journal A. M. A.*, Nov. 4, 1905.)

According to the advertisements "Salacetin"

"is a combination with heat of salicylic and glacial acetic acids with phenylamine, the irritating, depressing and blood corpuscle destroying elements removed."

According to the Committee on Chemistry of the Council on Pharmacy and Chemistry of the American Medical Association, whose report was published in *THE JOURNAL* of the American Medical Association June 3, 1905, p. 1791, "Salacetin" is a mixture of acetanilid, salicylate of sodium and bicarbonate of sodium. Sal-Codeia (Salacetin-Codein), therefore, would be the same as the above with codein added. Of course, acetanilid and codein will relieve pain (it could not be otherwise) and consequently make a very good combination in certain conditions, if not used too often and if used with care. While the continued use of codein is not likely to produce a drug habit, it, as well as acetanilid, does so sometimes, and it must be remembered that codein is a motor paralyzant, and is not the best combination to be used with acetanilid. For those who wish to give a combination of acetanilid, salicylate of sodium and codein, the following prescription is suggested:

R. Acetanilid	3i	4
Sodii bicarbonatis	3ss	2
Sodii salicylatis	3ss	2
Codein sulph.	gr. vi	4

M. et div. chart No. xxiv.

This will make five-grain powders which may be put in papers, capsules, cachets or tablets. Each will contain $2\frac{1}{2}$ grains (0.15) of acetanilid and $1\frac{1}{4}$ grains (0.075) each of sodium salicylate and sodium bicarbonate, with $\frac{1}{4}$ grain (0.015) of codein.

The doses of acetanilid and of codein approximate the average adult doses, but the sodium salicylate, to have any appreciable effect, must be increased, for $1\frac{1}{4}$ grains of salicylate of sodium in a dose is insignificantly small. Sodium salicylate with acetanilid makes a fairly good combination in certain rheumatic troubles, but it is not indicated by any means as a cure-all, as one would judge from the literature sent out by the Sal-Codeia—Bell people.

SOOTHING SYRUPS—FATALITIES AND POISONINGS.

Kopp's Baby's Friend.

(From *The Journal A. M. A.*, Various Dates.)

In response to a request for information from a physician who had a case of poisoning from the preparation, we had Kopp's Baby's Friend analyzed. According to this analysis, published in *THE JOURNAL*, Nov. 25, 1905, p. 1678, Kopp's Baby's Friend contains in 100 c.c. 0.0719 gm. morphin sulphate; approximately $\frac{1}{3}$ of a grain in one fluid ounce.

The following deaths and poisonings have been reported from this preparation:

C. F. Jones, coroner, Baltimore, reported the death of a child, aged 3 months.—*THE JOURNAL*, Jan. 6, 1906, p. 55.

D. R. E. Eskildon, Omaha, reports two cases of poisoning occurring in infants.—*THE JOURNAL*, Nov. 25, 1905, p. 1678, and Feb. 10, 1906, p. 447.

R. Dodd, coroner of Oneida county (N. Y.), reported the deaths of twin children, aged 1 month, in Utica, N. Y.—*THE JOURNAL*, March 3, 1906, p. 666.

Dr. J. J. Deshler, Glidden, Iowa, reported the case of a child, aged 14 months, who suffered from chronic opium poisoning from the habitual administration of Kopp's Baby's Friend.—*THE JOURNAL*, May 19, 1906, p. 1541.

Dr. L. E. Siegelstein, Cleveland, coroner of Cuyahoga County, reports the death of one infant, aged 2 months, and of another aged 5 weeks.—*THE JOURNAL*, July 14, 1906, p. 127.

Dr. A. J. Braden, Duluth, Minn., reports the death of a child, aged 6 months.—*THE JOURNAL*, Oct. 27, 1906, p. 1393.

Dr. Jesse Cooper, Newcastle, Pa., reports the deaths of twin children, aged 6 weeks.—*THE JOURNAL*, Feb. 9, 1907, p. 535.

Dr. Siegelstein, of Cleveland, in addition to taking testimony and investigating the cases, did some private experimental work with "Kopp's Baby's Friend." First, he gave a 6-days-old puppy 30 drops of the preparation. The pup never awakened from the deep sleep that overcame him at once. He gave a 2-weeks-old kitten 20 drops. She promptly went to sleep and slept four hours. The next day he gave her 30 drops, which put her to sleep forever. He also tried the preparation on two kittens 6 weeks old. Each slept for from four to eight hours after doses of from 15 to 20 drops.—*THE JOURNAL*, July 14, 1906, p. 127.

Bull's Cough Syrup.

Dr. J. W. Shafer, Morocco, Ind., reported the death of a child, aged 23 months, who had drunk about an ounce of "Dr. Bull's Cough Syrup." A bottle of this preparation was analyzed, and, according to the analysis, Bull's Cough Syrup contains in 100 c.c. 0.0534 gm. of morphin sulphate; approximately $\frac{1}{4}$ of a grain in one fluid ounce.

Mrs. Winslow's Soothing Syrup.

Dr. G. M. Cummins, Hamilton, Ohio, reported a case of poisoning from Mrs. Winslow's Soothing Syrup in a child, aged $3\frac{1}{2}$ months.—*THE JOURNAL*, March 3, 1906, p. 666.

Dr. J. E. Campbell, South St. Paul, Minn., reported the death of a child, aged 10 months, from Mrs. Winslow's Soothing Syrup.—THE JOURNAL, Feb. 9, 1907, p. 535.

Dr. J. M. Edwards, Commissioner of Health, Mankato, Minn., reported the death of a child, aged 18 months, from an overdose of Mrs. Winslow's Soothing Syrup.—THE JOURNAL, March 30, 1907, p. 1123.

Rex Cough Syrup.

Dr. T. C. Buxton, Decatur, Ill., reported the death of a child from Rex Cough Syrup.—THE JOURNAL, Feb. 9, 1907, p. 535.

Monell's Teething Syrup.

Dr. J. E. Dorn, Brooklyn, N. Y., reported the death of an infant from the effects of Monell's teething syrup.—THE JOURNAL, Feb. 9, 1907, p. 535.

TARTARLITHINE.

(Abstracted from *The Journal A. M. A.*, April 13, 1907, p. 1284.)

Tartarlithine was examined by two chemists whose reports indicate that it is an effervescent preparation composed approximately of 20 per cent. of carbonate of lithium and about 80 per cent. of tartaric acid. Thus it is simply another of the hundreds of lithia preparations on the market offered for the cure of rheumatism. This in spite of the fact that scientific investigation and clinical experience have demonstrated that lithia is of very little use in the treatment of that disease. While the advertisement carries the idea that tartarlithine is a product of the Tartarlithine Company, and that McKesson and Robbins are simply selling agents, we are informed that the business is owned by McKesson and Robbins, who under this style manufacture a remedy for rheumatism.

TUBERCULOIDS.

(Abstracted from *The Journal A. M. A.*, Feb. 29, 1908, p. 704.)

The following card is sent out to the public by the Columbus Pharmacal Company, Columbus, Ohio, and a copy was sent to THE JOURNAL office by Dr. N. S. Davis:

PHTHISIS PULMONALIS CURABLE.

By the Germicidal, Antiseptic (non-irritating), Alterative, Reconstructive and Restorative Properties of TUBERCULOIDS TREATMENT for TUBERCULOSIS. The medicinal factor being TUBERCULOIDS TABLETS, a chemical production proven efficacious by bacteriological

tests, substantiated by practical use by physicians under all kinds of climatic and systemic conditions. Full size package (\$1.50 size, 200 tablets) furnished free to accredited practicing physicians on return of the attached card. Ample information furnished by personal letter for intelligent administration. Originated and manufactured only by COLUMBUS PHARMACAL COMPANY, COLUMBUS, OHIO. Serial No. 3219, Guaranteed under the Food and Drugs Act, June 30, 1906.

Some of the literature and a sample of the preparation were submitted to the chemical laboratory of the Association and the chemists were asked for an opinion and a report. The chemists declared that the statements made were typical of those made for the average "patent medicine." While pretending to give exact information regarding the composition of the remedy, the literature contains only mystifying phrases. The formulas given are criticised, and it is stated that they are evidently intended to mislead. Apparently, the tablets contain bismuth, possibly a nitrate of bismuth, a compound of guaiacol and a salt of cinnamic acid. There is no class of patients whom the nostrum maker can influence more easily than consumptives; they are always hopeful and ever ready to praise any remedy they happen to use. This is undoubtedly the reason why the "consumption cure" promoters succeed in getting so many testimonials. Attention is directed to the fact that the statement "guaranteed under the Food and Drugs Act" does not carry with it any guarantee of the purity of the preparation or of its efficacy in the class of cases for the cure of which it is advertised.

TUBERCULOZYNE.

(From *The Journal A. M. A.*, Sept. 26, 1908.)

Our London correspondent refers¹ to a coroner's inquest recently held in England on a boy who died while taking the nostrum Tuberculozyne. This cruel fake is a product of this country—for which we should blush—being put on the market by "Dr." Derk P. Yonkerman of Kalamazoo, Mich. It was exposed by Dr. Kebler in *THE JOURNAL*² about two years ago. Later Samuel Hopkins Adams in *Collier's*³ paid his respects to it and its exploiter, and last year the *Sydney* (N. S. W.) *Bulletin*⁴ had the following to say regarding the nostrum:

1. *THE JOURNAL A. M. A.*, Sept. 26, 1908.

2. Nov. 10, 1906, p. 1549.

3. *The Great American Fraud*, 4th Ed., p. 73.

4. Report of the Royal Commission, Australia, 1, 1907.

"The blastiferous 'Tuberculozyne' seems to be a mixture of many things and whether a patient strikes one bottle or the other there appears every reason to consider that he is a swindled consumptive. Possibly the hash is harmless—the *Bulletin* does not know—but a harmless mixture may amount to the cold-blooded murder of a consumptive just as much as a keg of prussic acid. A patient who is capable of being cured under proper treatment may waste his time over the bottles of rubbish manufactured by shameless and grasping quacks till he becomes incurable, and in that case the quack has killed him just as much as if he beheaded him with an axe. In this case the bottled slush was manufactured by a Yankee person or company and imported here in drums (carboys)."

An analysis of the nostrum and its method of exploitation was published in the *British Medical Journal*⁵ recently. This analysis compared with those published in THE JOURNAL two years ago, those made in Sydney, N. S. W., and others made by the public analyst for the coroner in the case described, show that like most remedies of that ilk—from antikamnia to peruna—one is never sure how long the "formula" will remain stationary.

It is to be hoped that more coroners on both sides of the Atlantic will force inquiries in cases of death occurring in patients who are taking these "sure cures." The awakening on the part of the British public to the worthlessness and danger of nostrums of the type of Tuberculozyne will indirectly help to abolish the Great American Fraud. It has become increasingly common since the American public has been aroused to the viciousness of "patent medicines" for the promoters of such to seek new victims in other English-speaking nations. Object lessons such as coroners' inquests will inevitably tend to eliminate those human scavengers who wring money from the incurably sick under the guise of "cure."

VAPO-CRESOLENE.

Results of Examination in the Association's Laboratory.

(From The Journal A. M. A., April 4, 1908, 1135.)

HUMBOLDT, TENN., Feb. 10, 1908.

To the Editor:—What can you tell me about Vapo-Cresolene?
G. W. PENN.

ANSWER:—Vapo-Cresolene has been examined in the American Medical Association's laboratory and the chemists' report follows:

According to the statements on the trade package, Vapo-Cresolene "is a product of coal-tar possessing far greater power

than carbolic acid in destroying germs of disease." It is recommended as a remedy for a number of diseases, including croup, catarrh and diphtheria. According to the manufacturers, it should be used only in "the Cresolene vaporizer," which makes it "unequaled for the disinfection of sick rooms" and the "safest and simplest method of destroying infection and purifying the air." From the examination we conclude that Vapo-Cresolene is essentially cresol and corresponds in every respect to cresol U. S. P. (Physician's Manual, page 36).

This report indicates that Vapo-Cresolene is a member of that class of proprietaries in which an ordinary product is endowed, by the manufacturer, with extraordinary virtues. The type is so common and has been referred to so frequently that but for the dangers attendant on the inhalation of any of the phenols, this particular product need not have been mentioned.

Air Disinfection—The Question of Pure Air Versus Purified Air.

The disinfection of rooms in which an infectious disease has occurred is a very important matter. The spread of the disease and the lives of other people are involved and the greatest care should be exercised to see that the agents used for this purpose are efficient. To lull the patient and the family into a sense of security by the recommendation of an inefficient agent for this purpose, either during the illness or after its termination, is very reprehensible. It is needless to repeat the well-known fact that efficient disinfection can not be carried out in a room occupied by the patient. Agents which kill germs in a certain degree of concentration fail to do so when they are diluted below that concentration, and while the organisms may be temporarily inhibited from growth they will again become active and virulent under favorable circumstances. This thought is suggested by the report, given above, of an investigation of the much advertised proprietary Vapo-Cresolene. In this particular instance, considering the injurious effect on the kidneys of cresol and other members of the phenol group, patients, especially children, suffering

1. ANALYSIS OF VAPO-CRESOLENE: One part of Vapo-Cresolene was found to be soluble in about 60 parts of water. Mixed with an equal volume of glycerin a clear solution is obtained; from this, by addition of an equal volume of water, almost the entire original volume of Vapo-Cresolene separates out. Submitted to distillation, a few drops distil over at 90 C., then the boiling point of the liquid rapidly rises to 90 C., and almost the entire liquid distils over between 90 to 100 C. Its specific gravity at 25 C. is 1.0407. From this it appears that Vapo-Cresolene corresponds in every way to the description of cresol as found in the United States Pharmacopeia.

from infectious diseases, should not be compelled to breathe the vapor of such a drug unless the advantage to be derived is very great.

Applying the principle generally, it is certainly more rational to get rid of infected air by turning it out of doors than to attempt to kill the germs in it while the patient is still breathing it. It is difficult to conceive any reason for using chemical agents to purify the atmosphere of a room when an unlimited quantity of pure air is to be had at no greater expenditure of effort than the mere opening of a window.

VIAVI.

A California Exposure of a California Nostrum and Its Graft.

(From *The Journal A. M. A.*, April 27, 1907, 1445, and June 15, 1907, 2041.)

Yet one more of what Samuel Hopkins Adams in "The Great American Fraud" calls the "fundamental fakes" has been exposed. The *California State Journal of Medicine* devotes six pages in its April issue to showing up "Viavi"; and it is well done. It appears that two astute and, since they have made their millions, highly respected, men on the Pacific Coast conceived the idea some years ago of instituting a "treatment" for the ills peculiar to women. This "treatment" practically consisted—and, in great part, still consists—of prescribing vaginal douches. But, of course, as our contemporary says, "no large paying business could be built up by simply selling a little good advice and a trifle of common sense. There must be something definite to take, some wonderful secret and very costly remedy that will work the result, to secure which the douche is but the merest preliminary. Hence the 'capsules' and the 'cerate' and the 'liquid' and the 'royal,' and the rest of the wonderful remedies which, collectively, leave little uncured or incurable by Viavi."

So Viavi is bought and the douche is taken. "The immediate increase of personal comfort, and many times the quick relief from some annoying minor ailment, which follows this exercise of cleanliness and common sense, might so hypnotize the average woman who accepts the Viavi preachments and takes the Viavi 'treatment,' that she would be ready to believe almost anything the promoters care to tell her."

Inquiry was made as to whether the Viavi remedies contained morphin, opium or any habit-forming drug. Nothing of this sort was found, in fact, as our contemporary says: "It was unnecessary to put an expensive article like morphin, and

one liable to bring about trouble in the future, into their 'remedies' when they do not need to."

Then the question was put: Are the Viavi remedies used for the prevention of conception? This query was answered by a most emphatic denial. The manufacturers were horrified at the thought of their remedy being put to such repulsive and frightful misuse. The questioners wondered in the face of such evident righteousness on the part of the makers of Viavi how they could have been led to think of such a thing. The thought may have been suggested by a paragraph in a booklet put out by these people, called "Viavi Hygiene." Here we find that " . . . the remarkable effectiveness of the Viavi system of treatment . . . places it in the power of healthy wives to LIMIT THE NUMBER of their offspring for proper reasons, and women who are not fit for maternity to AVOID it by natural means." [The small capitals are inserted for emphasis by the California journal.]

An inability to correctly interpret what appears to be simple English is the only excuse that the enquirers have to offer for their unjust suspicions.

Naturally after two such rebuffs the question arose: What is Viavi? In the language of its makers—who ought to know—it "is a purely vegetable compound—more a food than a medicine, and is prepared in a predigested manner, so that it can be easily absorbed by the tissues of the body with which it comes in contact." But on the other hand analytical chemists reported: "So far as we are able to determine, they contain nothing but the extract of hydrastis and cocoa butter."

But why quarrel about what this wonderful remedy is when we know what it will *do*? Gynecology, after the universal adoption of the Viavi treatment, will become a lost art and the gynecologist, who is referred to in Viavi literature as a "body carpenter," will have to cease his sacrilegious "carpentry," for "a very large proportion of women's diseases were really incurable until the Viavi system of treatment was introduced."

But it is on the subject of etiology, pathology and treatment of tumors that Viavi literature really distinguishes itself. Could the cancer commission be but persuaded to read this enlightening treatise it would adjourn *sine die*. Like all great discoveries, this one is remarkable for its simpleness. With the ingenuousness characteristic of great scientists the vexed problem of tumor causation is explained as follows: "The cause of these growths (tumors), which by inspiring terror drive so many women to a premature death by way of the operating table, is so simple a thing as a poor circulation

of the blood. Tumors are caused by a stagnation of the venous blood. . . . This important discovery on our part has swept away the mist that has always surrounded this subject and enabled us to accomplish the most remarkable cures"

But not only will Viavi cause a diminution in the size of tissues not wanted, but, *mirabile dictu*, it will bring about an increase in bulk in those tissues which are desired. For, say its exploiters, "we recall particularly the case of a man suffering with wasting of the testicles, who secured perfect recovery from the Viavi cerate applied to the scrotum." The delightful ambiguity of this sentence, by the way, is an illustration of the shrewdness of their literature generally. It will be noticed that they do not say that the patient recovered from the condition for which he was treated, but that he made a "perfect recovery from the Viavi cerate"!

Where statements are made claiming more for the remedy than even the gullible laity would be willing to swallow, the verbiage is so changed as to present the "truth" in the form of a syllogism. To say, point blank, that Viavi would cure appendicitis, paralysis, locomotor ataxia, *et al.*, would possibly arouse a healthy skepticism which would prove unhealthy for Viavi. We are told, therefore, in one part of the literature that all these diseases "and many more, proceed from a depletion of nervous force—from *nervous debility*," while elsewhere we are informed that *Viavi cures nervous debility*.

Such, as our western contemporary says, is the "business which has made two men, starting with practically nothing, affluent. Their patrons consist of confiding sick and suffering women, to whom, not skilled in medicine, their literature appeals."

We regret that we have not the space to quote the complete article. It is also to be regretted that a reprint of it can not be placed in the hands of those who are being humbugged so effectively by this California fraud.

THE VIAVI "TREATMENT."

ELMIRA, N. Y., May 27, 1907.

To the Editor:—The enclosed letter was written to a woman who had paid the Viavi representative \$175 cash in advance for a "course of Viavi." The female representative had diagnosed a "tumor" (!) and had warned the woman to steer clear of any or all physicians, or take her chance on being ordered to the hospital for an operation (horrors!). After having used the "three-fold Viavi cure" for some eight or ten months and feeling somewhat worse, she visited a physician, who

failed to find a tumor, but did find a retrodisplacement without adhesions. The symptoms, which had been severe backache, some headache and irritable bladder, were permanently relieved by replacing the uterus and using large tampons for about one week. While no further treatment was given or advised, the patient to-day (May 27, 1907) is in excellent health and laughs at the suggestion of examination or further treatment. The Viavi representative had the patient examined by the Viavi (female) "doctor," who corroborated the diagnosis of a "tumor" and urged another six months' course (\$75 worth) of the "remedies." The Watkins (Schuyler County) Medical Society brought an action against this Viavi representative for illegal practice, which was discontinued without prosecution, I believe.

Viavi is successful financially—I am ready to swear to that.

WILLIAM BRADY, M.D.

[The letter Dr. Brady encloses is too long for publication. It is poorly written and shows that the writer, although able to work the dear women, is not blessed with too much education.—Ed.]

VIRGIN OIL OF PINE.

A Food Law Development.

(From *The Journal A. M. A.*, April 20, 1907, 1366.)

IN THE JOURNAL, March 16, 1907, page 967, we called attention to an alleged prescription which is shrewdly advertised in newspapers as a "simple home mixture which any druggist can put up." One of the ingredients, however, is a nostrum. This method of advertising is one way of evading the Food and Drugs Act.

A recent number of *Printer's Ink* directs attention to a similar case. The preparation in this instance has been widely exploited in the lay press, largely in advertisements made to appear as though they were reading matter, and is advertised as "Virgin Oil of Pine." *Printer's Ink* says:

The preparation is put up in half-ounce bottles and is recommended in connection with glycerin and whisky, in a stated formula as a remedy for coughs and colds, lung troubles, etc. Under the pure food law, a cough remedy containing two and a half ounces of simple ingredients suspended in eight ounces of whisky would have to be marked with a label stating the percentage of alcohol. In such a case the percentage would be large. Eight ounces of whisky would be entirely truthful and not at all alarming to the purchaser, but the law prohibits such

a statement and the percentage of alcohol, if stated, would appear so high as probably to cancel a good many sales where purchasers read the truthful label. To overcome this disadvantage in marketing, the company advertises its preparation alone and the reader is given a formula whereby he can compound his remedy himself. As the formula may be advertised without any statement of percentage of alcohol, and as only whisky is mentioned, the remedy is divested of what under other circumstances might appear to be a dangerous remedy. Whether or not this concern has evaded the law is a question for others to decide. It has certainly got around what would have been in its case a serious commercial drawback.

WHEELER'S NERVE VITALIZER.

An Analysis of the Nostrum.

(From *The Journal A. M. A.*, April 11, 1908.)

To the Editor:—I have been much interested in the work that you are doing in exposing the danger lurking in the many well-advertised "nerve tonics" and "headache cures." I want to thank you for your exposure of Harper's "Brain Food." I needed such information. About nine months ago I learned that two women of my acquaintance were taking this preparation and that they had been inducing others to take it. I soon noticed that these women, whose daily duties were exacting, began to show purple lips and presented symptoms of general depression, and I warned them that they were probably taking a dangerous mixture containing acetanilid, and they heeded my warning.

I wish to call attention to "Dr. Wheeler's Nerve Vitalizer" which is sold to the public. The label states that the adult dose is from "one to four teaspoonfuls, or even more." It is recommended for "all nervous diseases . . . sleeplessness . . . sick or nervous headache . . . epilepsy, fits, spasms, St. Vitus' dance, nervous prostration and other severe and chronic cases."

I know two extremely delicate, educated, middle-aged women who have been taking this mixture pretty freely. They are in a pitiable condition of neurasthenia, suffering from gloomy forebodings in regard to the hopelessness of their health, and yet they claim that the medicine has surely saved their lives when all else had failed. I want to know what, if any, are the harmful ingredients of this nostrum. Can the Council on Pharmacy and Chemistry of the American Medical Association help me out, and in so doing help others?

M. R. MORDEN, Adrian, Mich.

COMMENT:—Wheeler's Nerve Vitalizer has been analyzed in the laboratory of the American Medical Association, and the chemists' report follows:

Wheeler's Nerve Vitalizer was packed in a carton bearing the name of the preparation, its manufacturers, "The J. W. Brant Co., Ltd., Albion, Mich.," and an exhaustive list of the diseases for which the product is intended, beside the general statement that it is a cure for "all nervous diseases." The "Vitalizer" is a brown, syrupy liquid having a peculiar salty taste partially masked by licorice. Qualitative tests showed the presence of sodium, potassium and bromin. Quantitative determinations indicated the presence of 12.61 gm. of potassium bromid and 6.30 gm. of sodium bromid in each 100 c.c. of the "Vitalizer." This is equivalent to 9.73 grains of potassium bromid and 4.86 grains of sodium bromid to the fluid dram; a quantity of bromids equivalent to 15.35 grains of potassium bromid.

It would seem from the above report that the label, "Nerve Vitalizer," is a misnomer and constitutes a misbranding very similar to, if not legally identical with, that for which Harper was convicted of violating the Food and Drugs Act. It is certainly not a matter of indifference that delicate women should drug themselves with large doses of depressing agents like the bromids in the supposition that they are toning up an exhausted nervous system with a vitalizer.

The danger of the recommended dose equivalent to over sixty grains of potassium bromid, to be taken indiscriminately by the laity, is evident. Equally vicious is the suggestion that in certain conditions the drug should be used four times daily "for at least one year;" should such advice be followed bromism will inevitably result. The question arises in this connection whether the law ought not to take cognizance of substances as potent for harm as are the bromids, as well as of those drugs which are now included in the list.

PART IV

MISCELLANEOUS MATTER

BATTLE AND FOUGERA COMPANIES OPPOSED TO THE COUNCIL.

(From The Journal A. M. A., May 6, 1905, and Feb. 17, 1906.)

Battle & Co.

We have printed abstracts of letters received from some of the leading manufacturing pharmaceutical houses which favored the movement recently undertaken to separate the good preparations, as far as is possible, from the fraudulent and secret nostrums with which physicians are flooded and which they are expected to prescribe for the sick under their care. Under the circumstances we think it is only fair to give the other side. We are especially constrained to give physicians a chance to read what Battle & Co. have to say, because they have sent the correspondence to various manufacturing pharmaceutical firms, and our readers should have the same favor shown them. With the correspondence they say to the manufacturers:

"We commend the above correspondence to your attention as showing the position we take in regard to the Council on Pharmacy and Chemistry of the A. M. A. We would like to hear any comments you have to make." The correspondence is as follows:

AMERICAN MEDICAL ASSOCIATION. COUNCIL ON PHARMACY AND CHEMISTRY.

CHICAGO, April 22, 1905.

MESSRS. BATTLE & Co., St. Louis, Mo.

GENTLEMEN:—The Council on Pharmacy and Chemistry is now ready to take up "Bromidia," provided you wish to submit it to that body. We take it for granted that you received the announcement which we sent on February 28, and consequently know the functions of this council.

If you desire to submit the preparation, will you kindly forward five original packages, and also any information you may desire to submit to the council for its guidance? By referring to the tentative rules, as set forth in the announcement, you will readily see the scope of the information desired. If you send printed matter, kindly supply us with fifteen sets of each.

We shall be pleased to hear from you at your earliest convenience.

Very truly yours,

GEORGE H. SIMMONS, Chairman.

ST. LOUIS, April 25, 1905.

DR. GEORGE H. SIMMONS, Chairman.

103 Dearborn Ave., Chicago, Ill.

DEAR SIR:—Yours of the 22d instant received and contents noted. In answer would say that we read very carefully the circular sent by the Council on Pharmacy and Chemistry, February 28. In regard to that and your request, will say: In the northern district of New York, United States Circuit Court, held in the court house at Utica, N. Y., May 3, 1887, Judge Alfred C. Coxe granted a temporary injunction restraining Byron Fenner of Westfield, N. Y., to “desist from printing, publishing or circulating in any book or formula hereafter to be issued by the defendant, his agents, etc., the word Bromidia or Bromidio in connection with the receipt now appearing in Fenner’s Formulary, etc., etc.” This injunction was made permanent June 7, 1887, the same judge presiding.

We don’t recognize the right of any man or set of men to interfere with our property. We do not propose to submit any of our preparations to the so-called Council on Pharmacy and Chemistry. Furthermore, if we learn that the said Council on Pharmacy and Chemistry attempts to incorporate any of our preparations in the book referred to we will ask for an injunction restraining any interference with our property.

Yours respectfully,

BATTLE & Co., Chemists’ Corporation.

C. A. BATTLE President.

We wish to assure Messrs. Battle and Company that it will not be necessary for them, under the circumstances, to get out an injunction to prevent the council from incorporating Bromidia in the proposed book. Indeed, the underlying principle on which the council is working is that until there is something more than the unsatisfying statement of the manufacturer concerning the composition of his “property,” physicians ought not to “interfere” with that “property” by using it on an innocent public.

Fougera & Co.

W. J. MORRISON, JR., COUNSELOR AT LAW,
43 BROAD STREET, NEW YORK, Jan. 29, 1906.

GEORGE H. SIMMONS, M.D.,

Council on Chemistry and Pharmacy, American Medical Association, Chicago, Ill.:

Dear Sir:—Messrs. E. Fougera & Co., of 90 Beekman street, New York City, as agents for several preparations intended solely for the use of the medical profession, and to which certain registered trademark names have been given,

inform me that in the literature relating to these preparations they have given the full qualitative formulæ, and in many cases the full quantitative formulæ and even the *modus operandi* of manufacture.

They have also informed me that your Association proposes to make analyses of these preparations, which together with certain comment and criticism, are to be published by the said Association.

My clients request me to state that they do not desire the publication in the proposed pharmacopeia of "New and Nonofficial Remedies" of any formulæ to which are added synonymous terms, stated to be identical with the preparations sold under the trade-mark names of the firms they represent as agents; and as counsel for the above firm I wish to warn you against the publication by the American Medical Association or the Council on Chemistry and Pharmacy of any false or inaccurate statements relating to the articles for which Messrs. E. Fougere & Co. are the selling agents. Yours truly,

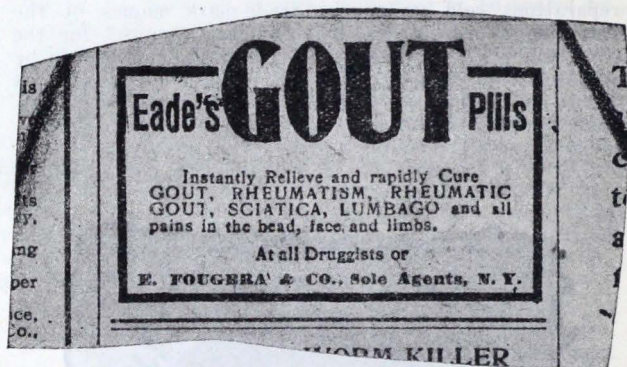
W. J. MORRISON, JR.



Santal Midy is one of the preparations which Fougere & Co., are advertising to the public. This advertisement is reproduced (without permission) from the *Chicago American* of Sunday, Feb. 11, 1906.

Gonorrhea cured in two days! And this is an "ethical proprietary" advertised in reputable medical journals! ! !

It is a pleasure to give publicity to the above letter, that our readers may know the attitude taken by E. Fougere & Co. toward the work of the American Medical Association through its Council on Pharmacy and Chemistry. Since a number of the products for which this firm is the selling agent are already advertised directly to the laity, this action is not to be wondered at. We wish to state again that the annual to be known as "New and Nonofficial Remedies" is presumed to contain, as nearly as possible, only those preparations intended solely for physicians' use. E. Fougere & Co., therefore, need have no fear regarding the listing of their preparations.



This advertisement, taken from the *Chicago Record-Herald*, Feb. 14, 1906, shows another one; there are others, but we have no more space to spare at this time.

TESTIMONIALS.

Their Value to the Nostrum Maker.

(From *The Journal A. M. A.*, April 11, 1908, 1208.)

Testimonials are one of the most valued assets of the stock-in-trade of the "patent" and proprietary medicine manufacturer. Without them the successful exploitation of any nostrum would be well-nigh impossible. In the testimonial the manufacturer is assumed to sink his own personality and give to the public the evidence of a disinterested third party. The value of evidence, so we are told, "rests on our faith in human testimony as sanctioned by experience." The majority of us come in daily contact with people who are, at least in a general way, truthful. Such experience tends to develop a faith in the statements found in testimonials that, while highly

profitable to the exploiters of nostrums, is not warranted by facts.

The "patent-medicine" testimonial, as has been shown by Samuel Hopkins Adams in the "Great American Fraud" articles, is scientifically valueless. The individual giving it, in many cases, becomes the recipient of certain favors, financial or otherwise, of the company seeking it. The testimonial once obtained is worked to the limit—in some cases past the limit. Not long ago *Collier's Weekly* reproduced two items from the same issue of a certain newspaper: One was a "patent-medicine" advertisement consisting of a testimonial from a woman stating how she had been restored to health by using the nostrum advertised; the other was an obituary notice of the same woman!

Leaving the "patent medicine" and looking into the testimonials of the "ethical proprietaries," we find an analogous state of affairs. There is this one difference, however: In addition to the testimonial that appears as such, with no attempt at dissimulation or pretense, we have the "scientific" (?) article form of testimonial. Such articles, appearing in the reading pages of medical periodicals, assume to be scientific dissertations on various matters of interest to the medical profession. Were they written with this object, even though discussions of certain proprietary articles formed the bases of the articles, but little objection could be raised to them. Investigation proves, however, that instead of being impartially critical they are fulsomely laudatory and instead of coming from men of standing in the profession they emanate from individuals whose chief work seems to be furnishing such "copy" for various proprietary houses. So long as the therapeutic claims of a large proportion of proprietary preparations are based on no more reliable foundation than that furnished in this way, so long is the intelligent physician compelled to assume an attitude of healthy skepticism toward all such claims.

LEHN & FINK'S METHODS.

How They Advertise and How the Testimonial Market Is Supplied.

(From *The Journal A. M. A.*, Feb. 29, 1908.)

By a curious coincidence we received by the same mail two communications from physicians in different parts of the country regarding the advertising methods of Lehn & Fink of New York City. One of our correspondents, Dr. John A. Hawkins of Pittsburg, Pa., who enclosed a letter from Lehn &

Fink to which we refer below, calls attention to this firm's method of reaching physicians. Dr. Arthur R. Elliott of Chicago, who sent the other letter, shows the attitude of Lehn & Fink toward the public. Dr. Elliott's letter is so illuminating that we give it in full:

To the Editor:—The enclosed two pamphlets were received through the mail recently by one of my patients and he being very much impressed by their contents and fully persuaded that he had "uric acid poisoning," brought them to me to ask my advice about the advisability of at once beginning treatment. The one marked "Fourth Series" was received first and prepared the way nicely for its successor. It is apparent that the profession now being able to discriminate between the truth and poetry regarding uric acid, Lehn & Fink, who for so long a time have sought our favors, have decided that it will be more profitable for them to work the public direct. I would particularly invite your attention to the effusion in the second pamphlet by Edward P. Adams, a member of the American Medical Association. [While in the article written by Dr. Edward P. Adams it is stated under the title that he is a member of the A. M. A., this information, like much of the "scientific" matter in the article, lacks the element so essential for conviction—truth. He is not a member.—Eb.] and more especially to the footnote on page nine. [This footnote is referred to later. It has reference to the author's willingness to give advice by mail.—Eb.] This comes precious near being quackery. It seems to me that the conduct of this firm should be brought to the attention of the profession.

ARTHUR R. ELLIOTT.

It appears from the enclosures that the firm in question is at present "pushing" Piperazine Water—advertised as a gout and rheumatism "cure." To awaken interest in this preparation two series of pamphlets are published. One, entitled "Notes on New Remedies," is sent, presumably, only to physicians; the other, which presents a gaudier appearance and a more attractive cover, is sent through the mails to the public direct. Each of these publications contains an eleven or twelve-page article by Edward P. Adams, M.D., of Cincinnati. This gentleman's articles are written to suit his audience. In "Notes on New Remedies" he discusses learnedly—for physicians—the causal relation of uric acid to gout and rheumatism, and gives—for physicians—an imposing bibliography in the most approved style. In the other series he discourses fluently—this time for the public—on "Uric Acid Diseases and Their Treatment with Piperazine Water." In yet another pamphlet of the same series the "Cause and Cure of Rheumatism and

Gout" are popularly discussed—also for the public—and his readers—still the public—notified, that "*the author is at liberty to give advice by mail!*" [Italics ours.—Ed.]

The question may arise in the physician's mind as to how Lehn & Fink obtain these voluminous testimonials exploiting their products. Dr. Hawkins enclosed with his letter a communication he received from Lehn & Fink which sheds some light on this subject. We give it in full.

Dear Sir:—Our attention has been directed to the December issue of the *Proctologist*, in which there appears your paper on constipation. We have read this with very much interest, particularly that portion where you make reference to the value of phenolphthalein. From the wording of this portion we infer that you may have mentioned the preparation Purgen¹ also, and that probably the editor cut it out when the article was published, in fact, we have been told as much.

Under separate cover we are sending you the latest issue of our publication, "Notes on New Remedies," which is just off the press. We should have been very pleased to reprint in full your paper in our "Notes" had it not been mutilated in the way we assume. We accordingly desire to ask if you can not find it within your time and inclination to prepare an original communication, treating of the use of Purgen in intestinal troubles, for publication in the next issue of "Notes."

We should value such a paper highly and we are sure our readers, who number some 16,000 among the most representative of the medical profession, would likewise appreciate the information that you may give. *Our customary remuneration for papers of this character is \$10.00 per printed page,* [Italics ours.—Ed.] which we are pleased to offer you if the offer meets with your approval. Awaiting your early reply, we are,

Very truly yours,

LEHN & FINK.

This letter causes one to wonder whether the twelve-page disquisition on the "Treatment of Gout and Rheumatism with Piperazine," by Dr. Edward P. Adams, is really, what it purports to be, a scientific article of general interest to the medical profession or merely a \$120 testimonial made-to-order "by request." One is doubly suspicious, too, that the four-page arti-

1. Purgen is the trade name for the aperient drug phenolphthalein. In Europe this product is advertised in street-cars, omnibuses and even on hotel toilet paper. (See THE JOURNAL, Nov. 2, 1907, 1541.) Extravagant claims are made for it, and while phenolphthalein may be bought for 40 cents an ounce, Purgen is quoted wholesale at \$3.20 an ounce in tablet form. For further information see THE JOURNAL, Sept. 14, 1907, 954 and p. 220 this edition.

cle in the same publication on "The Internal Treatment of Gonorrhea" (with Gonosan), represents but \$40 worth of "copy." This Gonosan testimonial was written by the renowned A. H. Ohmann-Dumesnil, A.M., M.E., M.D., Ph.D., etc., editor of the, now defunct, *St. Louis Medical and Surgical Journal* of unsavory reputation. Possibly, however, Lehn & Fink vary their schedule of rates for such testimonials according to the professional standing of the authors furnishing them.

PLAGIARISM AND PAID TESTIMONIALS.

"Visvit" and "Hygiama."

(From *The Journal A. M. A.*, May 2, 1908.)

The indiscriminate praise of new articles introduced into therapeutics by means of fulsome write-ups of the "original article" type has long been a standing disgrace to medical journalism on both sides of the Atlantic. The evil is being fought in Germany by the organization of some of the more reputable medical journals and one of these, the *Berliner klinische Wochenschrift*, in its issue of March 23, 1908, unearths a ludicrous example demonstrating the worthlessness of such "literature."

The phraseology of the text and the clinical histories in an article appearing in *Heilkunde* on "visvit" had a familiar sound. Diligent search was rewarded by the discovery of the original text, which had been published in 1899 in the *Communications of Styrian Physicians*, as a contribution praising another preparation, "hygiama," and two of the clinical histories were found in another article devoted to the same preparation. The correspondence between the two articles is so complete as to exclude accident. The one is simply a reproduction of the other with the word "visvit" substituted for "hygiama." It must be said, however, that the progress of time had led to the enlargement of the original article in a few places so that the proprietors are able to recommend "visvit" for some things which were not thought of in praising "hygiama." It is noticeable also that while the clinical histories are the same, the age of the patient varies, he having grown ten years older before the second article was published. The names of the authors are withheld by our German contemporary, but parts of the two articles are printed in parallel columns, showing the almost exact identity of language in the two. Visvit is made by Arthur Horowitz, Berlin, manufacturer of arrhovin, pyrenol, etc.

PSEUDOMEDICAL PERIODICALS.

Contributors Show a Lack of Self-Respect.

(From *The Journal A. M. A.*, May 2, 1908.)

H. Kohn has an article on "pseudomedical periodicals" in the *Berliner klinische Wochenschrift*, March 30, in which he calls attention anew to the evils of allowing one's name to be published as one of the collaborators or contributing an article to a pseudomedical journal which is in reality a "house journal" sailing under the flag of scientific literature. It is amazing, he adds, to see how readily men of prominence will contribute an article or allow their names to be published as collaborators on some newly founded medical journal, or one that is striving to enlarge its field, when the men floating the journal are personally unknown to them. These physicians would hesitate before giving a person with whom they have but a superficial acquaintance a letter of recommendation to a friend, and yet they give what amounts to the same thing to a journal published by a man of whom they know little or nothing. In the first case they injure only one person, while in the pseudomedical journal they may injure thousands who may act on their recommendation. Any man who respects himself is careful of his associates in public and he should be fully as careful as to his associates in the field of science. Before giving the use of one's name or contributing an article to a medical periodical, it is one's solemn duty, Kohn declares, to investigate the character of the editor and of the journal in view. In Germany a confidential appeal to the Association of the Medical Press will obtain for him the desired information. He adds that any one who would impute unworthy motives to the old and honorable German medical journals in their replies to such an inquiry is unworthy of notice. These medical journals voluntarily relinquish the income which they could have if they consented to accept the advertisements.

SELF-PRESCRIBING.

The Awakening of the Public to Its Dangers.

(From *The Journal A. M. A.*, May 16, 1908.)

The *Ohio State Medical Journal* quotes the following editorial from the *Ohio State Journal* of Columbus, as an "encouraging sign of the times and an evidence that the leaven is working in the minds of thinking people."

SOMEWHAT CRIMINAL.

Practicing medicine is a pretty dangerous thing for the patient, if the man doesn't know anything about the science, and

sometimes it is rather dangerous for the alleged practitioner himself, as was the case with a fellow out in Massachusetts who sold a person two bottles of "catarrh cures" that contained cocain. The catarrh curist was arrested, fined \$50 and put in jail—a practical lesson to all who have no business to deal in medicine.

Then, there was that woman, mentioned in the papers the other day, who gave the little girl attending her daughter's party some of her headache medicine, and then put the child to bed to sleep it off. The child went to sleep and never wakened again. . . .

Sometimes these little medicine adventures do not result fatally. But most of them, if ignorantly taken, manage to get around among the organs somewhere and do more or less damage. It is about as bad to deal haphazard with powerful cures as it is to go meandering about a powder magazine with a lighted candle.

The commentator wisely says: "In time we hope that our daily papers will be bold enough to actually name the specific 'catarrh cures' which contain cocain and the headache tablets which kill the unwary. In the meantime, such articles as these will help to educate the people and to crystallize public opinion."

The last year has shown a gratifying change in the attitude of many lay journals. We hope that in time the majority of editors and publishers may realize that they have a public function to perform, and that it is their duty to lead in all movements to protect the public health rather than to exploit the public to their own advantage by opening their columns to the advertisements of dangerous or fraudulent preparations.

"SHAC" AND ITS PROMOTORS.

How the Sale of Headache Remedies Is Pushed.

(From *The Journal A. M. A.*, Oct. 19, 1907, 1381.)

The campaign against the indiscriminate use of headache remedies certainly has done some good. But while newspaper reports indicate that there are fewer cases of poisoning and death from these preparations, some excerpts which we quote below from the *New Idea*, a monthly journal owned and published by Frederick Stearns & Co., and devoted to advertising Stearns' products to druggists, show that this firm, heedless of the warnings uttered by physicians against the indiscriminate use of headache remedies, is endeavoring to promote the sale of SHAC (Stearns' Head Ache Cure) in a most reckless—we might almost say criminal—manner. Shac is put up in wafers and each wafer is stated to contain 4 grains of acetanilid. While shac is sold and "pushed" by

Frederick Stearns & Co., Detroit, it is stated on the package to be "prepared for Stearns & Curtius (Inc.), 5 Platt Street, New York."

SHAC ADVERTISED IN SUBWAY CARS.

Stearns' Head Ache Cure (now called SHAC) is being extensively advertised in the subway cars in New York City. SHAC is becoming familiar to thousands of people every day. This benefits not only New York druggists, but all other druggists. SHAC costs you \$1.50 a dozen. What other product advertised in this way allows you as great a profit?

SHAC—Stearns' Head Ache Cure—has been curing aching heads for sixteen years, and at the end of this long and meritorious service, everyone is satisfied. SHAC is sold and used in all parts of the civilized world. What test is better than the test of time? SHAC sells for 25 cents. You make 100 per cent. profit.

While the advertisement states that every one who uses SHAC is satisfied, we venture to suggest that the patient, the poisoning of whom was reported by Dr. Cassady, Bisbee, Ariz., in *THE JOURNAL*, Dec. 15, 1906, page 2012, was not entirely pleased with the effect of the preparation. In this case, the patient, a woman, took three wafers, an hour apart, though the directions on the package state that only two wafers are to be taken. It must be remembered, however, that most patients think that if a little is a good thing more must be better, and take medicine on that principle. Here is another quotation from Stearns' *New Idea*:

SHAC FOR SHOPPERS.

Shoppers and sightseers often have their pleasure spoiled by headache. This is unnecessary, as by carrying a box of SHAC in the pocket or shopping bag, an aching head may be relieved in a very short time. Wise travelers are learning this. Recommend SHAC to any one contemplating traveling and you will make a friend. SHAC costs you \$1.50 a dozen.

Is it any wonder that reports of "heart failure" are so frequent?

Frederick Stearns & Co., "Patent Medicine" Vendors.

(From *The Journal A. M. A.*, July 18, 1908.)

Physicians who attended the Chicago session of the American Medical Association doubtless noticed while riding on the street cars the blatant advertisements of the headache remedy SHAC (Stearns Head Ache Cure). This nostrum, which seems to have been responsible for at least two cases of poisoning,¹ is

1. *THE JOURNAL A. M. A.*, Dec. 15, 1906, 2012, and Nov. 16, 1907, 1675.

put on the market by Frederick Stearns & Co., Detroit—a fact that was noted in these pages a few months ago.² It was not unnaturally assumed that these Peruna-like advertising tactics had been adopted by an enterprising local representative anxious to make a “showing.” The June issue of the *New Idea*—a monthly journal published by Frederick Stearns & Co. and devoted to advertising their products to retail druggists—shows that this assumption was not well founded. In their journal they inform the druggist that “a new series of SHAC street car cards are now ready for use in the large cities.”

The evils of the indiscriminate use by the public of such powerful and insidious drugs as are contained in the various headache remedies need no further iteration. The question has long since ceased to be an academic one and no casuistic reasoning nor specious arguments can hide the fact that enormous harm is being done by the exploitation of these acetanilid-containing nostrums, and the medical profession has expressed itself in no uncertain tone regarding the matter.

SHAC, however, is not the only “patent medicine” put on the market by Frederick Stearns & Co. Just as extensively advertised—and in the same mediums, the street cars—are Zymole Trokeys “for husky throats.” Then there is Pam for the dyspeptic, a “tiny tablet of wonderful power,” of which the modest statement is made that “every ferment of the digestive tract that is available is used in these tablets, fitting them for use in all kinds of indigestion.” Surely, with such drugs at their command, dyspepsia need give physicians no further cause for worry!

These are some of the products put on the market by Frederick Stearns & Co. and vigorously “pushed” by them in advertisements to the laity. A firm which, while soliciting the patronage of physicians through the pages of medical journals, is at the same time furthering the interests of self-drugging and dangerous nostrum-taking, will be looked on with distrust and suspicion by the medical profession.

BEER AND DIAGNOSIS.

Uranalysis by Quacks.

(From *The Journal A. M. A.*, July 18, 1908.)

Four young persons in Germany recently sent a vial each, according to directions, to the “urine specialist,” J. Locher, who diagnoses disease from inspection of the urine. Each was informed that he had a catarrhal affection of the stom-

2. THE JOURNAL A. M. A., Oct. 19, 1907.

ach, abdomen or throat, and each was instructed to buy a bottle of Locher's remedy, costing \$1. They did not buy the remedy, as the vials they sent had contained nothing but diluted beer.

ANALYSIS OF NOSTRUMS IN NORTH DAKOTA.

(From The Journal A. M. A., July 4, 1908.)

It is gratifying to note that the officials of some of the state health boards have realized the true scope and responsibility of the work placed in their hands and appreciate the great injury to public health from the fraudulent manner in which many medicines are advertised and sold. In the eighteenth annual report of the North Dakota Agricultural Experiment Station, the food commissioner, E. F. Ladd, and the pharmacist, L. A. Brown, call attention to the evils arising in connection with the "patent medicine" business. Mr. Ladd says: "The more I have had occasion to look into the subject of 'patent medicines' and their use, the more fully I become convinced of the great fraud that is being practiced. Among the 'patent medicines' there are some possessed of merit, but the greater proportion of those now sold are nothing more than worthless products, often 'dope.'" He also quotes a drug journal to show the attitude of others with regard to some of these products "which claim to be ethical and, therefore, are supposed to be recognized and used under the direction of physicians, but which, in reality, seldom are recommended by physicians of standing."

Mr. Ladd makes the further comment: "By reference to the report of Professor Brown given further on, one will see something of the character of 'patent medicines' which have been sold in this state and have thus far been under examination. Their worthlessness in many cases is clearly indicated. They are often so prepared as to deceive and mislead and make victims of those who use the products. That there is necessity for a more stringent law than any which we now have is clearly indicated, and I can fully endorse the report of Mr. O. C. Beale, who was commissioned by the Australian government to make an investigation of the nostrums sold as 'patent' and proprietary medicines in all English-speaking countries."

Professor Brown's report shows a large amount of good work accomplished during the year. A long list of proprietaries containing cocain is published. Vin Mariani is in this list and receives an exposure occupying over two pages and leading to the conclusion that whatever the claims made

by the manufacturers, "according to our analysis of samples of Vin Mariani it *does* contain cocain, and regardless of whether its presence is due to coca leaves or not, it constitutes it a cocain preparation." Evidently hair-splitting distinctions are not very popular at the North Dakota Agricultural Experiment Station.

The results of the analysis of some "dyspepsia remedies" are very interesting. The report states: "Only a few preparations of this nature have been analyzed in this laboratory, owing to a limited amount of time and help trained in drug analysis, but enough has been done here and elsewhere to arouse in our minds the suspicion that there are very few preparations put up as aids to digestion that have any efficacy whatever." Among the preparations analyzed were Vigni and Malt Papaya, Borscherdt's. The first showed no digestive power and the second a slight action on starch, but none on albumin. It is suggested that in the combination of diastase and papayotin in the second preparation the two ferments mutually destroy each other as has been shown to be the case with mixtures which contain both pepsin and pancreatin in solution.

It is to be hoped that we may have more investigations of similar nature by the responsible boards which are equipped to do work in this field. One advantage of work done under public authority not connected with the medical profession is that the suspicion of medical bias is removed and the advice given in such reports as these ought to be of immense value to the people to whom they appeal and who are liable to be misled by the specious advertisements of nostrums which are both an injury to health and a fraud on the purse.

HELPING QUACKERY.

The Irony of Fate in Attempts at Enlightening the Public.

(From *The Journal A. M. A.*, June 20, 1908.)

O. Neustätter relates in the official organ of the German Antiquackery Society that recently he inadvertently contributed to the foundation of a rampant quack establishment. One of his patients, at Munich, saw on his desk a quack's circular, and they discussed together the ways and tricks of charlatans, Neustätter taking great pains to enlighten his patient as to the evils and swindling practices of quacks. The patient brought him again and again various circulars and quack advertisements, and finally one of a magnetic institute which taught the science of magnetic healing and hypnotizing in a few hours for \$40.

The patient was not seen again, but behold! the daily papers soon contained the blatant announcement of a new Institute for Suggestion Therapy for all kinds of nervous affections, youthful indiscretions, rheumatism, etc., and the proprietor was—Neustätter's former patient. He had been wealthy at one time, but had lost his property by his drinking habits, and he learned to see in this quack business a means of replenishing his coffers. He treated one woman for headaches and charged her \$250, which she had to pay under menace of a suit for, as Neustätter remarks, the German law sets a maximal tariff for registered physicians, but charlatans can charge what they like. He says that he is now doing penance in sackcloth and ashes for he has actually thus been instrumental in founding a new quack establishment while he was preaching an antiquackery sermon.

The inconsistency of the law, however, is what is really responsible for such evils, he adds. The heading of his communication in the *Gesundheitslehrer*, February, is "The Irony of the Law"—*Die Ironie des Gesetzes oder Aufklärungsfolgen*.

"NERIOT FERMENT."

(From *The Journal A. M. A.*, July 11, 1908.)

Two handsomely dressed persons applied to a number of drug stores in Paris with a prescription calling for "Neriot ferment according to the formula of Dr. Henry (depot 129 Rue Montmartre)." The druggists sent to the depot and each bought a bottle of the ferment. It turned out that this depot had been rented for the day and a supply of bottles installed. The two swindlers decamped with the proceeds that evening, forgetting to pay the rent, but their landlord, finding the demand so lively, prepared more bottles and continued to sell the "ferment" until the police appeared. His "ferment" had the advantage of being harmless, as he used water alone.

EXPOSURE OF FRAUDULENT PROPRIETARIES IN GERMANY.

(From *The Journal A. M. A.*, Sept. 5, 1908.)

The need of an unbiased scientific examination of all medicines of a proprietary nature, instead of reliance on the manufacturer's claims for information regarding them, is becoming generally recognized. In Germany the recent exposure of the

products of Dr. A. Horowitz—Arhovin,¹ Pyrenol,² Visvit³ and Iodofan⁴—by Professor Thoms, F. Zernik and others has done much to show that some method of controlling such products is needed to protect physicians from fraud.

At the annual meeting of the Association of German Chemists (Verein deutscher Chemiker), recently held in Jena, Germany, the necessity for an official board or institute to analyze and pass judgment on proprietary medicines was again emphasized.

A paper was read in which it was held that only an official bureau would be in a position to impart information in regard to the character of such preparations, whether misleading statements were being made about it, and whether the product is dangerous to the public health or deficient in therapeutic properties. The warnings issued by the Berlin police, the Carlsruhe Board of Health and the Pharmaceutic Institute of the University of Berlin have generally blown past like an idle wind, leaving no permanent effect, except that those who exposed the fraud were usually put to much inconvenience and annoyance. The author of the paper stated that he was threatened with a damage suit when, ten years ago, he called attention to the chemically incorrectly designated mixture sailing under a scientific flag, Glycosolvol, one of the first representatives of the now ubiquitous fake synthetics.

Lately, he continued, the director of the Pharmaceutic Institute of Berlin University—Professor Thoms—had to appear in court on account of his exposure of Pyrenol. He commented on the audacity of the manufacturers of fraudulent products who try to frighten their adversaries by arrogant impudence; he instances the fact that the manufacturer of Pyrenol twisted, into advertisements of his remedy, the exposures of it made by Thoms, Zernik and Gadamer. While physicians are the ones who are directly humbugged, in Germany the medical profession seems to be the least concerned about the matter if we are to judge by our German exchanges.

1. THE JOURNAL A. M. A., May 9, 1908, p. 1541.

2. THE JOURNAL A. M. A., June 13, 1908, p. 1995.

3. THE JOURNAL A. M. A., May 2, 1908, p. 1440.

4. THE JOURNAL A. M. A., March 7, 1908, p. 784, and April 4, 1908, p. 1135.

THE CONFIDENCE OF QUACKS.

Letters Sent Confidentially to Medical Fakers and How
They Are Used.

(From *The Journal A. M. A.*, March 28, 1908.)

We here reproduce a page from a pamphlet issued by the Guild Company, letter brokers, Nassau street, New York City.

"We conduct the largest letter brokerage business in the world," says the circular, "deal only in original letters, handle no lists, hence can guarantee that every letter we offer was written in response to an advertisement, and therefore gives the name, address and other valuable information regarding a person accustomed to dealing through the mails."

"In the case of medical letters you are immediately in possession of the names and addresses of sufferers from a particular disease or ailment and do not waste time and money aiming promiscuously at thousands of people of whom only a few are likely to be receptive of your proposition."

Samuel Hopkins Adams, writing in *Collier's Weekly*, wisely said, referring to a similar list:

"If you have ever been foolish enough to write to any of the quacks and frauds in that list, you may know that your letter is now for sale. You may know that all the things you have said about your health and your person—intimate details which you carefully conceal from your friends and neighbors—are the property of any person who cares to pay four or five dollars for the letters of yourself and others like you."

Medical Letters



AS we have millions of medical letters we can fill orders for any quantity from 1,000 up. Following is a list of some of the different classes of these letters that we can furnish promptly:

Asthma.	General Medical.
Blood Poison.	Hair Preparations.
Bust Developer.	Heart.
Cancer.	Kidney.
Catarrh.	Morphine.
Constipation.	Nervous Debility.
Consumption.	Obesity.
Deafness.	Paralysis.
Drunkenness.	Piles.
Dyspepsia.	Rheumatism.
Eczema.	Rupture.
Eye Troubles.	Syphilis.
Epilepsy.	Stomach.
Female Complaints.	Skin Disease.

Etc., Etc., Etc.

These letters were all written to well known and successful medical advertisers, and are a very profitable class of letters for anyone with a legitimate medical proposition to use.

If you have a medical proposition to get before the people it is most important that you should use original letters. By this plan you can avoid all waste of time and money, addressing only people who are interested in what you have to offer.

Write us for particulars and prices regarding the class of letters you are interested in.

PART V.

NOSTRUM ADVERTISING.

NOSTRUM ADVERTISING IN THE RELIGIOUS PRESS.

(From *The Journal A. M. A.*, Feb. 2 and Feb. 9, 1907.)

Dr. F. M. Wood, Carlinville, Ill., writes:

"I am glad that you are showing up the facts on the advertising in religious papers. It seems to me that nearly all our religious papers are guilty in this matter. The *Christian Herald* is the only one I have found that is practically clean. Even they print the Magic Foot Draft ad. I have written several times to the *Presbyterian* of Philadelphia, and to the *Christian Intelligencer* of the Dutch Reformed church (New York), urging the withdrawal of such ads as Mrs. Winslow's Soothing Syrup and Hood's Sarsaparilla, stating their content and, in the case of the former paper, I received no reply. The latter paper replied, stating that they regretted that it was necessary to take these ads in order to continue the publication of the paper, since the amount obtained in subscriptions is in no way adequate to carry on the expense of publication. In this case I carried the matter to the Monmouth County classis of the synod of New Jersey, and they passed a resolution protesting against such advertising in their church paper and urging the synod of the church to take action. Thus far it went, and no further, and I was without any resource to carry it further. It seems to me that the only way to get at them is the one you are taking, and to keep urging every physician to call this matter to their attention. If there was a means of getting at their subscription list and cutting it down by reason of such work, that would solve the problem, but it seems as if the gullible public is glad to be fooled. I note that the *Herald and Presbyter* of Cincinnati also publishes these ads. A list of the religious papers who are guilty, printed in THE JOURNAL, would be a help in this matter."

If every physician who is subscribing for a religious journal that carries quack medicine advertisements would do as Dr. Wood has done, there would soon be an end to this copartnership of the religious press in the Great American Fraud. Furthermore, if physicians would get their friends and patients to act also, they would help the cause along still more.

That the fight against nostrum advertisements was begun by lay periodicals is not creditable to medical journalism, and that some of the tardiest papers to come into line, in

the fight for decency and honesty, are the official organs of some of the churches is a sad commentary on our Christian civilization. This attitude of the various religious and semi-religious publications is interesting.

The Alabama Baptist.

Some, among them the *Alabama Baptist*, have discontinued advertisements known to be fraudulent and will get rid of others as soon as the contracts expire. The editors, as a rule, are not competent to judge of the merit of an article of a medicinal nature, or of appliances for the cure or alleviation of disease, even if they were consulted concerning them, and the responsibility for the insertion of these advertisements lies with the advertising manager.

In the journal mentioned above there appears¹ a letter from Dr. H. E. Mitchell, in which he refers to an editorial in that publication praising *Collier's Weekly*, and says, that as he knows the composition of many "patent medicines" he feels it his duty to emphasize the statements made by Mr. Adams in *Collier's*. Dr. Mitchell calls attention to the fact that some of the most "harmless" remedies contain such a large percentage of alcohol that if taken regularly they will create not only a habit for the remedy but will finally lead the individual taking them to a stronger and more powerful stimulant—whisky. The letter goes on to state: "No man should be guilty of taking or giving to a member of his family any drug or nostrum unless he knows its contents, or unless it has been prescribed by a competent physician."

This letter called forth an editorial in the same issue, from which we quote:

Ever since our attention was called to some advertisements which we were carrying, by a member of the Jefferson County Medical Association, we have quietly been letting them drop as the contracts expired, and from week to week we have turned down many that would have paid us handsomely. We are still carrying some which will not appear again in the columns of the paper as soon as the contracts expire. . . . We do not mean that we expect to exclude all "patent medicine" advertisements, for we hold that some are perfectly legitimate, but we do mean to try to keep out any and all that have been or will be exposed as dangerous or fraudulent. . . . To adhere to our policy will mean a loss of several thousand dollars a year, which means much hard work and sacrifice on our part, but no amount of money will cause us to swerve from what we believe to be right. . . . We be-

1. *Alabama Baptist*, Oct. 10, 1906.

lieve that up to date only four people have written or spoken to us about the matter. We do it of our own motion, for we do not care to be a party to anything which is hurtful to the health of our readers. We believe that the "drug habit" is a vicious one and we counsel all who feel the need of being dosed to call in a reputable physician. This editorial would have been put off indefinitely but for the fact of a letter from Dr. Mitchell, which we publish elsewhere.

The Columbiad.

Another journal which has fallen into line in the fight for decency is the *Columbiad*, the official organ of the Knights of Columbus—a Roman Catholic fraternal order. This magazine had its attention drawn to a "patent-medicine" advertisement it was carrying, which, while not one of the most objectionable, still made claims that were clearly exaggerated and false. As soon as the magazine was notified, the medicine company was asked to release the publishers from their contract. This they consented to do.

As distinguished from the evident desire to place the editorial and business departments on the same ethical basis as is shown above, the case of the *Cumberland Presbyterian* is to the point.

The Cumberland Presbyterian and "Patent Medicines."

Some months ago we published² resolutions adopted by the Miami Presbytery and addressed to the General Assembly of the Cumberland Presbyterian Church, condemning the publication of "patent medicine" advertisements in church papers and directing that the board of publication of the *Cumberland Presbyterian* refuse all advertisements of a medical character, unless they are first approved by a board composed of three physicians selected for their high standing, eminent qualifications, experience and integrity.

These resolutions were introduced by the moderator of the presbytery at Lebanon, Ohio. Under date of Oct. 12, 1906, Dr. B. H. Blair of Lebanon, Ohio, wrote to the Rev. James E. Clarke, editor of the *Cumberland Presbyterian*, calling his attention to the fact that the time for renewing contracts was approaching and asking if it was not possible to reject all medical and other advertisements of a fraudulent nature. The Rev. Floyd Poe, pastor of the church which Dr. Blair attends, also wrote to Mr. Clarke. He said in part:

I am very much dissatisfied with the tardiness which the management of our paper is showing in the matter of

cleaning up her advertising. Please do not think me too presumptuous when I say that I have reached the point in my moral and nervous development where the advertising carried in our religious papers gives me a shock every time that I open them. I do not claim to have a degree of moral sensitiveness that *you* have not, but I do not understand how it is that *you*, with your ideas of right and wrong, can stand for the line of medical advertisements that our paper carries, in the light of the revelations of to-day. It may be that I am unduly wrought up because I know from close scrutiny of the frauds that are perpetrated by these sharks, but I am deliberately forced to the conclusion that the whole scheme is wrong, and any one who lends aid to them is in the wrong.

Now, every honest preacher is placed in the position of an agent or representative of his own publishing house. I stand in that position willingly to-day. But the position is growing embarrassing. I have an officer in my church who is president of one of the biggest fair associations in this state. At my request he positively forbade all "bunco and skin games" the use of his grounds during the last fair, and it was thus advertised, and proved the biggest success ever. The people will endorse the right. Now what shall I say to that man when he asks me this question: "Pastor, why does not our religious weekly, the official organ of our church, which is supposed to stand for all that is right and honorable, clean up its advertisements and forbid all the medical 'bunco and skin games' the use of its columns?" Or this other case; Two of my boys, sons of one of my elders, had the privileges of publishing the fair program this fall, and by securing advertisements make a nice sum of money out of it. There were applications by saloons and breweries for about \$50 worth of space, but those boys had read enough to see the wrong, and had courage enough to say "No." And for the first time in its history the fair programs had no saloon or brewery advertisements. Now those boys are reading *Collier's*, *Ladies' Home Journal*, *Success*, *Pure Food Laws*, etc., and what shall I say to them when they put this at me: "Pastor, we believed in a clean fair program and admitted no questionable advertisements, now what is the matter with our church paper that it will not omit questionable advertisements from its pages?" Truly people are making this a reading and thinking age. Place yourself in the position of a pastor, then tell me what you would say to such questioners.

But probably the question at this moment in your mind is this: "Why do you not show me what are the questionable advertisements we are carrying?"

In answering this question let me kindly suggest that it is not the ethics for the profession of the law for a *reputable and safe lawyer to advertise*. He may put his

card in the paper, but he does not advertise "Divorces granted without fail"; or, "Indemnity from the effects of your crime guaranteed." No reputable lawyer will do this, and no one knows this better than the lawyers themselves.

Again, *no reputable and safe minister of the gospel will advertise.* He may invite you to services, but he will not say that he is the best preacher in the town or state; that he can marry to stay married, that he has the only true plan of salvation. It is contrary to the ethics of the profession, and no one knows this better than the ministry, of which high class you are one.

The same rule and law of ethics holds true in the medical profession. *No reputable and safe physician advertises.* A member of the profession in good standing does not say to the world, "I have the only cure for catarrh" or "I have the only knifeless remedy for cancer," or "I alone have solved the great consumption mystery." The very fact that some men are thus speaking through the press is proof of the falsity of their position and claims; *and no one knows this better than they.* That is why they insist on the publishers of this paper, in which they pay for space, saying "Dr. — is personally known to the publishers of this paper, and is known to be a reliable person and a competent physician." It is to bolster up their claims. They know that the best remedies as soon as found out are heralded from one side of this earth to the other that all mankind may be benefited; but they seek to enlist the support and influence of the religious press, of which influence you wrote so well in this week's paper, that color and appearance may be added to their false claims.

I am sure that the reason for your seeming acquiescence in these fraudulent advertisements is because it has never occurred to you to investigate. I am a firm believer in this proposition, that when James E. Clarke investigates anything and finds it to be wrong, that very moment he is uncompromisingly against it.

In reply Mr. Clarke wrote that it was hardly the function of such a paper as the *Cumberland Presbyterian* to decide questions in accordance with any professional code of ethics, and that the underlying principle of practically all modern advertising is that the goods advertised should be represented as superior to other goods of the same class.

The manager of the paper wrote:

"There is not a point you mention which we do not in some way come up with. The difference in your viewpoint and ours is that you speak of 'patent-medicine' advertising only, while we see the unsatisfactory features of all advertising. To put it in a nutshell—that advertisement

Thanksgiving Number.

THE CUMBERLAND PRESBYTERIAN

The Peace, Unity and Purity of the Church.

Nashville, Tenn., November 22, 1909.



REPORT OF BROTHERHOOD CONVENTION.

letters," of people who are sick or who have decided that they are sick after reading nostrum advertisements. After a firm has bled those who "don't feel right," as far as it can, the letters are sold to other nostrum vendors, who in turn may snatch the unfortunates "out of the jaws of death," etc. Is not this a delightful business for a religious weekly to cooperate in?

is exceptional which does not grossly exaggerate. . . . It is not a question of 'patent-medicine' advertising—it is a question of nearly all advertising. The very papers which, *with axes to grind which other papers understand* [Italics are ours.—ED. JOUR. A. M. A.] are leading the crusade against the medicines, are carrying in their columns at the same time lies galore setting forth other wares."

The advertising manager, taking up the quotation from the paper, "Dr. ——— is personally known to the publishers of this paper, and is known to be a reliable and competent physician," replies more specifically:

"That is endorsement, all right, and if you had spent one-half the time that I did in investigating Dr. Weber . . . you would have a different view of the subject. Dr. Weber is an elder in one of the largest Presbyterian churches in Cincinnati, he is superintendent of the Sunday school and chairman of the finance committee."

The advertisement which was so carefully investigated was:

CANCER.

WELL-KNOWN RESIDENTS OF THE SOUTH TESTIFY TO ITS SUCCESSFUL TREATMENT AND CURE.

Dr. Chas. Weber, of Cincinnati, Ohio, has made the treatment of Cancer a specialty for many years without the knife. As an evidence of his success he refers to Mrs. E. M. Swift, 743 Fifth St., Louisville, Ky., who was cured of a large cancerous growth affecting her left arm, for which amputation of the arm had been advised.

Hon. A. A. Oden, County Treasurer, Hartselle, Ala., cured of face cancers five years ago.

Mrs. J. C. Eby, 74 W. 11th St., Covington, Ky., cured of cancer of the breast eleven years ago.

Mrs. R. Y. Moses, Brownsville, Tenn., cured of face cancer.

Dr. Weber is personally known to some of those connected with "The Cumberland Presbyterian" and we have every reason to believe that he is a reliable man and competent physician.

Address Dr. Charles Weber, 17 Garfield Place, Cincinnati, Ohio, for book of information.

A fact overlooked by both the Rev. Mr. Clarke and the managers of the paper is, that in buying most things—clothing, utensils, apparatus—the purchaser is more or less familiar with the goods and generally has an opportunity of judging for himself the value he is getting for his money. The average layman, however, even of the educated class, has a deep and abiding ignorance of all things medical and is totally unable to judge of the value of the thing advertised. The fact that it is advertised in his church paper gives him confidence in it. He has no opportunity to examine it to see if it is what it is claimed to be. Even in the rare instances in which the composition is given on the label, the names of the drugs convey no meaning to the layman who knows nothing of their

action, either alone or in combination, and the manufacturers of "patent medicines" take advantage of this.

But aside from this there is a fundamental difference between offering for sale some article of merchandise, even granting that such an article is grossly misrepresented, and offering for sale a "cure" for an incurable disease or a nostrum containing powerful or habit-forming drugs. In the one case, should the article and its advertised description be too palpably at variance, the purchaser has a simple remedy: the law. But what recourse has the poor victim of cancer or tuberculosis who wastes precious time—to say nothing of money—in a fruitless endeavor to "cure" himself and finally reaches a stage where no skill, however great, can avail him; or what recompense has the alcoholic or the morphin habitué who has been dragged to the depths by innocently prescribing for himself a "tonic" or a "catarrh cure." It is curious to what casuistry men descend in defending their business relations. Members of a church place confidence in their church paper as they do not in lay newspapers. They read the latter with a certain amount of doubt, the newspapers are not posing as teachers, but as disseminators of news. The religious journals are teachers of religion, of morals, of ethics, of truth and justice, and their readers naturally place dependence on what is contained not only in their reading, but in their advertising pages. For this reason the religious press is the favorite medium for quack medicine advertising. It is cruel, if not criminal, for such papers to enter into alliance with "patent-medicine" men and thus help to delude and swindle the sick and suffering.

One other thought: Physicians who take religious journals that carry obnoxious advertisements should take the trouble to write in protest to their editors. This they should do, not sporadically but persistently, and get others to do the same, and in time these journals will grant to business pressure what they refuse to concede to common decency.

VITÆ-ORE.

Theophilus Notel, The "Transatlantic Quack."

(From *The Journal A. M. A.*, Feb. 16, 1907.)

Strikingly apropos of the article on "Nostrum Advertising in Religious Papers," in *THE JOURNAL*, February 2, comes a voice from across the Atlantic in the form of an article in the *British Medical Journal*, January 26. The article is headed "The Transatlantic Quack." Surely every loyal American

citizen must feel a glow of honest pride on reading the opinion, held in British professional circles, of American business methods. The writer says:

Many hard things have been said about American business ways, but nothing puts them in a more despicable light than the letters addressed by so-called companies carrying on a medical business in this country in the name of American quacks. One of the most repulsive of these purports to be sent out by the Theo. Noel Company, Limited, dating from 29 Ludgate Hill, London, E. C., whose vice-chairman is said to be J. R. Noel, M.D., and is addressed to clergymen. The merits of the company's nostrum called Vitæ-Ore are heralded in this style: "Is it not a fact that sickness among the members of your congregation is a great hindrance to your plan and work? Do you not often wish that, like the Great Physician, you could heal the body as well as minister to the soul? You may be tempted to throw this letter down and conclude that we are talking cant for business purposes. [The writer of this circular anticipates, with marvelous clearness, the effect produced on any intelligent reader by his composition.] "We admit we are talking business, but what is the use of preaching that Christianity is applicable to all conditions of business life, if as soon as a Christian business man refers to Divine things, he is set down as a charlatan talking cant?"

Then follows an offer to supply, gratis, packets of "Nature's tonic and healer," to be paid for one month from receipt, only if benefit has been derived from them, "in the hope to benefit some of these poor persons and thus set them talking about Vitæ-Ore." The writer boasts of the number of church ministers who have availed themselves of this offer and of the "editors of the leading medical religious newspaper who have endorsed the claims of the company's remedy."

As shown in the cut printed in THE JOURNAL,¹ the *Cumberland Presbyterian* (issued weekly by the Cumberland Presbyterian Publishing Union) advocates the "Peace, Unity and Purity of the Church" on the front cover and Vitæ-Ore on the back. The English branch of the Theo. Noel Company asks English clergymen to use its nostrum, so that "like the Great Physician, you can heal the body as well as minister to the soul," and when a minister of the Cumberland Presbyterian church remonstrates against the prostitution of the pages of his paper, the Rev. James E. Clarke, editor, replies that it is "hardly the function of such a paper as the *Cumberland Presbyterian* to decide questions in accordance

1. THE JOURNAL, Feb. 2, 1907, p.436. Reproduced on pp. 262 and 263 of this pamphlet.

with any professional code of ethics," while the manager writes that "the very papers which, with axes to grind which other papers understand, are leading the crusade against 'patent medicines' are carrying in their columns at the same time lies galore, setting forth other wares."

Is one to conclude, from this specimen of ecclesiastical logic, that the argument of the management of the *Cumberland Presbyterian* is that since all advertising is founded on fraud, there is no reason why their paper should not derive as much profit as possible from such conditions? As mere laymen, we are led to remark that such a conclusion savors quite as little of early Christian ethics as it does of any known code of professional ethics, however much it may be in accord with the commercialism of modern religious journalism.

Would the Rev. Mr. Clarke wish his readers to believe that, if the Great Physician were to-day walking the earth among men, he would distribute advertising circulars and sample packages of Vitæ-Ore, instead of loaves and fishes to the multitude that hung on his words, and thus "heal the body as well as minister to the soul?"

Can one imagine Paul of Tarsus, who fought with beasts at Ephesus and who died a martyr for his faith, or the beloved John on the Isle of Patmos, taking the position that it was "hardly his function to decide questions in accordance with any professional code of ethics?"

Would the advertising manager of the *Cumberland Presbyterian* have been willing to certify that Luke, the beloved physician, was "personally known to the publishers of this paper as a reliable and competent physician" unless he had entered the office of this religious journal with a fat advertising contract in his hand?

Can the whole filthy, disreputable nostrum business boast of a more disgraceful piece of literature than this blasphemous and sacrilegious attempt—shown in the *British Medical Journal*—to use the personality of Jesus Christ to boom the sales of a nostrum and to make advance agents out of weak-minded Christian clergymen? And can any honest member—either lay or clerical—of the Cumberland Presbyterian church, or any other church, look without shame on an editor and a paper which, while claiming to advocate the purity of the church have no better defense to offer than that all advertising is lying anyhow, and that other papers do the same thing? Yet much time has been spent in discussing the reasons why the church of to-day lacks the vigor and energy of apostolic times. A glance into some of our religious journals will supply at least a partial solution of the problem.

HISTORICAL.

The interesting nostrum mentioned above has been exploited for the past fifteen years by its owner and "discoverer" (?) Theophilus Noel. This gentleman was formerly engaged in the newspaper business and later in mining and is said to lay claims to special knowledge as a geologist and mineralogist. We are informed that he came to Chicago in 1891 and engaged in the "patent medicine" business, advertising and selling Vitæ-Ore, which he claimed to be a mineral which he had discovered somewhere in Florida or Mexico. This preparation is sold in the form of a powder put up in envelopes which retail at \$1.00 each. It is supposed to be dissolved in water and drunk. The advertisements, which appear mainly in religious papers, state: "It is a mineral remedy, a combination of substances from which many of the world's noted curative springs derive medicinal power and healing virtue. These properties of the springs come from the natural deposits of mineral in the earth through which water forces its way, only a very small proportion of the medicinal substance being taken up by the liquid."

An analysis published in Bulletin No. 69 of the North Dakota Agricultural College Experiment Station states that Vitæ-Ore is simply ferric subsulphate (Monsel's salt), to which a little magnesium sulphate (Epsom salt) has been added. Our readers can readily choose the more reliable of these two statements. One can also readily understand how exceedingly beneficial Monsel's salts and Epsom salts would be in cases of rheumatism, diabetes, Bright's disease, gout, "stomach trouble," diphtheria and the other diseases for which Vitæ-Ore is recommended.

This nostrum is also interesting as showing the profits to be derived from such a business. In 1891 Mr. Noel is said to have been compelled to peddle his nostrum in person in order to obtain sufficient means to start his business. In 1893, only fourteen years ago, he is reported to have had in his employ two girls and three men. The extent of the establishment was three or four rooms and a basement. The business now occupies a three story building covering three building lots. The owner has a summer home in Michigan, a winter home in California, a permanent residence in Chicago and spends most of his time in travel. It is alleged that one of his recent trips to Germany was for the purpose of being treated for chronic rheumatism, which evidently Vitæ-Ore had failed to relieve. It is claimed that the present assets of the company amount to over \$200,000.

As has been said, most of the advertising of this firm has been carried on in the religious papers. Here we have further evidence that piety, properly exploited, is a valuable asset in the "patent medicine" business.

However, the founder of this edifying mixture of faith and works is no longer the dominant factor in the business. One is led to wonder whether rheumatism has had anything to do with his retirement. Surely not, since the advertisement states that "Thousands of people testify to the efficacy of Vitæ-Ore in relieving and curing rheumatism," and that "This medicine cures, whether the sufferer believes it or not." The principal factor in the business is now Dr. Joseph R. Noel, who was graduated in 1894 from Jefferson Medical College,

LETTERS FOR RENT

300,000 Jas. Wm. Kidd medical file cards, representing all kinds of diseases (will sort) 1904.
 180,000 men's matrimonial, 35,000 women's '04, 1st.
 200,000 agents and canvassers.
 50,000 Dr. Pierce order blanks, '02, '03.
 20,000 Ozomulson order blanks, '03.
 30,280 Theo. Noel, '02, '03, medical file cards.
 59,000 Agents' directory, '03, '04, '05.
 250,000 Home work, '03, '04, '05.
 27,500 Rosebud trust, firsts, '03, '04.
 19,500 Bond Jewelry payups, trust, '04, envelopes.
 52,000 10c song orders, Star Music Co., '04, '05.
 17,500 Dr. May & Friar, ladies' regulator, '03, '04.
 6,000 Nervous debility, '03, '04, Appliance Co.

Over 1,000,000 letters on hand, all kinds. Call or write me for samples and ads. Letters bought.

C. A. Davis, 1634 W. Ohio Street, Chicago.

The above is reproduced from the *Ladies' Home Journal*. Editors of religious papers will no doubt be pleased to learn that Brother Noel, in selling the names of those sufferers who have written him in hopes of obtaining relief, is following the scriptural injunction not to let his right hand know what his left hand doeth.

practiced three years at Ogden and Harrison Streets, Chicago and taught therapeutics for a time at one of the night medical schools of Chicago. Did he advise his students, we wonder, to prescribe Vitæ-Ore for rheumatism? Did he learn his present therapy at Jefferson? He has recently opened a bank, possibly as an outlet for the money sent him by readers of religious papers. It is possible that he foresees the coming end of the nostrum business, and wishes to "make to himself friends of the mammon of unrighteousness." We are informed that he is the J. R. Noel, M.D., alluded to in the extract from the *Lancet*.

Isn't this a delectable mixture? To make a (financially) successful nostrum, take one pious but ignorant man who has dabbled in many things and who talks glibly of all, no money but unlimited nerve, a mixture of any ridiculous stuff, a pinch of mystery, and a plentiful supply of quackery. Put on to boil in a religious weekly, stir slowly with a sensational display advertisement, season heavily and *ad nauseam* with piety and cant of the celebrated Chadband variety and serve hot to an ignorant and gullible public on a Sunday School lesson leaf.

The Christian Advocate.

(From The Journal A. M. A., April 20, 1907.)

The following letter received from a correspondent emphasizes the importance and the value of physicians writing to editors of religious journals regarding their advertising pages. It also emphasizes the value of persistency:

To the Editor:—The question of the impropriety of religious newspapers accepting "patent medicine" advertisements is being discussed in your columns. Formerly the Pittsburg (Pa.) *Christian Advocate* contained such advertisements. Five or six years ago I corresponded with the editor in regard to the matter and he expressed his dissatisfaction with the affair and referred me to the business manager. I wrote many times to the latter partly calling his attention to the fraudulent claims of some advertisements in the paper. To make a long story short, for over a year this class of advertising has been discontinued. I do not know that my writing hastened the matter, but I believe it contributed in a measure to the change. If the physicians who are readers of the various religious journals would take pains to enter their protest, repeating such protests as often as might be necessary, all such periodicals would in time be led to clean up their advertising columns.

Our correspondent's views emphasize the statement which has been repeatedly made in this department. No journal, unless it is run exclusively and solely as an advertising sheet and is distributed gratuitously, will continue to carry advertising matter known to be objectionable to a large number of subscribers, in the face of repeated protests from those subscribers. That the religious papers have been great sinners along these lines in the past is well known. If physicians wish to enjoy reading a religious journal free from objectionable advertisements they have only to follow the example of our correspondent and write to the manager, and keep on writing until the paper is improved.

The "Baptist Flag" and Its Gallery of Frauds.

(From *The Journal A. M. A.*, April 18, 1908)

We have had occasion at various times¹ to call attention to the nostrum advertisements carried by religious papers. In the last two or three years there has been a marked improvement in the class of advertising found in these journals, and more than once we have commented on this fact. That there is still room for improvement is evident from a copy of the *Fulton (Ky.) Baptist Flag* sent us by a correspondent. It would be hard to find in a sixteen-page publication a more complete list of medical frauds of all kinds—from the ridiculous to the indecent, from the dangerous to the worthless—than is to be found in this paper.

AN EXAMPLE OF THE OLD RÉGIME.

Since the Great American Fraud articles appeared, most religious publications have dropped the grosser types of medical fakes, and a few have dropped all "patent medicine" advertisements. Not so with the *Baptist Flag*. Here we find the medicated booze "Swamp Root" put out by "Dr." Kilmer, and that cruelest and most mendacious of frauds, the "Combination Oil Cure for Cancer," marketed by the Uriah Heep of quackdom—"Dr." Bye. The notorious Blosser offers a free trial package of his catarrh "remedy;" "Dr." F. G. Curtis goes one better and sends his "50 cent nasal douche, five days' treatment and illustrated book—all free," while Mr. Cheney, of "red clause" fame, caps all by making believe that he will give "one hundred dollars reward for any case of catarrh that can not be cured by Hall's Catarrh Cure." Dr. W. Bailey Williams of Rhea Springs, Tenn., advertises that his practice is "limited to chronic diseases—Dropsy, Asthma, Catarrh, Cancer and diseases of women." His specialty is "removal of cancer without the knife," his fees for which "range from \$25.00 to \$500.00." As a clincher he gives "free service to the regular ministry." This is probably a safe offer, as it is unlikely that a "regular" minister would accept the services of an irregular physician. "Anti-Pain Pills," "Capudine," "Tetterine," and "Merit Blood Tablets" are some of the other nostrums to be found in this strange mixture of piety and fraud.

EDITORIALS VERSUS ADVERTISEMENTS.

In the "Home Circle" department is an editorial descanting on the need of clean reading for the young. A warning is

1. *THE JOURNAL*, April 21, 1906, 1221; Feb. 2, 1907, 435; Feb. 9, 1907, 534; July 6, 1907, 53; Aug. 10, 1907, 510; Nov. 23, 1907, 1790.

sounded against those publications which "taint the imagination and allure the weak and unguarded from the paths of innocence." An advertisement on another page is addressed, presumably, to those who have been thus tainted and allured. It is headed:

"WEAK MAN RECEIPT FREE"

and goes on to offer a free prescription "in a plain sealed envelope" to those who are suffering from the results of "excesses, dissipation, unnatural drains or the follies of youth." On the same page is the advertisement of a philanthropic lady hailing from Kokomo, Ind., who has sent, absolutely free, to more than a million suffering women "a 50 cent box" of a "simple home remedy, also a book with explanatory illustrations showing why women suffer and how they can easily cure themselves at home without the aid of a physician."

This sample of religious journalism belongs to a type now, happily, nearly extinct. From the frenzied appeal to its subscribers to pay up back subscriptions so that it may not be debarred from second-class mailing privileges, we imagine the proprietors see the "handwriting on the wall." Such publications are a discredit to the high cause they are supposed to represent.

Religious Journals and Nostrums.

(From *The Journal A. M. A.*, July 11, 1908.)

The editor of the *Gesundheitslehrer*, in commenting on the fact that a certain religious journal devotes one-third of its advertising to advertisements of unsavory "patent medicines," remarks: "What would the religious journals say if the medical journals were to devote one-third of their advertising space to announcements of things known to be directly contrary to all the teachings of the church?"

Religious Journalism and the Great American Fraud.

(From *The Journal A. M. A.*, Aug. 10, 1907.)

From time to time we have made reference in these columns to the abuses which have existed and still exist in regard to the class of advertisements carried by religious journals. In last week's issue of *Collier's Weekly* the subject is treated at length by Samuel Hopkins Adams in his latest article on the Great American Fraud.

"Religious journalism," Mr. Adams says, "props one corner of the tottering Great American Fraud. Lend a

quack or swindling 'patent-medicine' vendor the countenance of the church, and he is a made man. Peruna and Duffy's Malt Whisky will spend freely, even extravagantly, to get endorsements from the clergy; mostly on the strength of the churchly title. 'Father John's' face, exploited shamelessly on the boardings which display the dubious virtues of 'Father John's Medicine,' capitalizes the protesting but defenseless Roman Catholic priesthood for the profits of chicanery. It is worth double his rentals for the scoundrelly Richie, D.D., with his 'drug-habit cure,' of concealed morphin, to head his correspondence 'Presbyterian Building, New York City,' and when the Board of Home Missions, which controls the building, discovered the real nature of his business and promptly turned him out, he lost a valuable asset. For Dr. J. W. Blosser of Atlanta to decorate his quack catarrh advertisements (principally in the religious press) with the ornament 'Rev.' means thousands of dollars of added revenue. What did that prosperous medical rascal and fraud, Dr. W. O. Coffee of Des Moines, do when he found that *Collier's* was looking into his 'blindness and deafness cure' fake? Displayed an endorsement from the pastor of his church as a blanket defense. Religious backing, of whatever kind, inspires confidence; and the only religious backing that is openly on the market is religious journalism."

CREDIT WHERE CREDIT IS DUE.

In the effort to be fair THE JOURNAL has recently¹ given credit to those religious papers who either do not lend their pages to the exploitation of fraudulent nostrums or who are honestly striving to eradicate such as they have already contracted for. Mr. Adams gives a much larger list and comments as follows:

"It must not be inferred, however, that all the prints which serve God in their editorial pages serve Mammon in their advertisements. There are journals, like the *Unitarian Christian Register*, the *Universalist Leader*, the *New York Christian Advocate* (Methodist), the *Nashville Christian Advocate* (Methodist), the *Los Angeles Tidings* (Roman Catholic), the *American Hebrew and Jewish Messenger*, the *Record of Christian Work*, the *Christian Herald*, the *Religious Telescope* (United Brethren), the *American Friend*, and *Forward*, which 'touch not the unclean thing.' Others there are, such as the *New York Churchman* (Episcopalian), the *Southern* (Atlanta) *Presbyterian*, the *Interior* (Presbyterian), and the *Epworth Herald* (Methodist), which, with an honest intention and a general policy of decency in advertising, occasionally, through inadvertence, admit fraudulent or dangerous 'patent medicines' to their columns."

1. THE JOURNAL A. M. A., July 6, 1907, 53.

CAVEAT EMPTOR!

One of the stock defenses of the religious journals that advertise nostrums, is, that they refuse, yearly, thousands of dollars' worth of advertising because of its objectionableness.

"Loud and clear in this choral offering rises the voice of the *Christian Endeavor World*. The *Christian Endeavor World*, as the 'official representative of the Christian Endeavor movement,' displays, as its editorial motto, 'Continuing the Golden Rule.' That is very good so far as it goes. But, after studying its medical columns, I would suggest as a second motto, to be printed above its advertisements, the warning, *Caveat emptor!* For the intending purchaser may well beware in reading the man-traps which constitute so large a part of the *Christian Endeavor World's* patronage. Clippings from a few issues, taken haphazard, show, in the line of medical advertising, eight obvious swindles, five dangerous quackeries, and seven promised 'cures' for diseases which are incurable by medicine.

"'Continuing the Golden Rule!' Is this continuing the Golden Rule, to invite the unsuspecting sufferer to cure his own rheumatism by pasting a bit of sticking plaster, sur-named 'Magic Foot Drafts,' on the bottom of his feet, in the hope of 'drawing out the uric acid' by a species of mysterious suction? Or to lure him deeper into the slough of the drug habit by involving him in the toils of the Dr. J. L. Stephens' morphin cure, which consists in giving him, in secret form, all the morphin he craves? Or to point him to the den of that arch faker of optical malpractice, Oren Oneal? Or to deliver him to the tender mercies of Dr. Bye, of cancer ill-fame, or of the remarkably Reverend Blosser, or of Gauss the 'catarrh specialist'? Is it doing unto others as you would have them do unto you, to combine with the swindler Kilmer in the vending of his 'Swamp Root,' or with the bunco artist Cheney with his fake \$100 reward for any case it can not cure? Does the responsible publisher of the *Christian Endeavor World* really believe that 'crooked spines can be made straight' by mail? And that F. W. Parkhurst, 'the well-known publisher of Boston,' having 'nothing to sell,' yearns to impart to the public, free of charge, his 'cure' for neuralgia and rheumatism? 'Continuing the Golden Rule,' indeed! Continuing the Golden Brick!"

MAKING A VIRTUE OF NECESSITY.

The rejected advertising spoken of is as a rule merely of those products that are either outspokenly alcoholic in content or such as have been so thoroughly exposed through the press that the publishers dare not accept their advertisements. Says *Colliers*:

"The rejections are too often formal and literal, rather than based on any principle. The Duffy's Malt Whisky concern (whose product is both a fake medicine and a poor whisky) told me that they were constantly appealed to by church papers to advertise under the name of 'Duffy's Malt' or 'Duffy's Malt Remedy.' 'So long as you use the word whisky,' say the pious-minded publishers, 'we can not, of course, admit you to our columns.' That the preparation, with murderous mendacity, claims to cure tuberculosis and pneumonia makes no difference to their eagerness for a share of its earnings. The reek of blood itself will not revolt them, but the smell of alcohol sends their hands up in holy horror. Thus a fine old blended quackery like Peruna will be refused, on the ground that it is a known intoxicant, by religious editors who accept readily enough medical lures to the enslavements of morphin, or even the claims of preparations for the producing of abortion."

EDITORIALS FOR SALE.

Even the editorial columns of some of these journals are open to the purveyor of nostrums.

"The *Christian Century* of Chicago formerly performed this service for its patrons, Oren Oneal and P. Chester Madison, through the pen of its editor, Charles A. Young, but either through a change of heart or a change of editor (both, I suspect) it has forsworn such practices and now comes out with a definite announcement that no suspicious or fraudulent advertising will be admitted to its columns, a pronouncement which its recent issues certainly bear out, so far as medical advertising goes. That so radical a change of policy should have been put in force is indicative of the recent awakening in religious journalistic circles.

"The 'editorial puff' market is not depleted, however. For any who wish to buy, the Rev. C. H. Forney, D.D., LL.D., editor of the *Church Advocate* of Harrisburg, Pa., is on the bargain counter. 'Organ of the Churches of God' the *Church Advocate* terms itself. Among other assorted rascalities, it publishes the advertisement of Dr. W. O. Smith, 'Specialist,' who deals in 'free medical advice by mail.'

"'Dr. Smith,' proclaims the advertisement, 'has adopted a method by which he can diagnose chronic diseases and successfully treat them at a distance. Dr. Smith has discovered a Positive, Radical, and Safe cure for all forms of Nervous, Chronic, and Special Diseases, such as Weakness in the Back and Limbs, General Debility, Impotence, Lack of Confidence, Nervousness, Languor (*sic*), Confusion of Ideas, Palpitation of the Heart, Timidity, Trembling of the Limbs, Dimness of Sight or Giddiness; Diseases of the Throat, Head, Nose, Stomach, Liver, and Kidneys; Skin Diseases of All Kinds; Blood Poison, Nervous and Vital Weakness, Catarrh, Rheumatism, Dropsy, Asthma, Chronic Bronchitis; Diseases of Women and all Chronic, Lingering

Complaints of Both Sexes. Take one Candid Thought before it is too late. A Week or Month may place your case beyond the Reach of Hope.'

"No intelligent person can read that advertisement without knowing that Dr. W. O. Smith, 'Specialist,' is a charlatan of the most malignant description. But it is not for the intelligent, but for the suffering and hopeful ignoramus that Dr. Smith's bunco game is prepared. And here, in the *Church Advocate's* editorial columns—*editorial*, mind you—we behold the Rev. C. H. Forney, D.D., LL.D., acting as 'barker' for the quack.

"The use of electricity in therapeutics is of comparatively (*sic*) recent origin, and its value is not generally known to-day, yet in its application to medicine and surgery it has been found to be of special efficacy. The variety of diseases for which it may be employed with the best results is indicated in the advertisement of Dr. W. O. Smith, which may be found on another page. As Dr. Smith is a well-known specialist in this line of his profession, a worthy and reliable gentleman, we take pleasure in recommending him to our readers. You run no risk whatever in consulting him.'

"The *Richmond Religious Herald*, which is filled with quackery of all kinds, willingly prints as reading matter, in exact imitation of a legitimate paragraph, exploitations of Dr. D. M. Bye's cancer 'cure,' and Vitæ-Ore. For thus deceiving its own subscribers it receives an extra rate from the charlatans."

EXCUSES THAT DO NOT EXCUSE.

As an excuse for its delinquencies "the *Baptist Watchman* of Boston publishes a defense of patent-medicine advertising which embodies certain of the arguments furnished in the 'canned editorials' sent out by the Proprietary Association of America. 'There are many medicines and much medical practice which ought to be condemned,' writes the editor,' and the *Watchman* will not knowingly approve or aid either in any way whatever. There are also many proprietary medicines which are simply physicians' prescriptions or methods which have proved successful in private practice, and which are advertised simply to give them a wider usefulness. The *Watchman* rejects advertisements all the time of those things which may reasonably be objected to.'

"An excellent platform to live up to. But the *Watchman* is jamfull of advertisements of both kinds: the legitimate proprietary remedies and the arrant shams—mostly the latter. Is there no reasonable objection in the mind of Edmund F. Merriam, editor of the *Watchman*, to Piso's Consumption Cure, which, under the Pure Food Law, has been forced to change its name on the labels (though not in its advertising) because its claim to cure consumption is baldly fraudulent? Is not Mrs. Winslow's Soothing Syrup, with

its enslaving morphin, a patent medicine which 'may reasonably be objected to'? Will Editor Merriam explain by what phenomenon of logic or elasticity of ethics he accepts the lucubrations of Dr. Bye, or Oren Oneal, of Liquozone, of Actina, that marvelous, two-ended mechanical appliance which 'cures' deafness at one terminus and blindness at the other, and all with a little oil of mustard, and of Mrs. M. Summers of Notre Dame, Ill., who in print yearns to impart to suffering humanity a sure cure for rheumatism, kidney troubles, and women's diseases, but who, in a composite photograph, would exhibit a full beard and a bass voice, and answer to the description of Vanderhoof & Co., patent-medicine fakers? Finally, has the *Watchman's* editor noted, by any chance, that Dr. Farrar of Boston, one of those leeches who claim to cure rupture 'without the knife or pain,' embodies this significant sentence in his advertisement in the *Watchman's* columns: '*Inquire of Publisher of this paper?*' If this does not mean that the *Watchman's* editorial endorsement is thrown in as a bonus when a quack purchases advertising space, then what does it mean? On the other hand, be it said to the paper's credit, its editorials fly in the face of its patent-medicine patrons by advocating a law 'requiring the full formula on all proprietary remedies.'"

THE MOTE AND THE BEAM.

The human tendency to magnify the mote in our neighbor's eye and totally overlook the beam in our own, is beautifully exemplified in some editorial writings in the religious press.

"For example, the *Gospel Advocate* of Nashville, Tenn., is quite sure," says Mr. Adams, "that the country is approaching ruin through cigarettes; and it further opines that 'the use of the organ in worship is a growing sin in our churches.' I have heard some pretty bad organists myself, but if I edited the *Gospel Advocate* I should clean up my pages a little before setting out to save my fellows from going to perdition via the music route. As a start, the editor might throw out his cancer cures, Vitæ-Ore, Mrs. Summers (the bearded lady of Notre Dame), Winslow's Soothing Syrup, the Reverend Blosser, and the quack Dr. Hathaway. Later, he might continue the good work by casting out the various lesser chicaneries which dubiously decorate his paper, at the end of which house-cleaning he could, with a better grace, tackle the body-destroying cigarette and the soul-destroying pipe organ.

"To the sensitive spirits of the Baltimore and Richmond *Christian Advocate* it is a lamentable thing that terrified Italians, during an earthquake, should have fallen on their knees and prayed to the saints. An editorial on this topic is headed 'Roman Catholic Superstition.' What kind of superstition is it when the *Christian Advocate* incites in its

readers when it points them to A. I. M. (Acid Iron Mineral), purporting to be a cure for anything from eezema to snake-bite, with a special claim as a remedy against bleeding to death? Winslow's Soothing Syrup, Vitæ-Ore, the Kellam Cancer Hospital, the Jackson 'free' rheumatism cure, and Dr. J. W. Blosser of catarrh-cure fame, who is sometimes a Rev. Dr. and sometimes a medical doctor, and at all times a fraud, also appear as appellants to the particular type of superstition which the editor of the *Advocate* fosters. Though not a Roman Catholic, I should much rather appeal for help to a saint in the event of earthquake than to Kellam or Blosser in case of cancer or catarrh.

"Dr. Buckley has done the Christian public a vast service in his exposures of Christian Science," approves G. C. Rankin, D.D., editor of the *Texas Christian Advocate*. This is all very well for Dr. Rankin; Christian Science does not advertise in Dr. Rankin's publication, therefore that politic person can commend attacks on it with a free heart. But Dr. Buckley, in the *New York Christian Advocate*, has for years been waging a relentless war not only on Christian Science, but also on the fraud medicines and 'sure cures' which *do* advertise in Dr. Rankin's journal. Does Dr. Rankin exhibit any irrepressible enthusiasm over this phase of his brother laborer's energetic work? Not so far as has appeared. Masterly silence has been the keystone of his strategic policy in this respect. And with sound reason, for if one cuts out from any single issue of Dr. Rankin's *Texas Christian Advocate* all the foul, indecent, dangerous, and mendacious paid matter, the remnant resembles a pattern for a broad-mesh mosquito netting. Cancer quacks, dropsy quacks, private disease quacks, all find equally hospitable refuge, at so much per line, in Dr. Rankin's columns. One enterprising person attains the height of absurdity by advertising, under the self-bestowed title of 'The Texas Wonder,' to cure all kidney and rheumatic troubles by mail for \$1. Another advertisement (which most daily papers throw into the waste basket) comes near the depth of degradation in exploiting 'Man Medicine.' Since this reverend gentleman so admires Dr. Buckley, I would respectfully suggest that he make a careful study of that militant editor's advertising pages; for therefrom he will learn, vastly to his surprise, very likely, that it is possible for one of his own faith and church to publish a religious journal, and a successful religious journal, whose advertising pages are clean, honest, and independent of a dollar's aid from any exponent of the Great American Fraud."

THE UNDENOMINATIONAL PRESS.

After dealing specifically with the denominational press, Mr. Adams turns his attention to the undenominational press, which he claims does not shine by comparison.

"The *Christian Work and Evangelist* prints the lures of Sproule, Mrs. M. Summers of Notre Dame, Dr. Bye, Piso's Consumption Cure and Winslow's Soothing Syrup, those twin 'dopes,' and Alice A. Wetmore, who has discovered a 'perfect home cure' for heart disease. The *Ram's Horn* excludes from its pages 'everybody and everything that we believe might abuse the confidence of our readers.' What a singularly touching trust is that of the *Ram's Horn* in its advertising patrons, when, to go no farther, it implicitly expresses its confidence in the thieving Dr. Coffee of Des Moines, and in Oxydonor, which modestly promises to cure not only all nervous complications, but such simple ailments as pneumonia and locomotor ataxia! The list might be indefinitely prolonged, extending from publications which will print anything in which there is a dollar to those which exclude open quacks and dangerous medicines, but accept the comparatively harmless but essentially mendacious claims of such proprietaries as Cuticura Soap and Stuart's Dyspepsia Tablets."

The article as a whole is a serious indictment of the religious press, but an indictment, we regret to say, which is deserved. There are several "telling" illustrations, which add immensely to the effectiveness of the article but to which we regret we can not give space.

Influences for Reform.

(From *The Journal A. M. A.*, Nov. 3, 1907.)

In a recent issue of *THE JOURNAL*¹ we gave a rather full report of *Collier's* arraignment of the religious press for the character of the advertising it carried. In a later issue of the same magazine² Samuel Hopkins Adams discusses the influences for reform, foremost among which he places the clean religious papers. He says:

"The very fact that they maintain themselves without taking blood-money is at once an accusation against their less consistent compeers and a refutation of the plea that without the money of quackery a religious paper can not be self-supporting.

THE CHRISTIAN ADVOCATES.

"On this important point, here is testimony from the *Christian Advocate* of Nashville, Tenn. The *Christian Advocate* is under the general direction of the publication house of the Methodist Episcopal Church. The editor, Rev. G. B. Winton, is made responsible for the advertising also, which is the proper and logical system, and has full powers to reject any objectionable matter. His rule is a simple one: 'That as far as possible advertisements of "patent medicines" be eliminated, and that if any are admitted they

1. Aug. 10, 1907, pp. 510-511.

2. *Collier's*, Oct. 12, 1907.

must be of articles free from narcotics, and an undue proportion of alcohol, and such as make no spurious claims as to what the medicines will accomplish.' Is the Nashville *Christian Advocate* tottering on the brink of beggary? An inquiry from the management of the paper indicates the reverse:

"At present, when we are more rigid in the scrutiny of advertising than ever before, and when we have three regular editors on our staff instead of two, as has been customary, the paper is self-sustaining.'

"Moreover, the Nashville *Christian Advocate* pays for its contributions, which few religious journals do. It would seem, therefore, to be, like its denominational brother, the New York *Christian Advocate*, an illustration of how an intelligent and conscientious standard of advertising helps rather than hinders a religious paper.

"The *Record of Christian Work* believes that 'to have one standard of orthodoxy for the editorial columns, and another for the business management is nothing less than cant.' Hence, it contrives to get along without taking a percentage for swindling the sick and suffering. So does the *Christian Register*, organ of the Unitarian denomination, which 'has not inserted medical advertising for thirty years'; the *Universalist Leader*, which 'declines everything objectionable regardless of financial results'; the *Catholic Monitor* of San Francisco; the *Catholic Tidings* of Los Angeles, which holds that exploiting fraud is 'incompatible with the teaching of Mother Church'; the *American Hebrew*, which adheres to a policy of 'no medical advertisements accepted'; the *American Israelite*; the *Orthographic Review*, a sectarian publication in Indianapolis; the *Christian Herald*, one of the pioneer protestants against this class of chicanery; *Forward* and the *Westminster Teacher*, issued by the Presbyterian Board of Publication and Sabbath School Work, which 'never inserts medical advertising in our mediums'; the *Cumberland Presbyterian Banner* of Jasper, Tenn.; and, with perhaps an occasional slip through inadvertence in admitting some mildly fraudulent but harmless proprietaries, the *Congregationalist*, the *Presbyterian Standard* and the *Christian Guardian* (Methodist). The *Religious Telescope* of the United Brethren Publishing House is dropping all this class of patronage. 'We do not regard all medical advertisements as harmful,' writes the editor, 'but there seems to be no safe way to attempt a distinction.' *Zion's Herald*, published in Boston, has made a distinction which is admirable if rigidly adhered to. 'Ordered: that after this date the publishing agent of *Zion's Herald* is instructed to decline all orders of advertisements of medicines that are composed in part of alcohol, opium, or other known harmful drugs; of advertisements that suggest disease or work on the imaginations of

the readers for that purpose, and of advertisements that make promises of impossible cures.'

"*Unity* (published in Chicago) 'does not know whether in the mind of *Collier's* it is a religious journal or not,' but in its thirty years of existence it has 'never wittingly yielded its columns to the pernicious advertiser, though it is not ignorant of the tempter and the force of the argument 'that good may come of it.' A study of the columns of *Unity* indicates that it is indeed a religious journal all the way through and that it has no double standard—one set of ethics for the editorial part and another for the advertising. Indeed, a paper which announces conspicuously, 'We absolutely guarantee all advertisements herein,' is obviously concerned with ethics first and earnings afterward."

THE LUTHERAN PUBLICATIONS.

"For the credit of the Lutheran Church the Rev. J. H. Witte of Hannibal, Mo., comes forward with a statement that all the publications of the Missouri Synod are free of fraudulent medical matter, naming specifically *Der Lutheraner*, *Die Missionstaube*, *Kinder-und-Jugendblatt*, *The Young Lutheran's Magazine*, and the *Lutheran Witness*. The *Lutherische Kirchenzeitung* of Columbus, Ohio, has never carried medical advertisements. 'We are opposed to the whole business of pouring unknown drugs or fluids of doubtful character into people,' says the Rev. Mr. Lenski, the editor, 'and are using our influence against it. My church body would call me sharply to task if I took a different course.' It would hardly do to assume that the Lutherans, as a body, are of higher principle or clearer intelligence than other churches, but certainly it would seem that they have the ability, above most others, of making their publications represent the best qualities of their religion."

Mr. Adams then gives a summary of the excuses offered by the various editors whose journals he took to task. Most of these "excuses" do not excuse, a few seem based on the old theory: "No case; abuse plaintiff's attorney." Not all, however, try to evade the impeachment; one editor in particular acknowledging the need of reform.

"From paltering excuse and shuffling evasion, it is good to turn to the words of a religious editor who puts principle above profits. No writing of mine can sum up the essentials of the situation as does this extract from a letter of Frank Willis Barnett, editor and owner of the *Alabama Baptist*, published in Birmingham, a paper which has been full to reeking with fraudulent medical advertising.

"I hope soon to have a clean bill of health. From personal experience I know that the man who publishes a denominational weekly has a hard, uphill fight to make

both ends meet. I do not want to pose as heroic, but as sure as you live your articles make it mighty tight on the editors of religious papers. It is easy to say 'Better that they went out of existence.' But when you, or any other man, looks his bread and meat in the face, and sees the pone grow smaller and the cut littler, it is an effort to do right when one's stomach suffers. But, after all, if we believe what we preach and write, we must do the square thing ourselves, or how can we help others to win moral battles? I am glad that I live in an age when men are willing to make sacrifices and when the press is undertaking big reforms against powerful interests. It is no time in which to whine."

Summing up, Mr. Adams says, referring to the editor's letter given above:

"Reverend gentlemen of the religious press, you who publish papers of power and influence, backed safely by the financial ability of your church organizations, whither you lead others will follow. If Mr. Barnett, sole owner of his struggling paper, with his whole career staked on his venture, can better afford to cleanse himself of the evil influences that have hitherto been the mainstay of his enterprise, can better afford to see the pone grow smaller and the cut littler, can better afford to be an honorable Christian from cover to cover of his publication than to compromise with the devil of quackery, can you afford to do otherwise?"

The Reverse of the Shield.

(From *The Journal A. M. A.*, July 26, 1907.)

From time to time we have called attention to the shameful way in which religious papers, as a class, sell their pages to the exploiters of nostrums of the most fraudulent character. Church papers come in closer touch with their subscribers than any other law publications. The influence wielded by such papers is immense and their responsibility correspondingly great. It is a matter for congratulation, therefore, to find that many of the higher class of church papers are slowly, but none the less surely, dropping this class of advertising. We have previously published¹ the fact that the *Christian Herald* and the *Alabama Baptist* either do not carry objectionable advertising or are getting rid of it as fast as contracts expire. We are glad to learn from the *Ohio State Medical Journal* that the *Lutherische Kirchenzeitung*, published at Columbus, Ohio, is one of the few religious journals that carries not only no medical advertisements, but has never done so. This record is so unusual that we quote the editor's

1. THE JOURNAL, Feb. 2, 1907, p. 435.

reply to a letter from the Ohio League for the Suppression of Fraudulent Advertising:

I am happy to state that the paper (*Lutherische Kirchenzeitung*) has never published a line of advertising for self-treatment, in fact of any medical remedy. We are opposed to the whole business of pouring unknown drugs or fluids of doubtful character into people and are using our influence against it.

My church body would call me sharply to task if I took a different course.

I must thank you for sending me the reprint of *Collier's* articles, of which I knew, but which I had not myself read. I shall endeavor to say something in my editorial items concerning this bad medicine business.

R. C. H. LENSKI,
Editor *Lutherische Kirchenzeitung*.

As the *Ohio State Medical Journal* says: "This testimony does credit to one of the largest and most important church bodies in the United States."

PRESBYTERIES TAKE ACTION.

We had occasion in a previous issue² of THE JOURNAL to call attention to the case of the *Cumberland Presbyterian* and the correspondence that Dr. B. H. Blair, of Lebanon, Ohio, had with its editor. As an aftermath it is interesting to note that the following recommendation by Dr. Blair was recently adopted by the Miami presbytery:

Miami Presbytery, in regular session at Covington, Ohio, this the third day of April, 1907, being convinced, by evidence furnished by those qualified to speak on the subject, that practically all medical advertisements appearing in religious papers are grossly exaggerated, misleading and fraudulent and can not consistently with the purposes of such religious papers be carried by them, we therefore wish to record our unqualified condemnation of the practice of such publications in thus transcending their province and impairing their influence by selling space for such deceptive and fraudulent advertisements, and we recommend and urge editors and publishers of all our publications to exclude all such advertisements. We are confident that the exclusion of such advertisements is not only expedient but right. Such action, we are convinced, will meet with the hearty approval of all Christian readers who are informed on this subject, and will increase the influence for good and the respect in which these publications are held. We recommend that this action be recorded in the minutes of this Presbytery and that copies of it be sent for publication to the *Herald and Presbyter*, the *Interior*, and the *Cumberland Presbyterian*.

2. THE JOURNAL, Feb. 2, 1907, p. 423.

No less encouraging is the unanimous adoption of a resolution, almost identical with the one above, by the presbytery of Lima, Ohio. After referring to the "immortalities and fraudulent practices" in the "patent-medicine" business "as conducted by the Proprietary Association of America," it goes on to say:

We declare it our purpose to refuse endorsement to church publications which refuse to comply with this requirement. That public announcement of this our purpose may be made, a note of this action is directed to be inscribed in the minutes of this meeting by the clerk, and copies of the same sent by him to the *Herald and Presbyter*, of Cincinnati, Ohio, and the *Interior* of Chicago, for publication.

PETITION THE GENERAL ASSEMBLY.

Resolutions similar in import to the above were also adopted by the presbyteries of Mahoning, Portsmouth, Steubenville and Columbus—all in the synod of Ohio. When the general assembly of the Presbyterian church met recently, overtures were made asking for an official expression of opinion on this subject. The committee to which this was referred, while expressing its strong sympathy with the intent of the overture, called attention to the fact that the church has no control over journals representing themselves as organs of the Presbyterian church. As a matter of fact, such papers are not organs of the church at all, but simply private enterprises conducted for gain. This being so, the assembly had no jurisdiction and could merely recommend that fraternal council be sent to the publishers asking them to exclude from their columns "all advertisements of patent and proprietary medicines suspected of being fraudulent." It was not specified who is to do the "suspecting."

While this official action is not all that might be hoped, yet that was due, not to the committee, but to the system that permits private concerns to control the semi-official organs of the church. From a practical standpoint there can be no question as to the outcome. The church journals, of the better class at least, seeing the handwriting on the wall, will refuse to renew their contracts with the "patent medicine" vendors.

The clergy of the Presbyterian church are awakened to the questionable character of the advertisements carried in the papers which they recommend to their people. There is no doubt that this awakening is due, in general, to the work of the Ohio League for the Suppression of Fraudulent Advertising, and in particular to the energetic work of its executive committee, Drs. D. R. Silver, B. H. Blair, H. M. Lorimer, E. W. Mitchell and J. C. M. Floyd.

Nostrum Advertisements in Fraternal Publications.

(From *The Journal A. M. A.*, Nov. 23, 1907.)

While the official organs of fraternal organizations have not been as lax in their supervision of advertising matter as have the religious papers, many of them have been, and still are, open to serious criticism. Dr. J. W. Robinson, Mackay, Idaho, took occasion to call the attention of the editor of the *Modern Woodman* (the official organ of the Modern Woodmen of America) to the nature of some of the advertisements carried in this, the official, journal of the organization to which he belongs. The editor, in a courteous reply to Dr. Robinson, said, in part:

It affords me pleasure to report that at the September session of the executive council I recommended that the manager of advertising be instructed to make no new contracts with advertisers of "patent medicines," and that all existing contracts be canceled, to take effect not later than the issue for December, 1907. The executive council unanimously adopted my recommendation. After December, therefore, there will be no "patent medicine" advertisements of any kind inserted in the official paper. If at any time any advertisement appears in the official paper which you know to be a fraud, or in any way objectionable, I will esteem it a favor if you will notify me.

This is one more example of what may be accomplished by the subscriber to any journal which carries objectionable advertisements, and it also exemplifies the fact that the majority of editors and business managers have an evident desire to place the editorial and advertising departments on the same ethical plane. It emphasizes the fact that it lies largely within the subscriber's power to determine the class of advertising he shall be obliged to read; this being so, it is plain to see where the responsibility lies.

Another Fraternal Paper Omits Nostrum Advertisements.

(From *The Journal A. M. A.*, Feb. 15, 1908.)

The *Modern Woodman* announces that, commencing with its January issue, all medical advertising will be excluded. It says:

"We are taking this stand, not because we believe all medical advertisers are 'fakes,' but because we find it impossible to sift 'the wheat from the chaff.'"

Although this means the loss each month of a considerable volume of advertising, the *Modern Woodman* declares, it is determined to have its columns absolutely free from any kind of advertising that in any way conflicts with the following guarantee of the advertising manager:

"To each member of the Modern Woodmen of America I positively guarantee, while I am advertising manager of this paper, that no advertisements will be allowed in our columns unless I believe that any reader can safely do business with the advertiser. . . ."

The frank statement that it is impossible to discern between safe and dangerous medical advertisements is a confession that might well be made by many a paper if it had sufficient courage.

The interesting point about this action of the *Modern Woodman* is that the advertising manager feels that the step is necessitated by his endeavor to assure to the readers a square deal from every advertiser. He realizes that it is unsafe to count on any such thing from the average "patent medicine" or medical "specialist."

In contrast to the above action is the conduct of another fraternal paper, known as the *Royal Neighbor*, which is brought to our attention by a recent letter. As our correspondent states, the majority of the members of this order are women, and medical advertisers seem to think them easy marks, if we may judge by some very fraudulent advertisements found in this paper. We would suggest to the members of the order represented by the *Royal Neighbor* that they call the attention of the proper authorities to the unneighborliness of this partnership with fraud carried on by their journal.

Nostrum Advertising in Farm Journals.

(Editorially in *The Journal A. M. A.*, Feb. 15, 1908.)

An article entitled "Medical Advertising and Guarantees"—stated to be by a "well-known advertising man"—that is in every way as remarkable as it is gratifying, appears in the January issue of *Agricultural Advertising*. The writer, who claims twenty-five years' experience as an advertising man, first sketches the changes that have taken place in the advertising columns of the farm journals during the past five years, particularly in regard to medical advertising. He then indicates the losses inevitably entailed by the exclusion of "patent-medicine" advertisements. Finally, displaying a considerable familiarity with the conditions of public policy and of general ethics that render such exclusion desirable, he asks what prompts the publishers to turn down year after year a small fortune, and suggests the following significant answer: "Perhaps the foresight of these publishers is clear enough to make it apparent that during the next quarter of a century they will be so strongly entrenched in the hearts of their readers that

it [their circulation] will more than offset in profit their loss on medical advertising." The agricultural papers whose columns are to-day "closed and locked" against this nostrum advertising, according to the writer, are the *Farm Journal* (which has for years refused all medical advertisements), the *American Agriculturist*, the *Orange Judd Farmer*, and the *New England Homestead*, which have together turned down since 1902 some \$50,000 worth of such business, and the *Farm and Home*, which has refused some \$60,000 worth during the same period. That these papers, which as a class have perhaps less to fear than most others from the stoppage of subscriptions through objections on the part of readers to any specific class of advertising, and perhaps proportionately more to lose also in advertising returns, should be among the first to stand for clean advertising, is of the greatest credit to them. But to those who have the interests of this movement truly at heart their action is in the highest degree gratifying, not only as a significant example of the writing on the wall, but even more because the class of people mainly reached by such journals, living, as they do, more isolated lives than community workers, are more apt to be misled by plausible mendaciousness and specious suggestion, and, moreover, being dependent for their supplies largely on the mail order system, they the more easily fall victims to the vultures of commerce.

Nostrums and the German Medical Press.

(From *The Journal A. M. A.*, July 25, 1908.)

The *Münchener medizinische Wochenschrift* recently stated that it and certain other medical journals had rejected the advertisements of "leucrol," as this remedy was a "secret proprietary," and they preferred to exclude it from their advertising columns. The manufacturers objected to this statement and pointed with pride to their published formula. To this the *Wochenschrift* replies, June 23: "It is true that the firm publishes a formula for leucrol, but nevertheless the remedy belongs in the class of so-called secret remedies. The principal effective ingredient is said in the formula to be: 'Extract. Jubahar, the extract of an East Indian plant of the family of *Ranunculaceæ* much used medicinally by the natives.' Zernik's analysis of leucrol demonstrated the presence of cocoa, sugar and lemon juice, and the absence of any specially powerful ingredient. None of the authorities consulted had ever heard of the plant, and no reference could be found to it in the text-books or special botanic literature."

The St. Louis Medical Society of City Hospital Alumni and
Medical Advertising.

(From The Journal A. M. A., March 28, 1908.)

The question of the character of advertising in medical journals has been brought to the fore by the Medical Society of City Hospital Alumni in St. Louis.

A paper was read before that society February 6 and the author declined to hand it over to the journal that prints its scientific proceedings for the reason that the advertising columns of that publication contained notices of more than twenty-preparations not found in the list of remedies tentatively approved by the Council on Pharmacy and Chemistry. In a letter to the president of the society, Dr. William E. Sauer, the author of the paper in question, Dr. George Homan, says:

Presumably their omission from that list signifies a lack of pharmaceutic merit or therapeutic value as judged and decided by the only competent court officially constituted by the organized profession for that purpose. This body has built a highway and set clear lights burning across what a few years ago was a quagmire in which the profession helplessly floundered, and for such light and deliverance every consistent member of the American Medical Association owes thanks and loyal support in further works to the same end.

This observation is pertinent for the reason that the publisher of the journal in question is a physician in presumed good standing in his local society, and by that fact pledged professionally not only to advance the just efforts and aims of the body mentioned, but to refrain from acts calculated to discredit such work or to encourage among physicians any departure from the tests and standards declared by the Council and approved by the Association. This is a matter that touches the honesty and good faith of the profession, for without clean hands and clean skirts how can the local societies, the state associations, and the national body with good grace wage war on practically the same sort of advertising in the non-medical press?

The status of medical men holding membership in the American Medical Association, who are publishers of such journals and responsible in a business sense therefor, is different from that of all other classes of publishers, being thereby amenable to discipline, and their good professional standing is bound to be sharply challenged because of the dual rôle assumed, and by reason of an attitude that does not square in morals with the purpose of the profession as repeatedly and officially declared. In such cases the dividing line between the claim of the counting room and that of the consultation room must be extremely difficult to locate, for all human experience shows that no

man can serve two masters whose interests lie at opposite points of the compass. . . .

. . . . The underlying moral question is a weighty one to the profession and may become a burning issue, and while the society of which you are the head has no official relation to the American Medical Association, still a great many of its members belong to the organization which does stand locally for that body, and it can hardly be thought that the ethical standard of one would be lower than that of the other; and, consequently, no uncertain sound should be given forth as the ultimate demand for accounting and quittance on those who transgress may yet be voiced as of old: Choose ye this day, therefore, whom ye will serve, God or Mammon!

The matter was referred for consideration to a committee, which reported on March 5 that in view of the existing engagement between the society and the journal the obligation to deliver to the latter copy of its scientific work could not be repudiated until next December; this report was accepted, but not until a unanimous expression of opinion was made, by all who spoke, in condemnation of the character of the advertising mentioned, and of the obligation resting on the profession to clean house in this respect.

It is likely that this matter will shortly be pressed on the attention of the organized profession of Missouri in another form.

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