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"FEMALE-WEAKNESS" CURES
and
ALLIED FRAUDS

"Among the victims to quackery of every sort women far outnumber men. They are always more trustful and, as a rule, find it more difficult, especially when suffering, to believe that any one can be base enough to abuse their confidence, much less to take advantage of their helplessness in order to plunder and injure them."

—HENRY SEWILL, *in "Vanity Fair"*

PRICE 10 CENTS

1915

AMERICAN MEDICAL ASSOCIATION
535 NORTH DEARBORN STREET, CHICAGO
2016

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1915

"Female-Weakness" Cures and Allied Frauds

THE "VIAVI" TREATMENT

> *"A fake concern called the Viavi Company, which preys on impressionable women, has organized an elaborate 'lecture bureau,' mostly women and clergymen, to spread its doctrines, the chief of which is that every woman has something wrong with her, and that whatever it is Viavi preparations will cure it."*
>
> —*SAMUEL HOPKINS ADAMS*

Some twenty years ago, more or less, two young men, with a very small capital, but with highly developed commercial ability and an "idea," began business operations for the development of the "idea" in San Francisco. It was soon evident that the "idea" was no less valuable than the methods of development followed by the clever promoters. Time passed, the business grew and expanded beyond the limits of the city or the state or the country. But the smooth surface of the municipality was not disturbed; these two quiet gentlemen did not advertise themselves or their business methods by forcing either on public attention.

THE PROMOTERS

They soon began to acquire real estate in the vicinity of Van Ness Avenue, at first for their business requirements, and later for the investment of their profits. Presently their activities expanded; they moved into the down-town real estate field and exhibited a shrewdness and a judgment in the selection and exploitation of development enterprises that very soon attracted the attention of the business men of the community. The Crossley and the Rialto Buildings were of their holdings, and were later traded for the Fairmont property; it is said very advantageously. One of these brothers—for the men are brothers—undertook, we are told, on his own account the erection of the Monadnock Building on Market Street, which, it will be recalled, was one of the buildings practically undamaged by the earthquake and but little by fire. The land is said to have cost $1,000,000, and certainly the building must have increased the investment very considerably. It was one of the first buildings to be put in habitable shape immediately after the fire, and the financing of the enterprise

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is regarded by some business men as one of the cleverest pieces of financiering known in the city.

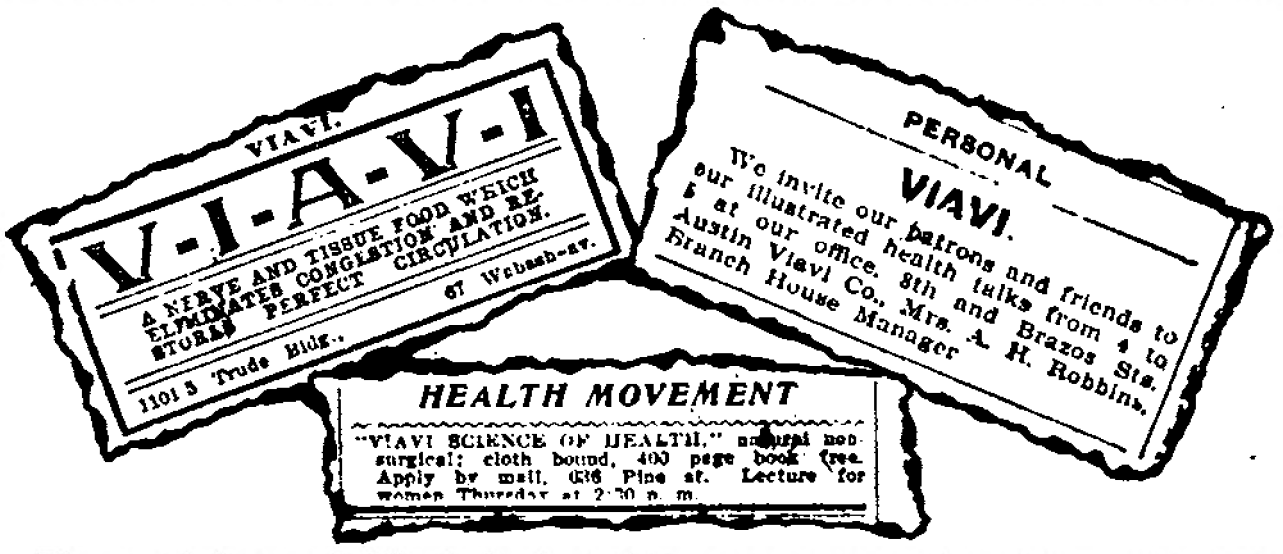
With the erection of these excellent civic improvements, attention was attracted to the two brothers who were thus demonstrating their faith in San Francisco, no less than their business acumen, by these very considerable investments from the proceeds of the well-cultivated "idea." They soon became prominently identified with various commercial activities. One of them was urged to become a director or trustee of the Young Men's Christian Association, and did so, retaining that connection, by request of the association, up to the present time. The other brother, we have been informed, has so impressed the financial element of the community with his most remarkable abilities as a financier and his excellent judgment in the selection of investments, that he was offered a large honorarium to give a few hours of his time as adviser to the management of one of the large banking institutions of the city, but could not spare the time from his own affairs. The commercial sagacity which saw the value of the "idea" and its development along original lines, and which intrepidly had its beginning with an extremely small capital, has been justified a thousand fold and has added to the city many large and magnificent buildings.

The real estate and commercial activities of these brothers must have been conducted with scrupulous probity, for they have the confidence of the moneyed interests and none is so keen to detect dishonest practices as the successful business man.

THE VIAVI "IDEA"

Let us see whence came this stream of gold, pouring from the original "idea," broadening and deepening until it has become a river of gold, capable of conversion into palatial buildings and holdings valued at millions.

The "idea" found its material existence in what is known to the promoters as "the Viavi treatment," and in its essence is



The exploiters of Viavi do but little newspaper advertising, although once in awhile some branch agency inserts a small advertisement similar to the ones herc reproduced. A noticeable exception to this rule occurred right after this exposure was first printed. Two San Francisco newspapers made some reference to this fraud at that time. Immediately large advertisements appeared in all the San Francisco newspapers. No further newspaper criticism appeared!

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so simple as to pass recognition. After reading all the Viavi literature hereafter referred to, and after statements made to us by Dr. Law, in our opinion the merit of the "treatment" consists in the well-known principle of the vaginal douche. To be sure, the real "idea," the douche, is masked about and hidden under "Viavi capsules" and "Viavi cerate," and "Viavi royal," and almost innumerable other "Viavi" stuff with curative powers apparently unlimited, as appears from the statements of the promoters hereafter set forth. Other things were cultivated as the territory enlarged under the brilliant management of the promoters, but the original source of the golden stream seems to be the vaginal douche.

It is a well-known fact that women seem to have the singular and rather unhealthy idea that the sexual organs should be ignored as something "low," "vulgar" or "indecent." Most of them do not keep these portions of the anatomy, which are peculiar to themselves, clean. Few mothers teach their daughters even the fundamental facts of reproduction or the physiologic data concerning their peculiar sex characteristics; fewer teach their daughters to keep the vagina clean by the use of douches; and fewer ever know, until they learn through experience, generally bitter, the tremendous importance of cleanliness and hygiene in the duties and obligations which are assumed with marriage.

CAPITALIZING CLEANLINESS

Most women suffer more or less from their reproductive organs, and a very considerable amount of this discomfort



Photographic reproduction of the label from a bottle of "Viavi Liquid" for which the outrageous price of $3 is charged.

or suffering is due to lack of common sense cleanliness. And that, as we understand it, is exactly what the agents of the Viavi are eternally preaching; it is almost every other word in the documents which the concern puts out; keep the vagina clean, by the use of the douche, and use a little common sense.

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The immediate increase of personal comfort, and many times the quick relief from some annoying minor ailment, which follow on the 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. But, of course, 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 uncurable by Viavi.

Now let us see how these gentlemen, Messrs. H. and H. E. Law, originators of the "idea" and of the "Viavi" treatment," as we have seen, well-known citizens of San Francisco and prominently identified with members of its upright and honorable commercial bodies, *work* the "idea" and conduct its business side so that it earns for them the millions which pour into their coffers. The promoters are the brains and the life of the enterprise and cannot be disassociated from it.



Photographic reproduction (reduced) of a label from a box of "Viavi Capsules." Eight dollars was asked for this mixture of golden-seal and cocoa butter.

SOME QUESTIONS

Do the Viavi "remedies" contain morphin, or opium, or some habit-forming drug?

The very question which we asked was bitterly resented by these gentlemen. They claimed it was a reproach to their self-respect even to intimate that they, who seek to alleviate the pains of suffering humanity in general, could trade on human life and character by selling to innocent people habit-forming "dope." They sent us copies of all sorts of certificates from analysts showing the absence of any harmful drug. And, furthermore, upon reflection, we came to the opinion that from the purely business standpoint, it is unnecessary to put

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an expensive article like morphin, and one liable to bring about trouble in the future, into their "remedies" when they do not need to. We need no further enlightenment and accept the statement that the preparations are free from morphin, etc.

"Were the Viavi remedies used for the prevention of conception or the procuring of abortion?"

This query was even more horrible to the promoters than was the former question. The very thought that such objects or purposes could be attributed to them was most painfully distressing to the Messrs. Law, and they felt keenly injured in their self-respect. They assured us in every way, by the spoken and the written word, that, so far from their having ever advocated the repulsive measures suggested, their greatest joy in life is to feel that, through the benevolent action of their remedies, they have aided thousands to become fruitful and have made the barren women conceive and bring forth.

But we have heard that their agents *did* sometimes recommend that Viavi was a means of preventing or aborting conception. Could it be so? Well, while they preached against it in every possible manner, irresponsible agents would occasionally overstep their instructions and suggest the frightful misuse of the Viavi. But the company repudiated all such and, in a letter, offer to aid in the prosecution of any representative suggesting Viavi for this vile purpose, or offering to sell anything with Viavi for the same criminal object. Possibly the agents or representatives who so far transgress their instructions as to suggest the criminal use of what the makers hold to be one of the most valuable blessings ever bestowed on a suffering people, have read and appreciated the import of the following statement (page 178 of a book entitled "Viavi Hygiene," edition of 1906), and another, quoted later:

" * * * but no attempt should be made to force or introduce the capsule into the mouth of the womb, as placing any substance within the cavity of the uterus is directly against the laws of nature, a fact shown by the contraction and labor-like expulsive pains that are induced by the introduction of any foreign substance within the uterine cavity."

WHAT IS IT?

We may safely assume that the Viavi "treatment" is free from opium, morphin, etc., and that the promoters do not encourage the practice of preventing or aborting conception. Such being the case, the question very naturally presents itself: "What is the Viavi treatment; what does it do and what do the promoters say of it; how do they present their claims and what do they claim?"

The original "treatment" was directed wholly to the afflictions of women, if we are not mistaken, and consisted of good advice, cleanliness, the douche and a capsule which was to be placed in the vagina, preferably high up and touching the cervix. Later, a cerate was made, the argument being that the vagina could not absorb enough of the wonderfully

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curative remedies contained in the capsule, so they were incorporated in the cerate, which was to be rubbed energetically into the back and belly. Still later, a liquid, also possessing the marvelous properties of the capsule and the cerate, was put out. At the present time there seem to be, in addition to the three forms mentioned, Viavi "Royal," Viavi "suppositories," Viavi "tablettes," Viavi "eye treatment," "Viavi "ear treatment," Viavi "tonic" and Viavi "laxative."

As to what it is, we confess ourselves a trifle at fault. The manufacturers speak of their various preparations as though "the great Viavi" were an entity, a special and particular substance created for the purpose of being incorporated into all of their various mixtures, of which it becomes the essential and universally curative base. On the other hand, a firm of analytical chemists reported recently, as follows:

"THE CAPSULES CONTAIN NO MORPHIN, AND, SO FAR AS WE ARE ABLE TO DETERMINE, THEY CONTAIN NOTHING BUT THE EXTRACT OF HYDRASTIS AND COCOA BUTTER."

Here is a difference of opinion. As all of the preparations are said to contain "the great Viavi," and as this one is reported to contain nothing but hydrastis and cocoa butter, we might possibly be excused for holding the belief that hydrastis enters into all of these wonderful compounds, and is the multifarious curative agent; or else, that the identity of "the great Viavi" changes as it enters into the different preparations.

Do the promoters of Viavi place before their patrons truth or fiction? Do the Messrs. Law, in conducting the Viavi business, adhere to those principles of honesty and fair dealing which, as citizens prominently identified with other and very large commercial activities, presumably they must exercise? In the business which has brought to them such enormous returns, have they exercised the common or "garden" variety of honesty, or have they resorted to half-truths and to but thinly veiled appeals to other influences?

VIAVI HYGIENE

Let us see what may be gleaned from the publications which they sent us. These consist of ten leaflets or pamphlets, one entitled "Health Book for Mothers and Daughters," and a volume of 610 pages entitled "Viavi Hygiene." The work of wading through this mass of material has been by no means slight, and we have called on a prominent gynecologist and a distinguished surgeon to aid in our labors by going through the material and making such comments as occur to them. All italics, etc., in quotations are ours.

From the "Health Book" we learn that Viavi "is purely a vegetable compound—more a food than 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. The capsule is applied directly to the uterus through

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the vagina and is absorbed, giving health, strength and vitality to these parts. The cerate is applied to the skin, over the diseased organs, and here, through the absorbent power of the skin, the patient is able to introduce Viavi into the system directly and in such quantities as may be desired. The membranes lining the cavities of the body, especially those of the mouth and nose, the throat, the bronchial tubes, the stomach, the bowels, the uterus, the vagina, and the bladder, originate from one parent cell early in fetal life and often when a person is predisposed to a weakness in this cell it is noticed in the lining membrane of the organs."



ARE AMERICAN WOMEN BECOMING HEALTHIER?



By Elizabeth Stuart Motley

STATISTICS and medical records show that nine-tenths of the women of the United States are sufferers from some sort of ailment, while the percentage of sickness or infirmity among men is very much lower. With this astonishing amount of ill health among the mothers, wives, and daughters of the country, the question naturally arises just now whether or not American women are becoming healthier or otherwise. It has been the fashion recently to proclaim that the tendency toward outdoor life—golf, horseback riding, walking, and that sort of thing—is making the woman of the United States a stronger, more vigorous, and hardy being than she was a generation ago. But what perceentage of the whole number of American women have time or means for golf, horseback riding, and long walks across country? The number who indulge in these good and healthful exercises is so small in comparison with the millions who have no opportunity for such things that it is hardly worthy of consideration in the discussion of the whole subject.

The doctors and the books on hygiene ascribe three principal causes the inferior health of American women. One of these is their lack of outdoor exercise, the second is their manner of dressing, and the third the nervous tension under which all American women live. And when we say "manner of dressing," we are referring to the custom of lacing. A few months ago we were glorying in the belief that the old enemy of woman, the habit of tight lacing, was gradually disappearing, because the "small waist" had ceased to be stylish. The desired and "proper" lines of the feminine form were broad shoulders and comparatively narrow hips, and to produce this effect the laces at the waist were not drawn too closely. It was announced that we had become more sensible, that we were realizing at last the error of our ways, that we had at last acknowledged the cause of a great deal of our unhappiness, and had sensibly decided to check the evil by removing its source.

But now a new condition has arisen. It is apparent that, if we are not careful, we will revert to the former uncomfortable and disastrous state of tight lacing. It suddenly became recognised that "waists are to be a little smaller this year." The fashion hints suggest it, the patterns show it, the modistes tell us so, and sure enough we appear in our new gowns with smaller waists. So that whatever benefit may have resulted from the fashion that permitted larger waists may now be lost by the reversion to the former custom.

Women, I think, have come to accept it as inevitable that they must suffer more pain than men. They even feel a sort of pride in taking this attitude: they resign themselves to it and then point out the fact that they are making a sacrifice to the race. They maintain a sort of mystery about this suffering, about the pain that makes them pale and haggard and unhappy. How absurd this is and how different from the attitude of men on the same subject! You never saw a man, certainly not one who approached the normal state, who took a pride in his afflictions. They are anxious enough for care and attention, I believe, during their illness, but they are eager enough to get well when sickness comes, and proud of it when they have recovered. The same should be true of all women.

It is absurd to assume that nature has designed that one sex should be less healthy than the other. As a matter of fact, all disease is unnatural. Pain is simply the signal which the body gives to the directing intelligence of the human being that it is being abused. When these warnings are observed and the cause of them removed, suffering ceases; and the sooner these general facts are understood and honored in the observance by women as well as men, the better it will be for the whole race.

I do not intend to attempt a full explanation here of the fact that women are so much less healthy than men; but what I want to emphasize is that there is absolutely no reason why this should be so; and as further evidence, I am going to describe a new and important movement, which, proceeding on the logical theory that it is wholly unnatural for women to suffer more pain than men, has made during the last ten years tremendous progress throughout the United States and Europe. This new propaganda is known as the Viavi movement, and had its beginning in San Francisco, Cal. The organization has representatives in every city and town of importance throughout the whole United States, and many in Europe and other parts of the world. The Viavi adherents are conducting a campaign of education, endeavoring to dispel the false custom that has countenanced and even compelled ignorance among women of facts that are necessary for their own happiness and well being.

The lack of knowledge among women of simple hygiene has furnished an opportunity for an enormous amount of imposition, an opportunity of which many have with great alacrity availed themselves. The Viavi cult hold that woman should know more about herself. They are opposing the impositions which many unscrupulous practitioners, claiming to be that which they are not, inflict upon women, and they are staying to a remarkable degree the riot of the surgeon's knife.

In the first place, it should be understood that ill health nearly always is the specific result of general conditions. We feel a pain in the head, for instance, and we are apt to conclude at once that the cause of that pain is local, that it is the result of something wrong within the skull, when as a matter of fact the pain may be the result of an unhealthy condition of the stomach, the liver, the kidneys, or any other of the organs of the body, brought about by unhealthy habits or mode of life. The pain makes itself manifest in the brain because that is the centre of the nervous system.

The next stage is pain in the region of the affected organ itself. Unless the conditions which caused the first signal are removed, the unhealthy state continues, increasing until it begins to affect organs and tissue, producing actual physical changes, which, becoming chronic, are called disease. The condition is then more serious, and cannot be removed always by altering the conditions that brought the disease into existence. The unhealthy state is both local and general, and in the process of cure this fact should be recognized. The first step is to restore with the right food the weakened condition of the body.

The body absorbs food in two ways, through the mouth and stomach, important steps in the alimentary canal, and through the pores as well. The next step is local application of harmless but effective material to the local conditions which are the result of disease.

In advocating this common-sense method for the restoration of health I am promulgating the plan which from my own investigation I have observed has proven successful in thousands and probably thousands of thousands of cases by the adoption of the Viavi system for women. I was surprised at first by the evidence of the success of this idea, for I saw that women who had been afflicted for years, who had suffered oceans of pain, who had paid out thousands of dollars in doctors' bills, who had been deprived of the joys, privileges, and benefits of life—I saw these women enthusiastic members of the Viavi organization, and, as was quite natural under the circumstances, the most earnest advocates of the system. On further investigation and after attending lectures at the New York office I began to understand the system more thoroughly, and soon become a convert myself.

These lectures, I may say, are open to any woman, and information can be obtained about them by writing to the Viavi offices in any of the large cities. The talks are given, of course, by those who have full and complete knowledge of the subject, and they are frank and tremendously instructive. The substance of the lectures will be given to you, no doubt, if you request it.

The effects of the Viavi movement are becoming so widespread that I am sure that before long American women as a whole will be largely affected by it, and we will come to be distinguished as a nation of healthy women. For the principles of this new organization are not only effective in curing disease, but contain practical methods by which health is permanently maintained; and these practical methods have much to do with the every-day mode of life.

I am thoroughly enthusiastic in preaching the gospel of health. There are many persons who have suffered so much pain that their views of life are warped. There is no better soil for the development of evil character than the unhealthy body. We all admire the happy, hearty, healthy man or woman. The leaders of the race are the men who are vigorous, normal, and sound, and the mothers of these men.

Note.—This article was written after the subject received careful consideration and was spontaneously brought to notice by the personal experience of a most intimate friend, who after years of suffering was made entirely healthy by the application of the Viavi principles.

Photographic reproduction (greatly reduced) of a "special artcle" that appeared in *Leslie's Weekly*, July 14, 1904. This did not appear as an advertisement, but in the body of the magazine as regular reading matter.

There is a truly beautiful, truthful and scientific statement! But why not include all the other tissues and structures of the body, which, equally with those named, spring from that one parent cell?

As we wend our strenuous way through the "Health Book," and through "Viavi Hygiene," we are ever confronted with references to the joys and pleasures of the "marital obligation," the terrific result on the affection of the husband which

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follows on the wife's loss of personal beauty, and we are continually informed that, as "nine women out of ten are lacking in health and strength, if not positively ill," the former pleasures will surely be lost and the affection wane, unless the unfortunate woman uses Viavi, when, of course, the desired result which follows on health, is speedily secured.

Under the caption of "Leucorrhea," we learn:

"This is a complaint from which almost every woman suffers at some period in her life."
"It is the very life force ebbing away."

Strangely like the phraseology of the "Men's-diseases only" quack in his "literature" relating to spermatorrhea!

"She can not bear healthy children. They will be liable to total weakness of the system" [whatever that awful condition may be].
"They may have scrofula or even consumption."

The horrors are piled up, and we learn that:

"There are deep rings under her eyes; her complexion is yellow, she grows irritable and inexplicably melancholy. If she is a wife those duties that were once her pleasure become obnoxious. No matter how much she may love her husband, her *marital obligation becomes distressing.*"

Of course, Viavi dispels this all-embracing gloom, restores her "pleasure," removes the awful sentence from her unborn offspring and renders the "marital obligation" once more delightful.

METHODS

Local offices are provided in all the principal cities and are presided over by "trained specialists in diseases of women" who have a "larger experience with these diseases than any other specialists could possibly have."

Examination of patients is entirely unnecessary, by the Viavi "treatment;" the patient makes her own diagnosis, or "if a blank Health Statement is procured, filled out and returned, competent advice will be given on it."

In one pamphlet we read:

"A distinctive feature of the Viavi treatment is the permanency of the cure."

In another we are told:

"It is one thing to make a cure complete; it is quite another to make it permanent. Of course we can not insure any one against a recurrence of disease."

The proprietors of the Viavi "treatment" not only maintain that their agents are competent to suggest the proper treatment without examination of the patient, and that the omnipotent wisdom of the officials in the home office (or some other) can give "competent advice" by mail, but they refer in terms of greatest horror to physician, gynecologist and surgeon, intimating that more harm than good always results from obtaining professional advice from licensed physicians. The gynecologist is referred to as the "body carpenter" and his work as "sacrilegious carpentry." We are told by the Messrs. Law in their publications, that operations "for the

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removal of a diseased breast rarely or never prove entirely successful," and that "extirpation or removal of diseased tissue by surgery is worse than useless."

One must pause to wonder what can be the sensations of the Fellows of the Chemical Society (England) when they think on such utterances from their distinguished life member, H. E. Law, as we have quoted above. It must be gratifying to the fellow-directors of Dr. Hartland Law, in the Young Men's Christian Association, to learn the remarkable degree of truth and scientific intelligence which he displays in his appeals to suffering women, no less than the respect which he shows toward one of the great liberal professions.

Let us quote a few extracts from the book, "Viavi Hygiene":

"Let a father reflect what it means to a girl to be submitted to an examination, even by a most considerate physician, if she falls ill—and these examinations are almost invariably made, and are rendered wholly unnecessary by the Viavi system of treatment."

"The mutual confidence that grows up between a sufferer and a Viavi representative is beautiful. Out of it arise conditions of the greatest value to the sufferer in her progress toward a cure. The sufferer opens her heart, is enabled hy the knowledge that she acquires to explain her condition intelligently."

Of course, the untrained mind of a girl is much more able to explain her condition than could a "most considerate physician."

"Every day thousands of women throughout the civilized world are deprived of their sex by the surgeon's knife, but the emasculation of a man is so rare an occurrence as to be extraordinary."

"Believing, as they do, that a woman's sex is of small or no importance to her economy, it is no wonder that physicians abound who will employ surgery to relieve them from the annoyance of menstruation and the risk of insemination."

"Wherever we look, using our eyes and brains, we see that sexual capacity and sexual appetite go together, and that they are absolutely inseparable; that there can be no sexual desire unless there is sexual capacity."

"A woman with a low estimate of the value of her sex . . . will not understand what her physical perfection means to her husband, nor how closely marital happiness depends upon it."

"A very large proportion of women's diseases were really incurable until the Viavi system of treatment was introduced."

"As for the influence of physicians with regard to the Viavi system of treatment, while many of the broader sort heartily indorse the treatment, some may be found arrayed against it, and ready to condemn it if their opinion of its merits be sought." [It would be interesting to know the names of "many of the broader sort" of physicians who indorse the Viavi "treatment."]

"The number of women whose breasts have been needlessly removed is appalling . . . a woman deprived of one or both of her breasts is hopelessly and lamentably disfigured."

THE MARRIAGE RELATION

There is a long chapter on "Conjugal Relations," which is certainly sufficiently explicit for the average girl whose father is warned against the evil, nay, terrible, results which are entailed by calling in a physician when she is ill. Much might be quoted, but one fragment will suffice:

"The evil effects of unsoundness of the sexual nature are so various and far reaching that even Viavi advocates *who have made so close a study of them,* doubtless fall far short of estimating them at their full value and to their whole extent. Thus, we may find conjugal infelicity between two persons seemingly perfectly healthy, the woman particu-

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larly being apparently perfectly sound in her sexual nature. [*sic.*] Yet she very likely inherited from her mother, through the latter's efforts to avoid maternity, a dislike for children and a refusal to bear them, thus incurring her husband's ill feeling; or she may have inherited a dislike for her husband's attentions."

This is most respectfully referred to Havelock Ellis, and doubtless it will be found very edifying by him.

"A wife may have so strong an affection for her husband that, even though she is lacking in desire, she takes a certain pleasure in giving him pleasure; but it is clear that this is a different thing from sexual pleasure, and that unless a woman enjoys this sort of pleasure she is not only losing what Nature intended she should have, but is violating a natural law of her being, and must suffer the penalty in one way or another."

Of course, we find, later on in the same paragraph, that "the effect of the Viavi system of treatment in such cases is remarkable in every way . . . rejuvenates the whole nature [*sic*] of a woman—makes her perfect in all the *attributes of wifehood.*"

"Everything connected with it (Viavi) tends to bring women into a closer relationship with Nature and Nature's God."

Curetting, the ordinarily prescribed treatment for flooding (metrorrhagia), has been rendered obsolete by the Viavi system of treatment."

"If the disease is in the form of tumors or polypi in the womb, she will be advised, sooner or later, unless she adopts the Viavi system of treatment, to submit to an operation in which her abdomen will be cut open on the median line, and the *symmetry of her figure destroyed;* perhaps she will be advised to submit to the removal of the womb. The Viavi system of treatment renders all these measures wholly unnecessary."

"A woman afflicted with any form of painful menstruation is in positive and imminent danger of a surgical operation, whether minor or capital, unless she adopts the Viavi system of treatment."



All quacks are alive to the value of laxatives. A purge is a good thing for most ills—real or imaginary. The above is a photographic reproduction (reduced) of a label from a small bottle of "Viavi Laxative."

"Curetting is resorted to because those who employ it have no better means of treating the conditions that they wish to overcome. . . . The Viavi system of treatment has rendered curetting unnecessary wherever employed."

"Leucorrhea in time entirely destroys the chief function of the vagina. Its walls become loose and flabby. Thus *sexual commerce becomes unsatisfactory and incomplete.*"

" . . . 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."

What was it we asked about Viavi being recommended for the prevention of conception?

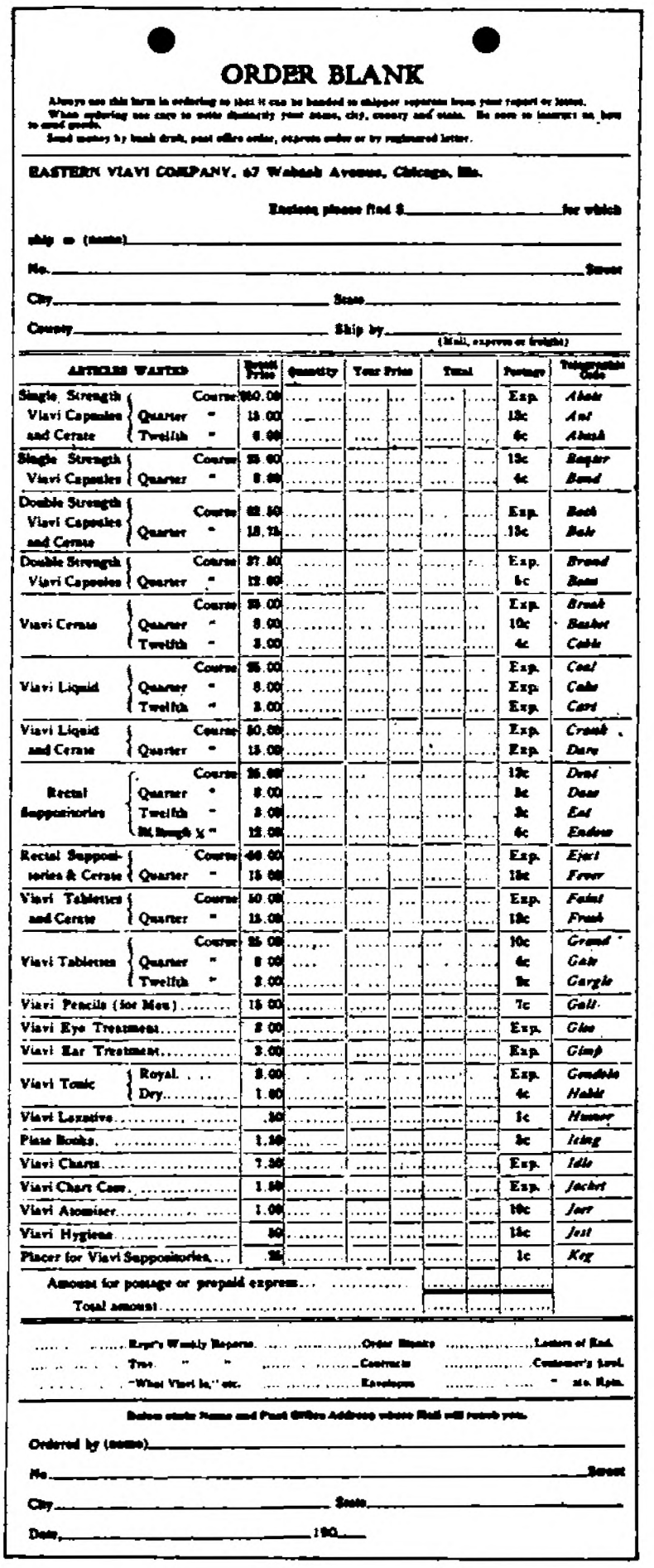
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VIAVI AND CANCER

When the careful student of the book "Viavi Hygiene" reaches the section devoted to tumors, he first learns the depth of ignorance in which all the scientific world, except the brothers Law, is sunk. No longer need the British Medical Association expend money or its savants waste time in trying to find the cause of cancer. Let Harvard University terminate the existence of its Cancer Commission. These are all but foolish children groping in the dark in the effort to find the cause of one of the saddest afflictions; the Law brothers have known it for years. The success with which they have kept their wonderful knowledge from the scientific world is no less than the modesty which they display in setting forth the facts in this greatest of all books. Listen: "If you have tears, prepare to shed them now!"

"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. . . . "

"Ovarian tumors, uterine tumors, whether inside the cavity, in the walls, or outside the



ORDER BLANK

Always use this form in ordering so that it can be handed to shipper separate from your report or letter.
When ordering use care to write distinctly your name, city, county and state. Be sure to instruct us how to send goods.
Send money by bank draft, post office order, express order or by registered letter.

EASTERN VIAVI COMPANY, 67 Wabash Avenue, Chicago, Ills.

Enclosed please find $_____ for which ship as (name)_____

No._____ Street

City._____ State._____

County._____ Ship by._____ (Mail, express or freight)

ARTICLES WANTED		Regular Price	Quantity	Your Price	Total	Postage	Telegraphic Code
Single Strength Viavi Capsules and Cerate	Course	$10.00				Exp.	*Abate*
	Quarter "	15.00				12c	*Ant*
	Twelfth "	6.00				6c	*Absit*
Single Strength Viavi Capsules	Course	25.00				15c	*Augur*
	Quarter "	8.00				4c	*Band*
Double Strength Viavi Capsules and Cerate	Course	32.50				Exp.	*Bath*
	Quarter "	10.75				15c	*Bale*
Double Strength Viavi Capsules	Course	27.50				Exp.	*Brand*
	Quarter "	12.00				6c	*Bane*
Viavi Cerate	Course	20.00				Exp.	*Brook*
	Quarter "	8.00				10c	*Basket*
	Twelfth "	3.00				4c	*Cable*
Viavi Liquid	Course	25.00				Exp.	*Coal*
	Quarter "	8.00				Exp.	*Cake*
	Twelfth "	3.00				Exp.	*Cart*
Viavi Liquid and Cerate	Course	50.00				Exp.	*Crank*
	Quarter "	15.00				Exp.	*Dare*
Rectal Suppositories	Course	25.00				12c	*Dent*
	Quarter "	8.00				3c	*Dear*
	Twelfth "	3.00				3c	*Eat*
	Bk. Rough ½ "	12.00				6c	*Endow*
Rectal Suppositories & Cerate	Course	40.00				Exp.	*Eject*
	Quarter "	15.00				12c	*Fever*
Viavi Tablettes and Cerate	Course	40.00				Exp.	*Faint*
	Quarter "	15.00				12c	*Frank*
Viavi Tablettes	Course	25.00				10c	*Grand*
	Quarter "	8.00				4c	*Gain*
	Twelfth "	3.00				3c	*Gargle*
Viavi Pencils (for Men)		15.00				7c	*Gall*
Viavi Eye Treatment		3.00				Exp.	*Glue*
Viavi Ear Treatment		3.00				Exp.	*Glimp*
Viavi Tonic	Royal	3.00				Exp.	*Gondola*
	Dry	1.00				4c	*Habit*
Viavi Laxative		.50				1c	*Hammer*
Plain Books		1.50				3c	*Icing*
Viavi Charts		7.50				Exp.	*Idle*
Viavi Chart Case		1.50				Exp.	*Jacket*
Viavi Atomizer		1.00				10c	*Jar*
Viavi Hygiene		.50				15c	*Jest*
Placer for Viavi Suppositories		.25				1c	*Keg*
Amount for postage or prepaid express							
Total amount							

Expt's Weekly Reports. Order Blanks. Letters of Inst.
Tree " " Contracts Customer's Inst.
"What Viavi Is," etc. Envelopes " sts. Rpts.

Below state Name and Post Office Address where Bill will reach you.

Ordered by (name)_____

No._____ Street

City._____ State._____

Date,_____ 190__

Much reduced photographic reproduction of an order-blank used by the agents of this humbug in sending for supplies. Notice the outrageous prices asked for the various nostrums.

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walls; tumors of the vagina and Fallopian tubes; fatty, cystic or fibroid tumors; in fact, *tumors of all kinds in all parts of the body,* have been treated successfully by the Viavi method."

The Young Men's Christian Association must take great pride to itself when it realizes that one of the gentlemen who voice this statement is on its board of control, for is not his modest plea calculated to draw shekels from the pockets of poor, suffering women in an anxious pursuit of health?

VIAVI FOR MEN

Nor is it only suffering women who may find relief at the hands of these gentlemen, these prominent citizens of our community who have grown from poverty to affluence—by exploiting the Viavi treatment. They do not hesitate to hold out encouragement to man when he contemplates the loss of his proudest possession, his testicles. For a monetary consideration, not stated, the Messrs. Law will give the wonderful Viavi treatment to men afflicted with atrophy of the testicle, and hold out the encouraging intimation of a probable cure.

"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."

Note the keenness of the wording; the man "secured perfect recovery from the cerate," not from the wasting of the testicles!

Indeed, the keenness of the verbiage is one of the most remarkable things about the Viavi "literature," and is but another of the indications of the commercial acumen of the promoters, the Law brothers; for some years they employed, at no small expense, one of the cleverest writers on the Pacific Coast. Such work as theirs was not to be left to the ordinary "patent medicine" circular writer; their "literature," like their "treatment," must be unique, distinctive.

We are told, with the greatest air of frankness, that appendicitis, paralysis, paresis, locomotor ataxia, asthma, palsy "and many more, proceed from a depletion of nervous force —*from nervous debility.*" While we are nowhere told that all of these conditions can be cured by Viavi, we are told that *nervous debility* may be prevented or cured by it, and the natural implication, so subtly conveyed by the clever writer, might well produce the result that the poor incurable is parted from his coin; or the person with appendicitis is deluded into giving up, perchance, his life.

VIAVI IN GREAT BRITAIN

The London *Lancet* for March 10, 1900, and Jan. 17, 1903, pays its respects to the Viavi Co. In the first-mentioned issue it commented on certain facts which came out at an inquest held Feb. 25, 1900, by the coroner of East Sussex, on the

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body of a woman who had died while under treatment by the Viavi system. The jury handed in the following verdict:

> "We wish to return a verdict of death from natural causes; we also think that the life of the deceased might have been prolonged had she been placed under properly qualified medical treatment, and from the evidence brought before us, we consider the Viavi Company a fraud."

In another case heard before Judge Parry, in the Manchester County Court, on May 17, 1901, the same fraudulent parties had to pay £50, with costs, for breach of contract, i. e., for failing to cure.

It seems to us as medical men that nothing need be added to the force and effect of the foregoing excerpts from the literature issued necessarily with the approval of the Messrs. Law. But we trust that our present review of the "Viavi system of treatment," and its promoters, will reach the eyes of many who are not physicians, and hence we must comment somewhat on the general question discussed.

CONCLUSIONS

If the Laws are correct in their views on physiology and pathology, then the whole medical world is all wrong.

If their statements as to the value and effect of operations in cases mentioned in the foregoing quotations are true, then all the surgeons in the world are wrong and are doing infinite harm.

The whole progress of medical thought and advancement during the past hundred years is totally opposed to the remarkable theories of the Law Brothers. What reputable physician, not employed by them, could be found to agree with them?

And what can be said of their printed statement that when a woman has acquired strength through the use of Viavi remedies, she can control and regulate the birth of her children and their number?

We ask all the honorable gentlemen who are business associates of the Laws, the directors of the Young Men's Christian Association, and the rest, what they think of the quotations from the Viavi literature above set forth? Do they agree with the claims of the wealthy brothers? Do they think that with increased health and strength a married woman can by more than one proper means control conception? Do they stand for that statement made by the proprietors of this "discovery"? Is the whole world, medical and lay, wrong, and are the commercially successful Laws alone right? Think it over, gentlemen!

Yet, of such is the business of the "Viavi" constructed; a 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.

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Do their associates believe that the Viavi treatment can do what the Laws claim for it? Do they believe that it can cure or benefit the diseases enumerated?

If they do not believe it, if they do not approve of the Law "literature," with its suggestions, with its insistence on the importance of the female form, with its intimations that the use of Viavi remedies will increase sexual pleasure, with its hints that wasting testicles can be benefited, and tumors of all kinds cured; with its insinuations, nay, statements, that childbirth can be controlled; that a woman can, through Viavi, become so "healthy" that she may "limit the number of offspring;" with their claims of benefiting suffering human-

You are invited to attend an

ILLUSTRATED TALK

on

"SCIENCE OF TRUE LIVING"

to be given by

MRS S A BAYARD

Wednesday, October 1st, at 1 P. M

at the

[redacted] Avenue Congregational Church
[redacted] and West [redacted] Street

Under the auspices of the Educational Department of The Northern Ohio Viavi Co

The Lectures are Free

How the Viavi fraud is worked! This card was sent to the members of the church and others. Thus are well-meaning women and unsophisticated pastors used as pawns in the game of quackery. For every woman who attended the "lecture," the "Ladies' Aid Society" was to be paid ten cents.

ity and advising women never to have a tumor removed by the knife until, alas, it may be too late for the beneficent surgeon, and the victim of the false advice is claimed by death; if, we say, they do not approve of these things, what must be their thoughts, and the thoughts of the members of the Merchants' Association when they sit at dinner in the Fairmont Hotel on the night of April 18, as we are told they will? Will they think of the matters treated of in this article and of the basis of the fortune of the Laws, or will they say "money talks," and think of what successful business men are the owners of the hotel in which they dine?

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Will they care *how* the money has been garnered? Will they question whether the Law brothers are benefactors of humanity, or merely successful in making money out of the sick and suffering?

Arthur McEwen has said that any Front Street merchant would prosecute his chief clerk for embezzlement for the mere crime of emulation! Perhaps, business men of San Francisco, pillars of our municipal society, you do not care how people become rich, so that they *be* rich.

Perhaps so long as a man does nothing actually criminal, nothing for which he could be sent to jail, our "merchant princes" do not care by what means wealth is acquired.

Gentlemen, do you, or do you not, approve of the manner of the money gathering of the Law brothers?—(*From the California State Journal of Medicine, April, 1907.*)

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Mail-Order Frauds

"There is another branch of pretenders to this art [medicine], who without either horse or pickle-herring lie snug in a garret and send down notice to the world of their extraordinary parts and abilities by printed bills and advertisements."
—Addison, in the SPECTATOR.

BERTHA C. DAY

A study of the multitude of mail-order medical fakes makes plain one fact: Few of such concerns are owned by the renegade physicians whose names adorn the stationery of the companies. Most companies of this kind are organized and capitalized by shrewd—and often unscrupulous—business men. These companies are run solely and only for profit; the health or well-being of the victim who seeks their aid is a matter of indifference. It is not the state of the patient's health that concerns these harpies, but the condition of his pocketbook; it is not his sufferings they seek to relieve him of, but his money. The business is a commercial one; pills and tablets bought by the million from pharmaceutical houses; form letters skilfully designed to imitate either handwriting or typewriting; testimonials; lists of names of "easy marks" purchased from letter brokers; unscrupulous physicians whose incompetency has made them failures in the honorable practice of medicine and who are willing to sell their birthright of professional honor for a miserable mess of pottage—these are the stock in trade of mail-order medical fakers.

In Fort Wayne, Ind., there are two mail-order medical concerns said to be doing a large and profitable business, and to be owned and operated by one William M. Griffin, a dealer in teas, coffees, etc. These are the J. W. Kidd Co., which "treats" anything from consumption to corns and the Dr. Bertha C. Day Co., which makes a "specialty" of "diseases of women." There is another "diseases of women" mail-order fake in the same town run by a Dr. Luella McKinley Derbyshire. It is said that the Derbyshire concern used to be owned by Griffin, but was purchased by Dr. Derbyshire about 1903. From a business standpoint, it seems rather unkind for Griffin to sell out a "female specialist" mail-order business and later start a competitive house. In 1906, Dr. Derbyshire was arraigned in the Federal courts on the charge

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of sending obscene matter, in the form of consultation blanks, through the mails. Her defense was, according to the papers, that the blanks were the same as those which had been used by Griffin for some years before she purchased the business from him, and that she "understood that a competent lawyer had gone over the blanks and found that there was nothing unmailable in them." Dr. Derbyshire's methods of doing business are practically identical with those of Dr. Day, and her diagnoses are just as fraudulent and worthless. In a later article, we may give some space to the Derbyshire concern and also to the Kidd branch of Griffin's quackery.





After our exposé of the Bertha C. Day concern Griffin, the owner, changed its name to "Woman's Health Institute" and another woman was hired as stool-pigeon—Dr. Julia D. Godfrey. Here are shown greatly reduced photographic reproductions of advertisements of the Bertha C. Day and the Julia D. Godfrey concerns.

Dr. Bertha C. Day is the stool-pigeon for Wm. M. Griffin in operating a mail-order medical treatment for the "diseases of women." The Bertha C. Day concern advertises in those cheap and nasty magazines that are the sheet-anchor of the advertising medical faker; it also has an occasional advertisement in the less particular newspapers. Bertha C. Day advertises that she is "a woman—a wife—a mother—a successful physician—a specialist on diseases of women." She puts great stress on her "long and varied experience." In a

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booklet entitled, "Diseases of Women and The Home Medical Guide," which she sends to those who answer the advertisement and which she claims to have written, we read:

"Her *vast experience* as a physician is only one of the qualifications she possesses . . ."

"Her training and *vast experience* as a physician enables her to do more for suffering women than any woman can who is not a physician . . ."

"During *several years* of active life *as a general practitioner* she acquired a vast amount of valuable experience that very few ever possess . . ." [Italics ours.—Ed.]

These quotations—from a book written in 1909—naturally give the reader the impression that Dr. Bertha C. Day has been in practice for several years. As a matter of fact, Dr. Day graduated from the Detroit Homeopathic College in 1907 and was licensed to practice in 1908! This would indicate that however "varied" her experience may have been, it could scarcely, with truth, be called long. As the "Bertha C. Day Company" was chartered in 1908—the year that Bertha C. Day received her license to practice medicine—her "vast experience" has evidently been confined to treating people she has never seen, by means of tablets bought in million lots and prescribed on diagnoses that are both worthless and fraudulent.

THE METHODS EMPLOYED

An individual, whom we may call Mrs. X, seeing one of Bertha C. Day's advertisements, wrote for particulars about the methods of "treatment." By return mail she received a form letter in which the date and her name were filled in by means of a typewriter. The letter stated among other things:

"Before preparing the treatment for you, however, it will be necessary for me to have a more thorough understanding of your case. I am, therefore, inclosing herewith a Symptom Blank, which I will be pleased to have you fill out and return to me."

The "Symptom Blank" consisted of a number of questions to be answered. There was also a list of diseases and symptoms, and the patient was instructed to "draw a line under any of the following diseases or symptoms you have." Accordingly, Mrs. X underscored the following:

"LEUCORRHEA"
"CONSTIPATION"
"PAINFUL PERIODS"
"FEMALE TROUBLE"

On sending this in to Dr. Day, form letter No. 2 came back, containing among many other things, the statement:

"A careful diagnosis of your case shows you have *Vaginitis, Constipation, Painful Menstruation* and *Female Weakness.*"

The words we have put in italics had been filled in by means of a typewriter, having the same style and size of type and the same color ink as that used in printing the rest of the letter. How much skill and "vast experience" was neces-

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sary to make such a diagnosis from the symptom blank? The facts are, the "careful diagnosis" showed that Mrs. X was suffering from the very complaints that she had told Dr. Day she was suffering from. In other words, Mrs. X diagnosed her own case. In the same form letter Mrs. X was told:

"I have mailed you a copy of my book, 'Diseases of Women and Home Medical Guide.' Be sure to read the description of your condition on Pages *86, 32, 58, 27 and 25-47.*"



Greatly reduced photographic reproductions of letterheads of some of Griffin's mail-order medical concerns. The "Ovelmo Company" advertises to cure all skin diseases. The "Atlanta Remedy Company," Atlanta, Ga., "Woman's Remedy Co.," San Francisco, and the "Woman's Health Institute," Fort Wayne, all advertise as "specialists" in "female trouble." The "J. W. Kidd Co.," Fort Wayne, Ind., does a general mail-order medical business.

THE FREE AND SPECIAL TREATMENTS

Here again, the figures we are italicizing were the only part of the paragraph that had been typewritten; the rest was printed. The same mail that brought this letter also brought a "free trial treatment" supposed to last three days and also a "special treatment" for which she had not asked. Mrs. X was told:

"Your case seems to be of long standing and you really should have the complete Course of Treatment at once, if you are to be completely cured. As I want to do everything possible for you, I have prepared a 'Special' course of treatment for you and am sending it, postage paid, in the same package with the free remedies."

The free treatment consisted of:

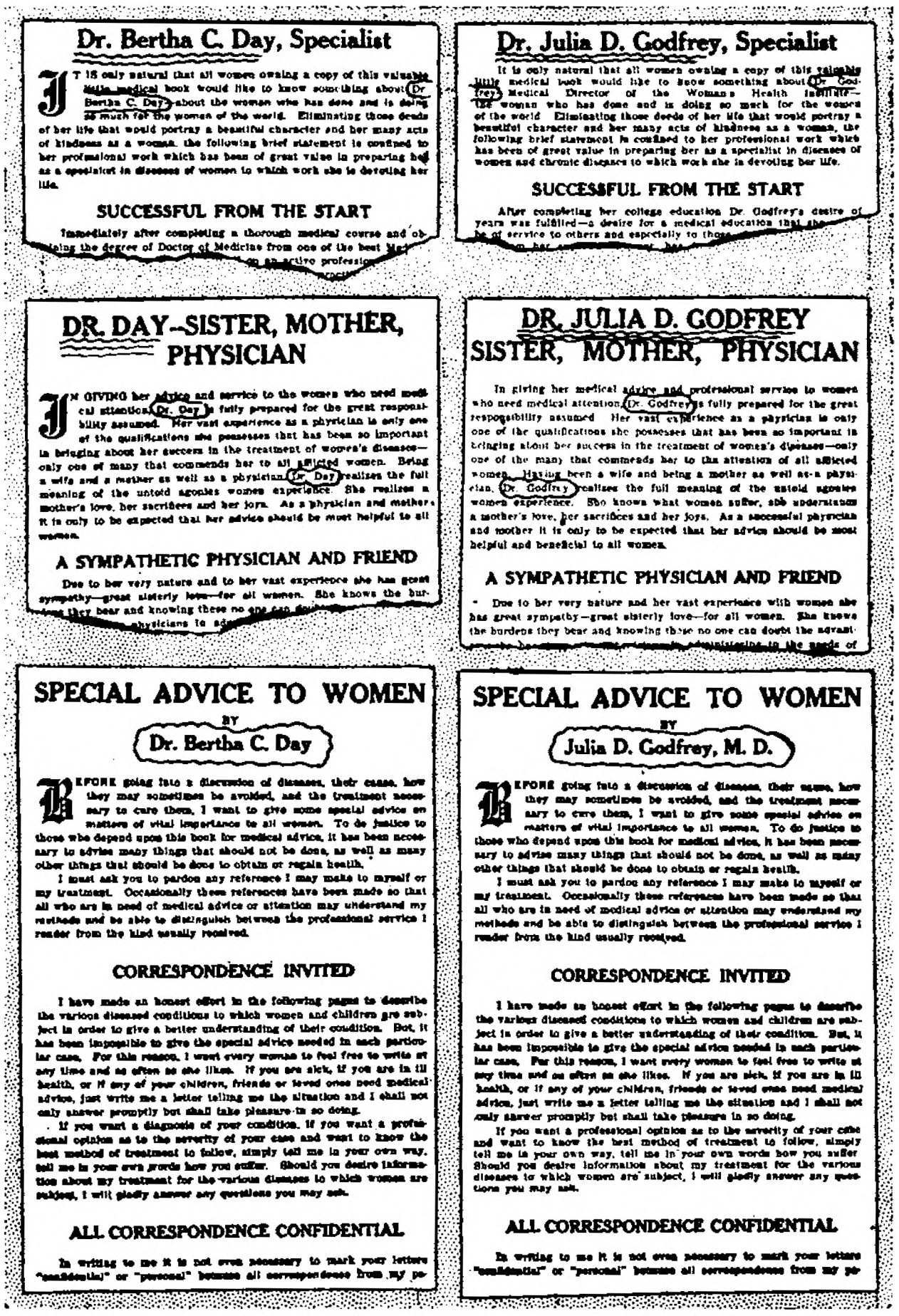
Six purple, triangular, coated tablets marked "C."
Three red, triangular, coated tablets marked "D."
Three pink, circular, coated tablets marked "45."
Two large, white, oval, uncoated tablets tor vaginal use marked "31."
One large, soft, cylindrical, vaginal suppository marked "30."

The "special treatment" received by Mrs. X consisted of six different kinds of tablets each labeled with a letter or

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number, prefixed with the words "Dr. Day's Private Formula":

"No. A": fifteen red, triangular, coated tablets.
"No. B": fifteen lavender-colored, triangular, coated tablets.
"No. 45": fifteen pink, circular, coated tablets.
"No. 58": fifteen brown, circular, uncoated tablets.
"No. 14": thirty-two, lavender-colored, circular, coated tablets.
"No. 31": fifteen large, white, oval uncoated tablets for vaginal use.



Dr. Bertha C. Day, Specialist

IT IS only natural that all women owning a copy of this valuable little medical book would like to know something about Dr. Bertha C. Day—about the woman who has done and is doing so much for the women of the world. Eliminating those deeds of her life that would portray a beautiful character and her many acts of kindness as a woman, the following brief statement is confined to her professional work which has been of great value in preparing her as a specialist in diseases of women to which work she is devoting her life.

SUCCESSFUL FROM THE START

Immediately after completing a thorough medical course and obtaining the degree of Doctor of Medicine from one of the best Medical Colleges in the country, she entered on an active professional career.

Dr. Julia D. Godfrey, Specialist

It is only natural that all women owning a copy of this valuable little medical book would like to know something about Dr. Godfrey, Medical Director of the Woman's Health Institute—the woman who has done and is doing so much for the women of the world. Eliminating those deeds of her life that would portray a beautiful character and her many acts of kindness as a woman, the following brief statement is confined to her professional work which has been of great value in preparing her as a specialist in diseases of women and chronic diseases to which work she is devoting her life.

SUCCESSFUL FROM THE START

After completing her college education Dr. Godfrey's desire of years was fulfilled—a desire for a medical education that she might be of service to others and especially to those [illegible]

DR. DAY—SISTER, MOTHER, PHYSICIAN

IN GIVING her advice and service to the women who need medical attention, Dr. Day is fully prepared for the great responsibility assumed. Her vast experience as a physician is only one of the qualifications she possesses that has been so important in bringing about her success in the treatment of women's diseases—only one of many that commends her to all afflicted women. Being a wife and a mother as well as a physician, Dr. Day realizes the full meaning of the untold agonies women experience. She realizes a mother's love, her sacrifices and her joys. As a physician and mother it is only to be expected that her advice should be most helpful to all women.

A SYMPATHETIC PHYSICIAN AND FRIEND

Due to her very nature and to her vast experience she has great sympathy—great sisterly love—for all women. She knows the burdens they bear and knowing these no one can doubt the advantages physicians to advise

DR. JULIA D. GODFREY SISTER, MOTHER, PHYSICIAN

In giving her medical advice and professional service to women who need medical attention, Dr. Godfrey is fully prepared for the great responsibility assumed. Her vast experience as a physician is only one of the qualifications she possesses that has been so important in bringing about her success in the treatment of women's diseases—only one of the many that commends her to the attention of all afflicted women. Having been a wife and being a mother as well as a physician, Dr. Godfrey realizes the full meaning of the untold agonies women experience. She knows what women suffer, she understands a mother's love, her sacrifices and her joys. As a successful physician and mother it is only to be expected that her advice should be most helpful and beneficial to all women.

A SYMPATHETIC PHYSICIAN AND FRIEND

Due to her very nature and her vast experience with women she has great sympathy—great sisterly love—for all women. She knows the burdens they bear and knowing these no one can doubt the advant[illegible] in administering to the needs of

SPECIAL ADVICE TO WOMEN

BY

Dr. Bertha C. Day

BEFORE going into a discussion of diseases, their cause, how they may sometimes be avoided, and the treatment necessary to cure them, I want to give some special advice on matters of vital importance to all women. To do justice to those who depend upon this book for medical advice, it has been necessary to advise many things that should not be done, as well as many other things that should be done to obtain or regain health.

I must ask you to pardon any reference I may make to myself or my treatment. Occasionally these references have been made so that all who are in need of medical advice or attention may understand my methods and be able to distinguish between the professional service I render from the kind usually received.

CORRESPONDENCE INVITED

I have made an honest effort in the following pages to describe the various diseased conditions to which women and children are subject in order to give a better understanding of their condition. But, it has been impossible to give the special advice needed in each particular case. For this reason, I want every woman to feel free to write at any time and as often as she likes. If you are sick, if you are in ill health, or if any of your children, friends or loved ones need medical advice, just write me a letter telling me the situation and I shall not only answer promptly but shall take pleasure in so doing.

If you want a diagnosis of your condition, if you want a professional opinion as to the severity of your case and want to know the best method of treatment to follow, simply tell me in your own way, tell me in your own words how you suffer. Should you desire information about my treatment for the various diseases to which women are subject, I will gladly answer any questions you may ask.

ALL CORRESPONDENCE CONFIDENTIAL

In writing to me it is not even necessary to mark your letters "confidential" or "personal" because all correspondence from my pa-

SPECIAL ADVICE TO WOMEN

BY

Julia D. Godfrey, M. D.

BEFORE going into a discussion of diseases, their cause, how they may sometimes be avoided, and the treatment necessary to cure them, I want to give some special advice on matters of vital importance to all women. To do justice to those who depend upon this book for medical advice, it has been necessary to advise many things that should not be done, as well as many other things that should be done to obtain or regain health.

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If you want a professional opinion as to the severity of your case and want to know the best method of treatment to follow, simply tell me in your own way, tell me in your own words how you suffer. Should you desire information about my treatment for the various diseases to which women are subject, I will gladly answer any questions you may ask.

ALL CORRESPONDENCE CONFIDENTIAL

In writing to me it is not even necessary to mark your letters "confidential" or "personal" because all correspondence from my pa-

Dr. Bertha C. Day is no longer connected with Griffin's concern and a Dr. Julia D. Godfrey has taken her place. The company still sends out a booklet "Diseases of Women" which was originally "written and published by Dr. Bertha C. Day." Not a word of the book has been changed except the title page and introduction, but it now goes out as the product of Julia D. Godfrey. Here are photographic reproductions of some parts of the two books, as issued under the names of Dr. Bertha C. Day and Dr. Julia D. Godfrey, respectively. They are practically identical.

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The probable composition of these variegated and multi-shaped tablets was determined in the following manner: In addition to her usual advertisements, Dr. Bertha C. Day also advertises that she will send "free prescriptions" to those who will fill out and send her the blanks that accompany such advertisements. One such blank was filled out and sent in by another person giving the same symptoms as those Mrs. X was supposed to be suffering from. In reply to this a letter and five printed prescriptions were received; each of the prescriptions was numbered or lettered the same as the tablets sent to Mrs. X, except that there was no prescription for "No. 31"—the tablets for vaginal use. Incidentally, at the same time that the "free prescription" was received the express company brought a package of tablets from Dr. Day, C.O.D., $2.50. But of this more later. According to these prescriptions, the tablets "A," "B," "45," "58" and "14" have the following composition:

℞. "A"

Ext. Gentian	7½ grains.
Strychnin Sulphate	¼ grain.
Ext. Quassia	7½ grains.
Bicarb. Soda	45 grains.

℞. "B"

Strychnin Sulphate	¼ grain.
Ext. Rhubarb	15 grains.
Ext. Cascara Sagrada	15 grains.
Bicarb. Soda	30 grains.

℞. "45"

Cascarin	4 grains.
Aloin	4 grains.
Podophyllin	2½ grains.
Ext. Belladonna Leaves	2 grains.
Strychnin Sulphate	¼ grain.
Oleoresin of Ginger	2 grains.

℞. "58"

Strychnin Sulphate	1/6 grain.
Powdered Ipecac	1/2 grain.
Oleoresin of capsicum	1/12 grain.

℞. "14"

Ext. Black Haw	30 grains.
Ext. Jamaica Dogwood	15 grains.
Powdered Ginger	½ grain.
Fluidextract of Pulsatilla	30 m.
Fluidextract Gelsemium	3½ m.

As has been said there was no prescription for "No. 31," but printed on the box that contained these vaginal tablets was the statement:

"Each contains 3 grains of acetanilid and ½ grain (¼ gr.?) powdered opium."

As this information was put on the box, apparently as an afterthought by means of a rubber stamp, the lettering was so illegible that it was impossible to say whether the tablets were alleged to contain ¼ or ½ grain of opium.

With the letter, notifying Mrs. X that the "special" and "free treatment" were being sent, was a page of directions for

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taking the medicines. The directions were printed in imitation typewriting and the "private formula" letters "A," "B," "C," "D," etc., have been filled in by means of a typewriter. The designation "No. 45" was printed instead of typewritten so that it is probable that whatever ails the patient, "Dr. Day's Private Formula No. 45" is always sent.

THE SLIDING SCALE OF PRICES

The price Mrs. X was asked for the "special treatment" was $2.00 and as she did not send the money, Dr. Day consistently following the methods of mail-order fakers, sent a series of follow-up letters. The general object of these letters is, apparently, gradually to lessen the amount asked for the "special treatment." It was evident, however, from some of the letters sent to Mrs. X that the mailing clerks who send out these heart-to-heart "personal" talks from Dr. Day are careless in selecting the right form-letter. In Mrs. X's case the first price asked, as has been already stated, was $2.00. In Dr. Day's third letter she says:

"As I made you a reduced price of $3.00, I hope you can remit the amount soon."

Evidently the mailing force at Dr. Day's establishment got this $2.00 patient confused with a $3.00 patient. Form letter No. 4 is one of those frank, confidential epistles that the mail-order fraternity get printed by the hundred-thousand and sign with a rubber stamp. The amount of the bill is not mentioned in this letter, it is merely an earnest request to send the money. The next form letter, No. 5, commences:

"I am busy with my patients this morning, but I feel I must take time to write you a note . . ."

Then follows the usual farrago of sentimental nonsense about being "a woman and a mother," and having a "sympathetic feeling" for the patient and Dr. Day once more urges Mrs. X to send the money.

"Something must be done at once—we must come to an understanding. Your health is being neglected . . ."

Thus commences form letter No. 6, and something *is* done: Dr. Bertha comes down to $1.00.

"Send me a $1.00 bill and the special fifteen-day treatment is yours."

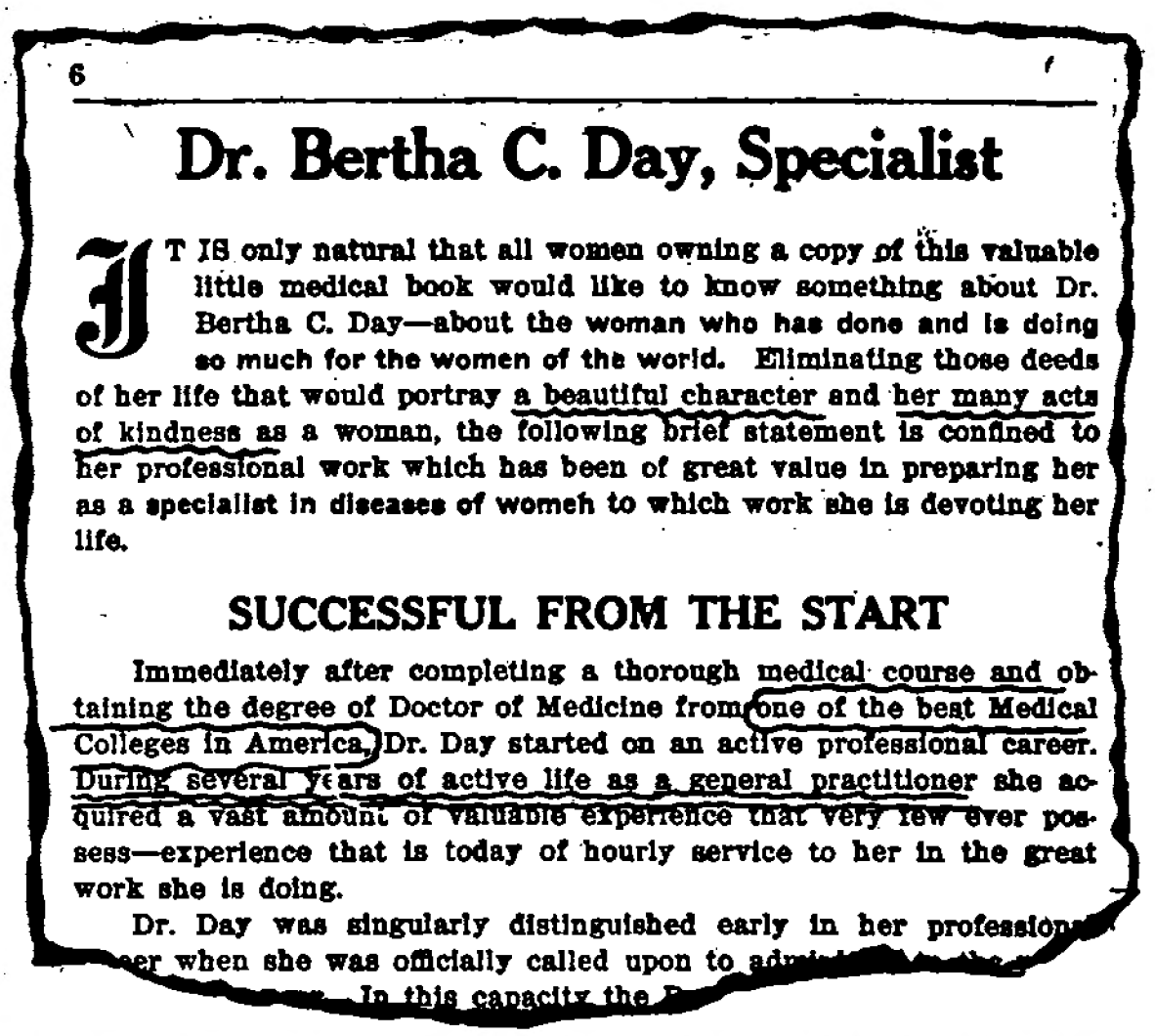
This $1.00, the patient is told, "will pay in full for the $3.00 course . . ." which was originally offered in the first letter for $2.00. As a slight reward for giving the "cut rate" for her tablets of many colors Dr. Day asks that the patient will send in a number of names and addresses of "others who need treatment." Presumably, this is a cheaper way of getting a mailing list than by purchasing the names of a letter broker.

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According to the opening sentence in form-letter No. 7:

"This is the MOST IMPORTANT letter I have ever written to you . . . NOW LISTEN: if you can't see your way clear to accept the Special Treatment on the low terms I quoted you, simply send $1.50 and start using the remedies."

From this series of follow-up letters, which is but one of several series of a similar nature that we have on file, it will be seen that the price for this special treatment starts at $2.00, rises to $3.00, falls to $1.00 and closes at $1.50. To



6

Dr. Bertha C. Day, Specialist

IT IS only natural that all women owning a copy of this valuable little medical book would like to know something about Dr. Bertha C. Day—about the woman who has done and is doing so much for the women of the world. Eliminating those deeds of her life that would portray a beautiful character and her many acts of kindness as a woman, the following brief statement is confined to her professional work which has been of great value in preparing her as a specialist in diseases of women to which work she is devoting her life.

SUCCESSFUL FROM THE START

Immediately after completing a thorough medical course and obtaining the degree of Doctor of Medicine from one of the best Medical Colleges in America, Dr. Day started on an active professional career. During several years of active life as a general practitioner she acquired a vast amount of valuable experience that very few ever possess—experience that is today of hourly service to her in the great work she is doing.

Dr. Day was singularly distinguished early in her professional career when she was officially called upon to advise [illegible] In this capacity the [illegible]

Photographic reproduction (reduced) of part of a page from the booklet, "Diseases of Women," "written and published by Dr. Bertha C. Day." Note the modesty of Dr. Day's self-delineation: "beautiful character," "acts of kindness," etc. Note, also, reference to "one of the best medical colleges in America." In the Carnegie report on medical education the following statement is made regarding this college: *"Laboratory Facilities:* These are wretched . . . The teaching rooms are bare except for the chairs and tables; the building is poorly kept." The same college is also grouped by the Council on Medical Education of the American Medical Association in "Class C," that is, "Medical colleges which would require a complete reorganization to make them acceptable." Note, too, the reference to the "several years of active life as a general practitioner." These words were written in 1909; Dr. Day became legally entitled to practice medicine in October, 1908! Years of experience, indeed!

those who are familiar with the "ways that are dark and tricks that are vain" of mail-order medical concerns, this fluctuation in the market price of the "special treatment" merely means that the form-letters have been carelessly mailed. To the unsuspecting females who think that these letters are confidential personal communications to them, and to them alone, the variations in price must be disconcerting.

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TWO OTHER DIAGNOSES

The following brief note was sent by another individual, whom we may call Mrs. Y, to Dr. Bertha C. Day:

"Dear Doctor:—Will you please write and tell me about your cure for female trouble?"

This is all that was written, yet the information was sufficient for the diagnostic powers of Dr. Day, who wrote back:

"A careful diagnosis of your case shows you have *Female Weakness.*"

Here again the words we have italicized were filled in by means of a typewriter; the rest of the letter was printed in imitation typewriting. The regulation "free treatment" was also sent to Mrs. Y, together with a "special treatment." The price asked for the "special treatment" in this case was $3.00. It seems, then, that when Dr. Day puts up a "special treatment" for "female weakness, vaginitis, constipation and painful menstruation" she can do it for $2.00; when, however, she makes a "special treatment" for "female weakness" alone, it costs $3.00. The principle on which this business is run, apparently, is that the less you have the matter with you, the more it costs to cure you.

The series of follow-up letters sent to Mrs. Y also shows as much lack of care in picking out the correct form-letter as did the series sent to Mrs. X. As Mrs. Y did not send the $3.00 asked for, form-letter No. 2 came in due time, stating:

"As I made you a reduced price of $2.00, I hope you can remit the amount soon."

Here, apparently, is the form-letter that should have been sent to Mrs. X, who really was offered the treatment in the first letter for $2.00.

A DIAGNOSIS OF RHEUMATISM

Still another letter was written as follows:

"Dear Doctor:—Will you please write and tell me if you can do anything for rheumatism?"

By return mail came the stock diagnosis letter with the statement:

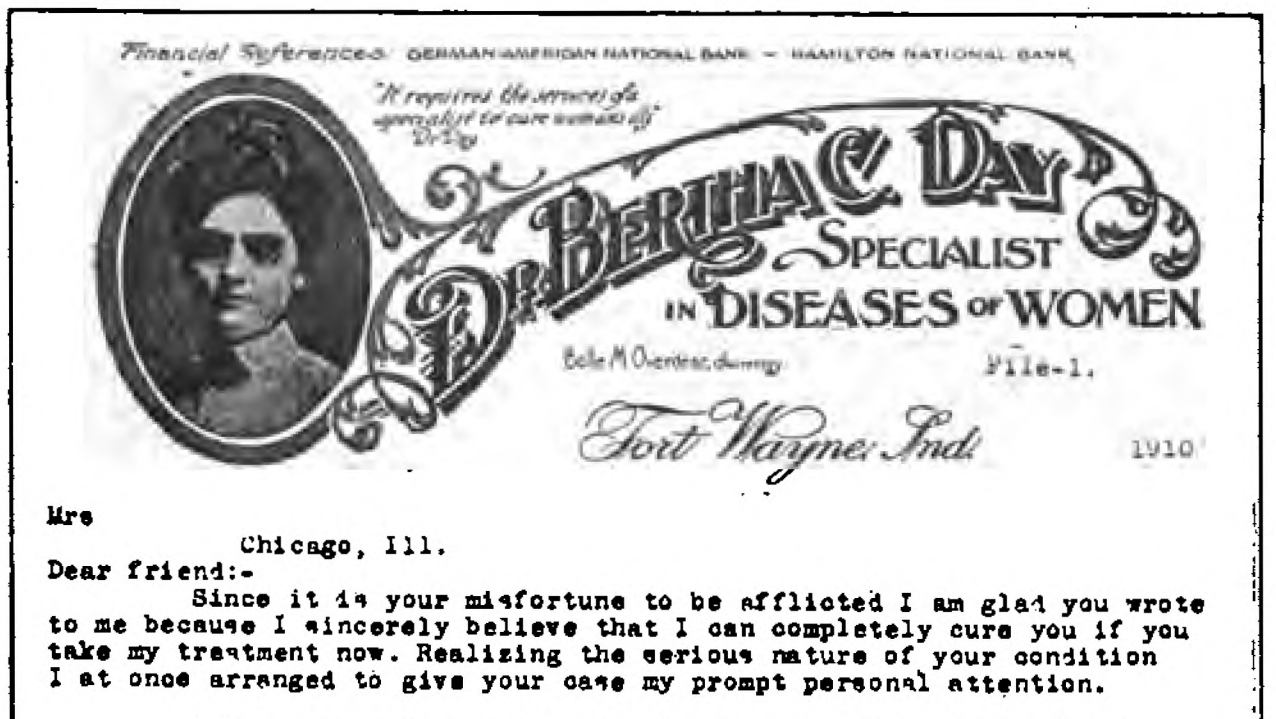
"A careful diagnosis of your case shows you have *rheumatism, and associated conditions.*"

A subsequent mail brought the inevitable "free treatment" and the accompanying "special treatment." Here again the carelessness of the detail work done in the Bertha C. Day office was apparent. In addition to the box of variegated pills that composed the "special treatment," there was sent a collapsible metal tube filled with an ointment smelling strongly of phenol (carbolic acid). This was marked "Dr. Day's Private Formula No. 26." The sheet of directions made no reference to Formula No. 26, but it did contain a statement regarding a "Formula No. 48." No preparation

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having the latter number was sent. The directions pasted on the tube of ointment read:

"Unscrew cap of tube, then screw nozzle in its place. Each evening wash the parts with soap and water. Insert nozzle into the rectum, forcing a small portion of the ointment out of the tube by pressing the lower end."



Financial References: GERMAN-AMERICAN NATIONAL BANK — HAMILTON NATIONAL BANK

"It requires the services of a specialist to cure woman's ills" Dr. Day

DR. BERTHA C. DAY
SPECIALIST
IN DISEASES OF WOMEN

Belle M Overtree, Secretary File-1.

Fort Wayne, Ind. 1910

Mrs

Chicago, Ill.

Dear friend:-

Since it is your misfortune to be afflicted I am glad you wrote to me because I sincerely believe that I can completely cure you if you take my treatment now. Realizing the serious nature of your condition I at once arranged to give your case my prompt personal attention.

After years of success in curing practically every form of woman's ills I am now devoting my life to my sister women. Being a woman and a mother I know your every ache and pain and sympathize with you as only a woman can. As a physician, as a Specialist in diseases of women I know the causes of your trouble and the most scientific method of curing you quickly. Since you have in me a sympathetic friend as well as a physician I trust you will read carefully my plan for your complete recovery.

A careful diagnosis of your case shows you have Female Weakness.

I have mailed you a copy of my book, "Diseases of Women and Home Medical Guide". Be sure to read a description of your condition on pages 25-47.

As requested I have mailed you a free trial of my successful treatment. It is bound to help you and you should take it at once according to my directions enclosed herewith. The free medicines will last you for three days and are suited to your condition but you should not expect them to cure you. Some of the ingredients contained in the remedies you need are very costly and I can not afford to give you enough of these medicines to completely cure you.

Your case seems to be of long standing and you really should have a Complete Course of Treatment at once if you are to be completely cured. As I want to do everything possible for you I have prepared a Special Course of treatment for you and am sending it, postage paid, in the same package with the free remedies

Please understand that the free remedies are yours to take at once without charge or obligation, but if you use the Special Treatment I shall expect you to send me $5 for it. You need not feel under obligation to me to accept the Special Course but I know it is just what you need and need NOW, so I feel sure your good judgment will cause you to accept it at your earliest convenience By sending now I save you some time and

Photographic reproduction (reduced) of one page of a two-page "letter" sent by Dr. Day in answer to a brief note, asking for particulars about her "cure for female trouble." This is a stock letter, printed by the thousand, in imitation of typewriting. The name and address and "diagnosis" were filled in by means of a typewriter. The words and figures around which heavy lines have been drawn were filled in on the typewriter.

No nozzle accompanied the package and had it done so, it would be a little difficult to see how a person was going to be cured of rheumatism by injecting a carbolic acid ointment into the rectum. The facts were, of course, that the mailing

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force at Griffin's establishment had confused a "treatment" for "piles" with a "treatment" for "rheumatism." It is interesting to speculate what may have happened to the poor sufferer from piles who received the rheumatism treatment with directions to inject it into the rectum.

ANOTHER DIAGNOSIS AND A MODIFIED METHOD OF TREATMENT

As has already been shown Mr. Griffin sometimes modifies his method of doing business. An advertisement appears in which Dr. Day offers to send "Priceless Prescriptions for the Cure of Female Diseases Free to Any Woman." Part of the advertisement is a coupon containing a list of diseases and symptoms and the patient is asked:

"Make a cross (X) in front of your trouble. Two crosses (XX) in front of the one from which you suffer most."

One of these coupons was sent in to the company with the word "obesity" marked. By return mail came one of Dr. Day's famous diagnosis letters, stating among other things:

"A careful diagnosis of your case shows that you have *Obesity and associated conditions.*"

"Obesity and associated conditions" were the four words in the whole letter that were filled in by means of a typewriter; the balance of the letter, with the exception of the name and address of the patient, was printed in the usual imitation of typewriting. With this letter three prescriptions were sent. These prescriptions, printed in imitation typewriting on prescription blanks headed, "Private Office of Dr. Bertha C. Day," were an atrocious mixture of incorrect Latin and poor English.

After reading all that accompanied the prescriptions the cloven hoof became evident:

"There are so many reasons why I am afraid you will not be able to get these prescriptions filled properly and at the right price, that I have decided . . . to supply you with the medicines you need direct from my office . . .

"In order that you may begin treatment at once, to save you the trouble of ordering from me or of trying to have the various prescriptions filled, I have decided to send you the Special Treatment you need by Express, prepaid. I have paid the express charges so that all you have to pay the Express Co. is the reduced price of $2.50 which I am making to you."

Dr. Day then says that the patient is under no obligation to accept the package, but, as a physician, she feels it her duty to send the medicines at once. Furthermore, the $2.50 "also entitles you to my professional advice."

The victim, in this case, did not bite and received the usual series of follow-up letters urging her to take the package from the express company and to remit the money. Finally

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the patient wrote that she had not taken the packages from the express office because she could get the prescriptions filled at the drug store so much cheaper. Back came a letter, stat-



Dr. Bertha C. Day

Fort Wayne, Indiana

PHYSICIAN TO WOMEN

PERSONAL AND NATIONAL BANK

OFFICIAL GUARANTEE

BACKED BY THE HAMILTON NATIONAL BANK, of Fort Wayne, Indiana

CAPITAL $300,000.00

THIS OFFER is not good unless accepted on or before MAR 3 1911

POSITIVE GUARANTEE by DR. BERTHA C. DAY

Issued to [redacted]

If you are not satisfied after taking the course of special treatment described in the accompanying letter and will write to me any time within 30 days after obtaining the treatment requesting the return of your money I positively agree to return to you the $_____ you pay for the treatment. I make this guarantee only to such persons as I feel absolutely sure can be cured by my treatment.

By Dr Bertha C Day

2439.

Hamilton National Bank

CAPITAL $100,000.
SURPLUS $100,000.

Fort Wayne, Indiana Feb. 17,11

Mrs. W. S. [redacted]
Chicago, Ill.

Dear Friend:-

We will refund to you the sum of $3.00 if Dr. Bertha C. Day should fail to do so according to the terms of her guarantee made to you.

We have done business with Dr. Bertha C. Day and those associated with her in her work ever since she started in her extensive business. From our business experience and personal acquaintance with those associated with her in her business we are so sure of their honesty that we do not hesitate to stand back of her Guarantee which she gave you. We have authorized her to tell you that our Bank will guarantee her offer to you and write this letter to let you know that her guarantee is authorized.

Yours respectfully,

W. Poole
Cashier.

Of course the Griffin concern issues a guarantee—nearly all mail-order medical fakes do. The upper part of this illustration is a photographic reproduction of Dr. Day's guarantee. Such guarantees, even when honestly made, are worthless because they apply only to the first month's treatment. There are but few patients who, during the first three or four weeks of any new treatment, do not imagine themselves benefited. This is particularly likely to be the case when the "treatment" is a secret one and when the patient is dosed with stimulants such as strychnin, etc. It will be noticed that out of five preparations prescribed for Mrs. X, four of them contained strychnin.

The lower of the two photographic reproductions given above shows that even national banks may be used as a valuable adjunct to quackery.

ing that this course was "perfectly satisfactory" to Dr. Day. How very unsatisfactory it was to Mr. Griffin's company is evident from the following paragraph:

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"I wish to warn you against trusting this work to a careless and unprincipled druggist who might substitute drugs similar but inferior to those called for in the prescription."

Further:

"Be sure that all the medicines to be used internally *are prepared in tablet form.* This is very important." [Italics ours.—Ed.]

Not content with vilifying the druggist and accusing him of substitution and lack of principle, those fakers are bound to make the patient dissatisfied with the druggist's work however honestly done. The main prescription of the three given above calls for desiccated thyroid and phytolacca berry compounded *in the form of a suppository.* Yet these humbugs have the effrontery to insist that the patient be sure that the medicine "be prepared *in tablet form.*"

CONCLUSION

So much for the methods of the Bertha C. Day mail-order medical fake. The dishonesty of the claims, the fraudulence of the methods and the general way in which the business is conducted, are all typical of those concerns which make a business of capitalizing suffering and defrauding the sick. Could that vast army of women whose gullibility permits these frauds to flourish but learn the hollow pretense on which such businesses are founded, the mail-order medical fake would cease to exist.

There are doubtless hundreds of thousands of men and women who really believe that the skilfully printed letters sent to them by mail-order quacks are special, personal and private communications. They doubtless believe, too, that the "diagnoses" which these fakers furnish have actual value. They probably believe, also, that the pills of many shapes and colors that are sent out by these concerns have some peculiar potency and value not possessed by the drugs prescribed by the family physician. They must believe all these things or the mail-order medical business would not be profitable.

Did the victims of these sharks really know that the letters are printed by the hundreds of thousands and are "filled in" by girls who have no more medical knowledge than the average school-girl would have; did they know that the "diagnoses" are always worthless and sometimes dangerous; did they know that the medicines furnished are often the cheapest of cheap drugs bought in enormous quantities from the least reputable of drug houses; did they know, too, that after they had been bled to the point where they are unwilling to part with any more money, their letters would be sold to other vampires in the same business—did they know all these things, the firms that pretend to cure diseases about which

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they know nothing, with drugs about which they know less, in patients they have never seen, would soon be forced into some more respectable, if less profitable, line of business. —(*From The Journal A. M. A., April 1, 1911.*)

[NOTE: Apparently, the notoriety given Bertha C. Day by THE JOURNAL of the American Medical Association seriously impaired that lady's usefulness in Griffin's fakery. It was not long after the exposure that Mrs. Day left the employ of Griffin, the name of the concern was changed to "Woman's Health Institute," and a Dr. Julia D. Godfrey was hired as the new stool-pigeon to carry on this branch of Griffin's disreputable business. The booklet "Diseases of Women," which under the Bertha Day regime was issued as "written and published by Dr. Bertha C. Day," was then issued by the "Woman's Health Institute" as coming from Julia D. Godfrey. Not a word of the book was changed except the title page and the two or three pages of introductory matter dealing with the "doctor" who was supposed to have written it.

After leaving Griffin's employ, Bertha C. Day opened a small mail-order medical fakery of her own at Hammond, Ind. Her methods were those usual to the business; free trial treatment advertised; "complete treatment" sent with every "free treatment" ordered and bill for the "complete treatment" rendered with regularity and insistence. At latest reports (March, 1915) Bertha C. Day Raymond (she married again after leaving Fort Wayne) was applying for a license to practice medicine in the state of Illinois.

Evidently the business of selling worthless nostrums to ailing women was profitable as Griffin opened two other concerns similar to the Julia D. Godfrey business of Fort Wayne—the Atlanta Remedy Company, Atlanta, Ga., with Dr. Lily Norrell as "medical director," and the Woman's Remedy Company of San Francisco, Dr. Grace Thompson "medical director." Griffin also had another Fort Wayne institution, the Ovelmo Company, which had for its "consulting physician" one Dr. S. Franklin Sutton. Ovelmo was sold as a "cure" for all skin diseases.

The federal authorities finally charged the J. W. Kidd Company and the Women's Health Institute with "conducting a scheme for obtaining money through the mails by means

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of false and fraudulent pretenses, representations and promises." The concerns were called on to show cause why a fraud-order should not be issued against them, and, after a thorough investigation by the federal authorities, it was declared that the charges of fraud "were fully sustained by the evidence." According to a memorandum issued March 4, 1914, by the Assistant Attorney General to the Postmaster General, a fraud-order was not issued, however, as it was alleged that the promoters of the business "on the advice of counsel" had discontinued their Fort Wayne, Indiana, fakeries and also their Atlanta and San Francisco fraud factories. It was further alleged that as the Postmaster General was convinced that the business had actually been discontinued and would not be resumed, the fraud-order proceedings were closed].

MRS. CORA B. MILLER

Kokomo, Ind., has long been known to the readers of not-too-particular newspapers and magazines as the headquarters of a philanthropic lady who for some years has been "spending a fortune in giving medical treatment absolutely free to suffering women"—Mrs. Cora B. Miller. The scheme was to send a free treatment to all women applying for it and to urge the prospective victim to take the regular treatment, price, $1.00. Form-letters, "follow-up" letters and the other paraphernalia of the mail-order house were used in the usual way to relieve the gullible sick of their money. How well it succeeded was recently brought to light when the postal authorities looked into the concern and found that the gross receipts of the business were in excess of $100,000 a year. In fact, the postmaster of Kokomo testified that during the fiscal year ending June 30, 1909, over $81,000 was paid to the concern on money orders presented by it and that a great deal more had been received by registered mail.

The "dope" furnished by "Mrs. Cora B. Miller"—apparently the same for all cases, whether a mild leucorrhea, a displaced womb or uterine cancer—was analyzed in the government laboratory, and according to the analysis, found to consist of:

Boric acid	39.96 per cent.
Tannin	5.78 per cent.
Cacao butter	54.03 per cent.
Carbolic acid	Trace.

(Average of three analyscs.)

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A box of this nostrum sold for $1.00; the cost of it probably was less than 6 cents. It is not surprising to read, therefore, that "Mr. Miller is without other source of income and has grown rich in this business . . . his holdings in real estate are probably more valuable than those of any other person in the county in which he lives."

Throughout the advertisements and circulars the implication was made that a woman—to-wit, Mrs. Cora B. Miller—was in charge of the business, had originated the "treatment" and directed the medical treatment of the dupes who wrote to the concern. All circular letters were signed "Mrs. Cora B. Miller," and every effort was made to convey the impression that a woman was running the business. As a matter of fact, the government showed that the business was conducted by Frank D. Miller, who started it under the name of the Kokomo Medicine Company and conducted it under this name until after his marriage, when it was reorganized and incorporated in his wife's name. According to the report, Mrs. Miller had nothing whatever to do with the conduct of the business, and never had any training that would fit her to prescribe for women's ailments and, in fact, her name was evidently used only as an advertising asset—much in the same way as the old Lydia Pinkham advertisements exploited that long-since-deceased individual.

Miller himself is not a physician and the investigation showed that the medicine was compounded by the clerks and stenographers whom the concern employed; the same clerks also answered—by means of form letters—the inquiries sent in by the victims. Miller claimed that his concern employed a "consulting physician" in the person of Dr. Chancellor, who was supposed to call at the office of the concern about once a week. Dr. Chancellor was very rarely consulted, in fact, there was no need of it apparently, if all the victims received the same boric acid and tannin mixture.

Testimonials? Of course. There was never a medical fraud so blatant nor an imposition so brazen but could show testimonials in its favor. As the assistant attorney-general said in summing up the case against this concern: "The treatment, because of its antiseptic and astringent character, will undoubtedly palliate certain symptoms, and it is plain that the patients who have given these testimonials have been troubled only with conditions that the medicine will help. . . . This is, in fact, one of the most pernicious characteristics of this business; the company is aided greatly in its efforts to foist this remedy on the public by these statements which are, no doubt, truthfully quoted, but which are the result of self-deception and known to be so by the promoters of the business."

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In view of the evidence, the assistant attorney-general declared the concern to be "a scheme for obtaining money through the mails by means of false and fraudulent pretenses,



The original advertisement, of which this is a much reduced photographic reproduction, occupied nearly half a page of the newspaper in which it appeared.

representations and promises," and recommended that a fraud order be issued against the Mrs. Cora B. Miller Company. The order was issued.

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[*The preceding matter, which appeared in* THE JOURNAL *of the American Medical Association, July 23, 1910, gives in brief the government's case against this concern. What follows is a more detailed account of the case.*]

Mrs. Cora B. Miller

The details of the government's action in this case as given in the Assistant Attorney-General's memorandum to the Postmaster-General, are, in part, as follows:

"The business of the Mrs. Cora B. Miller Company is conducted exclusively through the mails. Advertisements are inserted in newspapers soliciting persons afflicted with certain diseases peculiar to women to communicate by mail with the Mrs. Cora B. Miller Company or Mrs. B. Miller, at Kokomo, Ind., and promising that if such persons will so communicate with said concern or party a free treatment of the preparation advertised will be furnished to them. When replies are received to the advertisements the correspondents are sent a free sample of the preparation and also various letters, booklets and other printed matter in which the virtues of the preparation are set out, and the addressed are asked to remit, by mail, money, usually in amount $1.00, for a full package of said preparation. The evidence shows that in pursuance of this scheme the persons conducting business under the above names are receiving large quantities of mail and are obtaining payment of a large number of money-orders through the postoffice at Kokomo, Ind., and are obtaining in money through the mails by this means from the public about $100,000 a year.

"The preparation so offered for sale and sold is made up in the form of suppositories to be used locally, and is denominated 'Home Treatment.' Regarding the medicinal virtues of this remedy, the following representations, among others, are made:

CLAIMS MADE

"Mrs. Miller's home treatment is especially prepared for the speedy and permanent cure of leucorrhea, ulceration, displacements or falling of the womb, profuse, scanty or painful periods, uterine or ovarian tumors or growths, and piles from any cause, no matter of how long standing. It is the simple remedy which has been used by over a million women, and seldom fails to cure even the worst cases quickly. If you suffer, cut out the coupon now and receive by return mail the 50-cent trial treatment of this wonderful medicine which has helped so many.

"Remember, Mrs. Miller's treatment is a simple, mild and effectual home remedy which has been used by more than a million women, curing when doctors and other medicines failed."

"FROM THE SHADOW OF THE ASYLUM"

"THOUSANDS SNATCHED BACK FROM CERTAIN INSANITY BY MRS. MILLER'S MILD HOME TREATMENT"

"Mrs. Miller's wonderful remedy is especially prepared for the speedy and permanent cure of leucorrhea or ulcerations, displacements or falling of the womb, profuse, scanty or painful periods, uterine or ovarian tumors or growths; also pains in the head, back and bowels,

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bearing-down feelings, nervousness, creeping feeling up the spine, melancholy, desire to cry, hot flashes, weariness and piles from any cause or no matter of how long standing."

"Every woman sufferer, unable to find relief, who will write Mrs. Miller now, without delay, will receive, by mail, free of charge, a 50-cent box of her simple home remedy, also her book with explanatory illustrations, showing why women suffer and how they can easily cure themselves at home without the aid of a physician."

"Home Treatment should prove a priceless boon to you in any of the following diseases and bring the happy relief you have longed for: Inflammation, congestion and falling of the womb, ulceration of the womb, polypus, tumors, leucorrhea, ovarian tumor, fibroid tumor, inflammation and congestion of the ovaries and uterine cancers in their earlier stages, etc. It radically corrects laceration of the womb (due to childbirth)."

"Cancer of the womb is a serious matter. In its later stages no power on earth can remedy it. However, if treated in its early stages, Home Treatment should be used with greatest benefit and full relief follow. If you have even the slightest suspicion that you are suffering from this dread disease, commence treatment at once. To-morrow or next week may be too late."

"Particular attention is invited to those portions of the representations above quoted which convey the impression that this preparation will cure cancer of the womb in its earlier stages, fibroid growths and polypi, laceration of the womb, due to childbirth, ovarian tumors and falling of the womb.

WHAT ANALYSIS SHOWED

"Samples of the preparation were submitted to the Department of Agriculture for chemical analysis and an expression of opinion as to the value of the preparation in the treatment of the diseases for which it is prescribed. The report of the Department of Agriculture is quoted below:

Dec. 2, 1909.

The Honorable, The Postmaster General.

Sir: In harmony with your request of the 15th of October relative to the analysis of certain medicines advertised and sold by the Cora B. Miller Company, of Kokomo, Ind., I am forwarding herewith the findings of the Bureau of Chemistry, together with an expression of opinion with regard to the value of this treatment in certain diseases of women.

Chemical examination of the three packages of medicine submitted shows that all of them contain the same medicinal ingredients; namely boric acid, tannic acid, cacao butter and a trace of carbolic acid. The quantity of each agent present is practically the same in all of the samples. The following claims appear in the circulars accompanying the sample packages submitted:

"Mrs. Miller's Home Treatment . . . by its strengthening, absorbing and correcting properties, is designed to remove . . . cancers. . . .

"Cancers, Fibroid Growths, and Polypi. . . . My remedy has removed these by absorption.

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MRS. CORA B. MILLER CO.

MRS. MILLER'S HOME TREATMENT



KOKOMO, IND.

July 27, 19)

Mrs.
Chicago, Ill

MY Dear Friend:

I would feel that I was not doing my duty did I not make one more EARNEST effort to induce you to continue my treatment until you have regained your health entirely.

I wish you could realize the vast importance in being a well, healthy woman in every way; your happiness depends on it. It should be the chief aim of every woman to be healthy, that she may perfectly perform that high and holy mission that makes her the noblest creation of God

In my remedies I have endeavored to combine medicinal properties that should not only eradicate every trace of disease but put new energy and life in the whole system, no matter how great a sufferer.

Now, dear friend, take heart, for though you have not obtained a cure from the small supply of my medicine you have used, or if you did not obtain as much benefit as you had hoped, this only indicates that your case is more obstinate, complicated and deep-seated than you really had thought and a permanent cure should not be expected. It is often that one will feel worse at first while the diseased conditions are being changed and this sometimes causes unthinking persons to become frightened or discouraged and quit the treatment best adapted to their case if it only be faithfully carried out.

The thousands and thousands of women who have been entirely cured of their constant suffering by the use of my remedies justifies me in believing that you too will be able to say as much for my remedies if you will only follow my advice and continue my treatment.

Sometime ago I made you an offer which was so liberal that I was sure that you would not fail to accept it. I limited the offer to 20 days from receipt of my letter and it may be that you were not in a position financially at that time to accept it. As a kindness to you and because I DO WANT TO COMPLETELY CURE YOU, I will renew the offer and on receipt of $3.69 will forward to you three $1.00 boxes Home Treatment, three $1.00 boxes Herbal Tonic and three $1.00 boxes Neurotone. Yes, I will do even better than this: If you will order real soon I will send you free a full size box Pink Pain Pills which are for Headache, Neuralgia and other pains.

I am sure that you cannot help but realize what an extremely liberal offer I have made you. I also know that you regard health above all else and earnestly desire to once more be free from pain and suffering and I will look anxiously for your order. It will receive prompt attention and goods will be shipped same day the order is received.

I am willing to do anything that is reasonable to get you to continue my noble remedies and restore you to health.

Most cordially yours,

Mrs. Cora B. Miller

Photographic facsimile of one of the set of "form letters" sent out by the concern to prospective victims. Notice the signature, giving the impression that "Mrs. Cora B. Miller" wrote the letters, when as a matter of fact they were sent out by office girls who filled in with a typewriter, the name of the person to whom they were addressed. The name of the woman to whom this particular letter was addressed has been erased. Compare the letter head with that in the illustration on page 40.

> "Laceration of the womb (due to childbirth) radically relieved.
>
> "Prolapsus Uteri or Falling of the Womb. . . . My treatment is a . . . reliable remedy, in giving tone and vigor to the supporting ligaments, and also reducing the size of the womb."

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The analysis failed to disclose any grounds whatever for these claims. The remedy contains nothing which could under any circumstances effect the removal of cancers, fibroid growths, or polypi, or which is capable of radically relieving laceration of the womb due to childbirth. The claim that the medicine is a reliable remedy in the treatment of prolapsus uteri, giving tone and vigor to the ligaments supporting the womb and reducing the size of that organ, is also absolutely without foundation. The medicine is a simple mixture of a mildly antiseptic and astringent character whose ingredients have long been known to the medical profession, but notwithstanding this fact no authority on medicine makes the claim that, singly or together, they are capable of effecting the results claimed for them by the concern in question.

In view of these facts it would appear that the business of the party in question is not conducted in good faith, but for the purpose of obtaining money from credulous individuals, through false and fraudulent claims, representations and promises without any intention of rendering an adequate return.

Complying with your request I am returning herewith Inspector McCorkle's report, and under separate cover I am sending you the wrappers enclosing the medicine submitted with your communication of the 15th of October.

Respectfully,

WILLIS L. MOORE, Acting Secretary.

A sample of the preparation was also submitted to a number of physicians, together with the claims made for it. Their testimony regarding the value of the "Home Treatment" verified that given by government analysts.

FRAUDULENT CLAIMS

"It appears from the statements of the Department of Agriculture and of these physicians, that this preparation is merely a mild antiseptic and astringent, and that its ingredients have long been known to the medical profession. The fact that its ingredients are not made known to those who purchase it shows clearly that it is the intention of the persons doing business under the above names to lead such purchasers to believe that it is compounded of ingredients other than those of which it is actually composed and which will cure the disease set forth in the advertising matter. Said persons must well know that the ingredients which make up this preparation are merely antiseptic and astringent and have no power to cure cancer of the womb, falling of the womb, or the growths of various kinds for which they prescribe it.

"In the answer made by the respondents to the citation to show cause a number of authorities are quoted to the effect that carbolic acid, tannic acid and boric acid are of value in leucorrhea and several other inflamed conditions of

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the female generative organs. The authorities thus quoted, however, recognize simply the ordinary antiseptic and astringent effect of these remedies, and, in fact, state in so many words, that this is their effect. These authorities fully sustain the report of the Department of Agriculture. No authority is quoted which would support in the slightest degree the claims made by this company for the preparation which they sell. So far as the cure of cancer of the womb, fibroid growths and polypi, laceration of the womb and falling of the womb are concerned, the company has been unable to present any medical authority whatsoever to support their contention.

"MRS. MILLER" A MERE FIGUREHEAD

"Many representations are contained in the advertisements and circulars used by the persons conducting this business, implying and intended to imply that a woman, to-wit, Mrs. Cora B. Miller, is in charge of the conduct of said business, and that the correspondence of prospective patients and of patients is handled and cared for by her, and not by a man or men, and that she, the said Mrs. Cora B. Miller, is the originator of this treatment, and is professionally qualified and competent to advise prospective patients and patients with respect to their conditions, and to direct the proper medical treatment of their cases. Some of these representations are quoted below:

"MRS. CORA B. MILLER GIVES A FORTUNE TO HELP WOMEN WHO SUFFER—SHE WILL SPEND $50,000 IN GIVING AWAY MEDICAL TREATMENT, ABSOLUTELY FREE, TO SUFFERING WOMEN."

"MRS. MILLER RECEIVES MORE MAIL THAN ANY OTHER WOMAN IN THE STATE

"How would you like to receive so much mail that it would be necessary to use a grindstone in order to open the letters as fast as they come in? This is the way Mrs. Cora B. Miller, of Kokomo, opens her mail. She gets tons of mail, and to save time has the letters opened by a large grindstone, which occupies a conspicuous place in her office. No other person in Indiana receives so much mail as she."

"Mrs. Miller's aid and advice is as free to you as God's sunshine or the air you breathe. She is always glad to lend her assistance to every suffering woman, and she is a generous, good woman, who has suffered herself as you suffer, and she wants to prove to you that her common sense home treatment will cure you just as surely as it cured her years ago in her humble cottage before riches and fame came to her.

"If you are a sufferer from any female trouble, no matter what it is, send the coupon below to Mrs. Cora B. Miller at once."

"I am a woman with all a woman's hopes and fears. I have known what it is to be sick in body and mind. Sick in a way that I couldn't bring myself to explain to a man, even though he were my physician, and I am thankful beyond the power of words to express that I have been given the power to extend to you, my sisters, the priceless boon of relief from the burden of pain and suffering.

"I only pray that this little book may he the means of saving some woman from years of such agony as only a woman can know.

"I dedicate this book to you."

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"WOMAN'S DISEASES

"I doubt if you can realize the full meaning of these two little words. I, who come in contact with the pitiful wrecks of womanhood wrought by female complaints, know, as I hope you will never know, what shattered lives and broken hearts they cause."

"Only a sensitive woman can realize how hard it is to bring one's self to undergo the ordeal of examination and treatment by a physician."

Pege 26

I Cure Women

OF FEMALE DISEASES AND PILES

I Will Cure You So That You Should Stay Cured — Women No Longer Need Submit to Embarrassing Examinations and Big Doctor Bills.



To Show Good Faith and to Prove to You That I Can Cure You I Will Send Free a Package of My Romedy to Every Sufferer.

I hold the secret of a discovery which has seldom failed to cure women of piles or female weakness. Falling of the womb, painful menstrual periods, leucorrhea, granulation, ulceration, etc., are very readily cured by my treatment.

I now offer this priceless secret to the women of America, believing that it will effect a cure in almost any case, no matter how long you have suffered or how many doctors have failed.

I do not ask any sufferer to take my unsupported word for this so will send you some of the medicine free. If you will send me your name and address I will mail you a trial package absolutely free, which will show you that you can be cured. Do not suffer another day but just sit down and write me for it right now.

Mrs. Cora B. Miller, Box No. 1097, Kokomo, Ind.

FREE Gold Watch AND RING FREE

We give this stem wind fully guaranteed American Watch with Gold-laid case

This is a photographic reproduction (same size as original) of one of the smaller advertisements of the Miller concern. It appeared in one of the cheaper weeklies.

"This implication is also to be gathered from the fact the circular letters which are sent out to correspondents are signed 'Mrs. Cora B. Miller.'

"As a matter of fact, this business is conducted by a corporation of which F. D. Miller is president and actual manager; Cora B. Miller, vice-president; Miss Nellie Thornton,

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treasurer, and Mr. Burrell, a small share-holder. Frank D. Miller and Cora B. Miller, husband and wife, own practically all the shares, and, as before indicated, Mr. Miller is the sole manager. He built up the business under the name of the Kokomo Medicine Company, under which name it was conducted until after his marriage, when it was reorganized and incorporated in his wife's name.

OFFICE GIRLS SEND OUT THE 'TREATMENT'

"The business of the company is conducted from a large building in Main Street, Kokomo, Ind., where from seventy-five to a hundred employees are kept busy shipping medicine and sending out circulars. The employees are mainly young women clerks and stenographers. The medicine is compounded by them and the communications received are answered by them with form letters. Mrs. Miller, as she admits to the inspector, has nothing to do with the conduct of the business. Mr. Miller claims that the company employs a consulting physician named Dr. Chancellor, but admits that Dr. Chancellor is only very rarely consulted about any case, and that he calls at the office but once a week. Mrs. Miller, when interviewed by the inspector, admitted that she had never had any training in medicine, and that she had no other training which would fit her to prescribe for women's ailments.

"The respondents in denying the charge in the citation that the supervision of the correspondence was in the hands of men, alleged the fact to be that the correspondence of patients was handled by women because it was handled by the clerical force and the clerical force was almost wholly made up of girls.

"The result of correspondence carried on by the inspector with forty persons who had been treated by this concern is reported by him as follows:

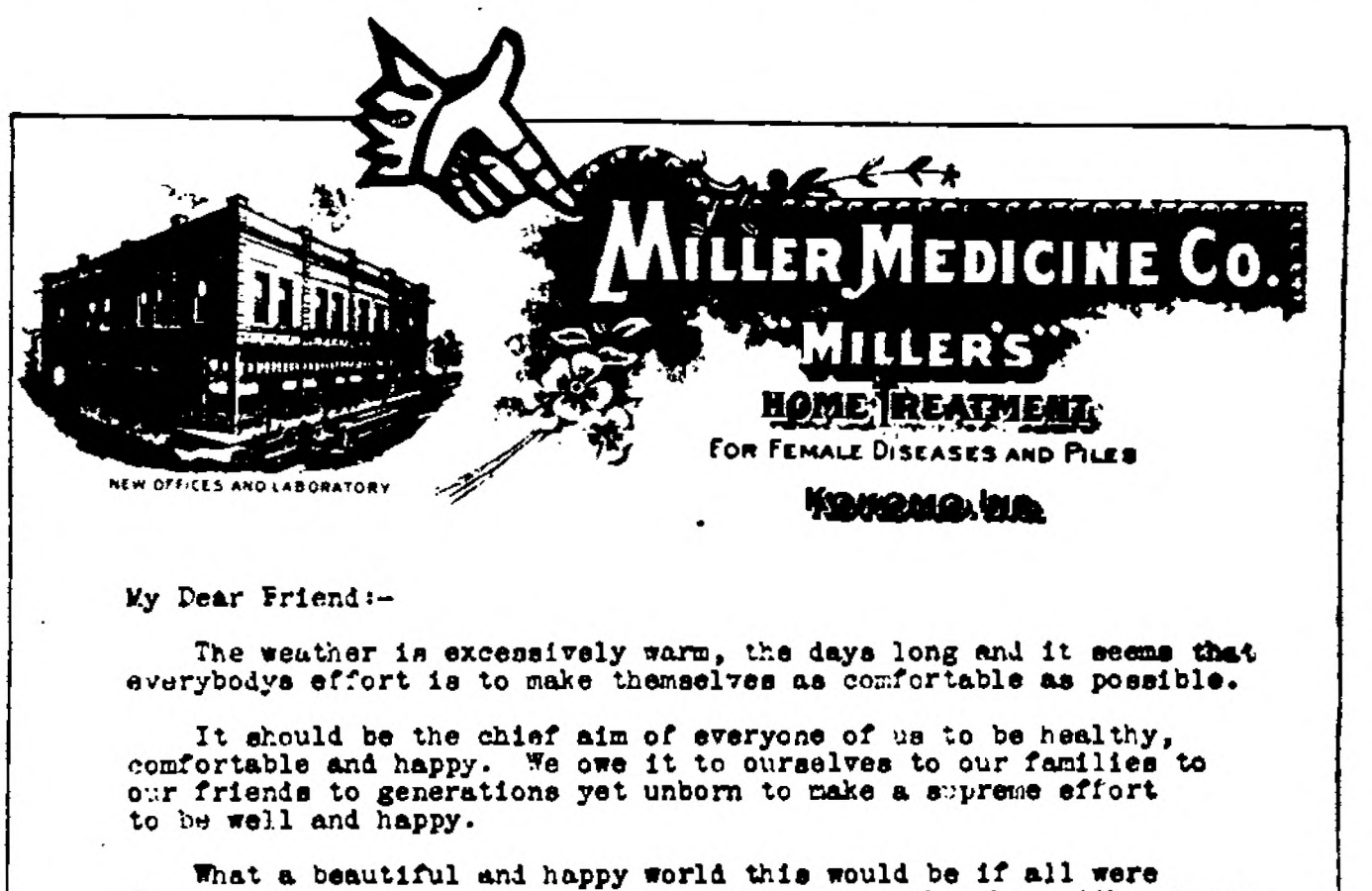
> 'The names of 40 persons who had been treated by this concern were secured and a correspondence opened with the postmaster of their respective places of address, with the view of obtaining the nature of the ailment, the length of time under treatment and the result. So far there has been 31 answers received, all except one being indefinite as to the nature of the disease, using the general expressions, "female weakness," "female trouble," etc. Out of this number 28 were not cured, 6 receiving no benefit and 22 claiming to have been benefited, while three allege they were cured, two of them of indefinite ailments, and one of a tumor, but the physician who treated her states that she had no tumor but had some kidney trouble and was a hypochondriac.'

WORTH SIX CENTS; SELLS FOR ONE DOLLAR

"It is interesting to note that inquiries made by the inspector of a drug clerk concerning the value of a box of this treatment which is sold at $1.00, brought the response that it could be made up for less than 6 cents a box in cost. It is also interesting to note that the gross receipts from this business, as admitted by Mr. Miller, are in excess of

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$100,000 a year, and that about 200,000 people at the present time are taking treatment from this concern. The postmaster of Kokomo states that during the fiscal year ended June 30, 1909, over $81,000 was paid to the company on money-orders



My Dear Friend:-

The weather is excessively warm, the days long and it seems that everybodys effort is to make themselves as comfortable as possible.

It should be the chief aim of everyone of us to be healthy, comfortable and happy. We owe it to ourselves to our families to our friends to generations yet unborn to make a supreme effort to be well and happy.

What a beautiful and happy world this would be if all were free from pain and disease and we could meet each other with a happy smile instead of frowns the cause of which cannot be concealed

It is natural to be well. Disease only means that the laws of nature have been broken and you are now paying the penalty Health must be earned. You cannot regain it without some effort. Have you made the effort? Have you used the medicine faithfully and given the treatment the proper chance to overcome the diseased conditions?

We are expecting an order from you and the Order Blank and addressed envelope are enclosed for your convenience. At this time of the year things want to be made as easy and comfortable as possible, especially for those who are not so fortunate as to enjoy perfect health. You need not even write a latter, just fill out the Order Blank and enclose it in the addressed envelope.

Send for any amount of the medicine you desire and there will be sent FREE with your order a full size 50-cent box Pink Pain Pills You can feel assured that any special offer made you on the medicines will be fulfilled and your order will receive the same prompt and careful attention as though full price was paid. You will find Pink Pain Pills most excellent to relieve headache, neuralgia and other pains, they should be in every home. Send today,SEND RIGHT NOW and the medicine will be sent you promptly, soon as your order is received.

Your remittance may be sent in the most convenient way, by personal check, draft, express or Post Office money order or money in the letter. If you send check, draft or money order make it payable to MILLER MEDICINE CO., and in writing use the enclosed envelope or address MILLER MEDICINE CO and NO OTHER WAY or it will not be received.

Yours for Human service,
Miller Medicine Co

July 19,1910.

After a fraud order was issued against the Mrs. Cora B. Miller Company, Miller modified his advertising and changed the name of his company to "Miller Medicine Company." Compare this photographic facsimile of a letter sent out by the Miller concern in July, 1910, with a similar reproduction shown on page 35, of a letter sent out in July, 1908. Note the statement made in the last paragraph of the letter given above; the woman sending for Miller's nostrums is told that she must address her letter "MILLER MEDICINE COMPANY, and no other way, or it will not be received." The "fist" pointing to the letter-head was put in by us before having the letter photographed.

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presented by it, and that, in addition to this amount, a great deal more has been received by registered and ordinary mail and through the express company. Mr. Miller is without other source of income and has grown rich in this business. The inspector states that his holdings in real estate are probably more valuable than those of any other person in the county in which he lives.

TESTIMONIALS VALUELESS

"The testimonials submitted by the company and the statements of patients who believe themselves to have been benefited by this treatment are of little value as an evidence of the medical effect of the preparation to cure all the diseases advertised. The treatment, because of its antiseptic and astringent character, will undoubtedly palliate certain symptoms, and it is plain that the patients who have given these testimonials have been troubled only with the conditions that the medicines will help, but it is impossible to believe that they have been cured by this medicine of the diseases which the physicians say this medicine cannot cure whether the patients in their self-diagnosis thought they had these diseases or not.

"This is, in fact, one of the most pernicious characteristics of this business; the company is aided greatly in its effort to foist this remedy on the public by these statements which are, no doubt, truthfully quoted, but which are the result of self-deception and known to be so by the promoters of the business.

"In view of all the evidence in the case, it is not believed necessary to comment on this evidence.

"I find that this is a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises, in violation of Sections 3929 and 4041, of the Revised Statutes, as amended, and therefore recommend that a fraud order be issued against this concern and party. ASSISTANT ATTORNEY-GENERAL."

The Working of the Leaven

Under the title, "Medicine Man Quits With $1,000,000," the Brazil (Ind.) *News* for August 5 prints a news item that will interest many JOURNAL readers. Here it is:

"KOKOMO, *August 5.*—The Cora B. Miller Medicine Company, known over the country because of its extensive magazine advertisements of a cure for the complaints of women, today discharged its small army of stenographers and other employees and then closed its doors to business. The closing came as the result of a fraud order issued recently by the Postoffice Department, which denied the use of the mails to the circular advertising matter of the company.

"According to Dr. Frank Miller, who started the business twenty-five years ago, when he was practically penniless, the company will never again do business. Miller is now worth from $900,000 to $1,000,000.

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"For the first twenty years of the business, there was no interruption, and the money poured into the coffers of the company from women of the country. Four years ago, however, the government took exception to the use of the name Cora B. Miller in connection with the advertising, inasmuch as Mrs. Miller had no connection with the company, and the firm was forced to change names.

"The change marked a turning point in the affairs of the company, and when recently the government brought a fraud order against the company, Miller decided to quit the business. Miller is the largest holder of real estate in Kokomo."

Readers of THE JOURNAL will remember the Cora B. Miller fraud which was exposed in the Propaganda department July 23, 1910, and the matter reprinted and widely circulated in pamphlet form. The newspaper quoted above credits the failure of the Miller concern to the fact that the federal authorities caused it to change its name from "Mrs. Cora B. Miller" to "Miller Medicine Company." That this change probably had something to do with the decline of the business is doubtless true. Another agency, however, has been at work, and tended to make the Miller fraud less profitable. A good many thousand reprints of THE JOURNAL'S exposé have been circulated. The public generally, and especially the feminine part of it, has been wholesomely awakened to the wretched swindles that have been, and still are, perpetrated on it by "patent medicine" fakers. The American Medical Association, therefore, may certainly take some of the credit for bringing about the consummation that resulted in Miller retiring from his fraudulent trade. And here we have one more explanation of the fact that certain individuals froth at the mouth whenever the American Medical Association and THE JOURNAL are mentioned.—(*Editorial from The Journal A. M. A., Aug. 21, 1915.*)

MRS. IDA M. ADE

The Kokomo Medicine Company of Kokomo, Ind., advertises a "free home treatment for female trouble" under the name of Mrs. Ida M. Ade. Those who write to Mrs. Ade for the treatment get a form letter printed in imitation handwriting. Mrs. Ade recommends the recipient of her letter to order a 30-day "Vitopian Home Treatment," put up by the Kokomo Medicine Company. By the same mail, a stock letter and a small box containing a few pills and two vaginal suppositories comes from the Kokomo Medicine Company. The letter gives the price of the 30-day treatment as $3.50, but states that, on Mrs. Ade's urging, they "have decided to allow you the regular wholesale discount," which will bring the price down to $3.00. The whole scheme is a typical mail-order medical fraud.—(*From The Journal A. M. A., Oct. 4, 1913.*)

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ATLANTA REMEDY COMPANY

The Atlanta Remedy Company of Atlanta, Ga., is another branch of the W. M. Griffin fakery with headquarters at Fort Wayne, Ind. (See the article on Bertha C. Day.) Dr. Lily M. Norrell is the stool-pigeon in this case. The methods employed are practically identical with those used in the Bertha C. Day concern: the regular system of follow-up letters, "free proof treatment," testimonials and a 144-page booklet, entitled "Health at Home for Women." This booklet is said to be "published by the Atlanta Remedy Company, Atlanta, Ga." Except for the first eight pages, which describe Dr. Lily M. Norrel, "Medical Director, Atlanta Remedy Co.," the book is printed from the same plates as, and is identical with, the one issued by the "Woman's Remedy Company," San Francisco, another of Griffin's fraudulent mail-order medical concerns. As in the case of the Bertha C. Day concern, those who write to the Atlanta Remedy Company for the free trial treatment also have saddled on them a so-called "special treatment," which is sent at the same time as the trial treatment. For the latter, the victim is asked to pay $2.00 or $2.50. The value of this treatment may be gathered from the fact that if the victim refuses to accept it, the company does not consider it worth while sending the 3 cents postage necessary for its return. The business is essentially as fraudulent as that of its prototype, the Bertha C. Day Company. —(*From The Journal A. M. A., Oct. 4, 1913.*)

[This concern was discontinued about the time the federal authorities investigated Griffin's other fraudulent medical mail-order concerns].

MRS. F. BEARD COMPANY

The Mrs. F. Beard Company of Dayton, O., advertises in the classified columns of the newspapers, thus:

"Ladies—Send 25 cents; catalogue Secrets for Women and box Dr. Baird's remedy. Safe, speedy, regular."

Those who send 25 cents receive a batch of advertising of the remedies of the F. Beard Company, and a small wooden box containing some black pills. The label on the box refers the recipient to a red circular sent in the letter. This circular urges the woman to "send immediately for Superb Pills No. 3," if the sample in the wooden box "does not bring about the monthly flow." According to the leaflet, "Superb Pills No. 3 are a new departure, being made triple strength." They are "made expressly for long-standing and aggravated cases." If taken each month "ladies will find themselves always regular," thus "saving them from worry" and pain. And the reader is told that "these pills should be used every month as a preventive of irregularities." Five dollars a box is asked for this unmitigated fraud. In addition to the nostrums, the company also sells various "rubber goods."—(*From The Journal A. M. A., Oct. 4, 1913.*)

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DR. CHARLOTTE CHRISTOPHER

Dr. Charlotte Christopher operates—or did operate—a mail-order medical concern at 7 E. Randolph Street, Chicago. "This famous lady specialist" has "time after time taken cases pronounced hopelessly incurable by the medical profession and restored the patients to health in a most phenomenal manner"—she says so, herself. Dr. Christopher also said, in an advertisement published in a Chicago paper in 1910, that "after years of successful practice," she "decided to devote her future time to the relief of suffering women." Dr. Charlotte Christopher graduated from a low-grade Chicago medical college in 1907, so that the "years of successful practice" dwindle down to a paltry three—and these, evidently, were not "successful" or she would not be in the fraudulent mail-order medical business. Dr. Christopher, like most mail-order medical fakers, offers to send a free treatment to those answering her advertisement. Those who send for it receive a small box containing three different kinds of tablets: "Tonic," "Newlife," and "Healthtone." They also receive a request to send $5.00 for the "full two months' treatment." The usual follow-up letters come to those who do not bite; she has a sliding scale of prices common to charlatans of this sort. Later follow-up letters indicate that Dr. Charlotte Christopher's business was succeeded to by the Newlife and Healthtone Co., Chicago, which in turn, is said to be owned by the Panter Remedy Co., which operates a mail-order cure for syphilis ("blood-poison").—(*From The Journal A. M. A., Oct. 4, 1913.*)

DR. DARWIN MEDICAL COMPANY

The Dr. Darwin Medical Company of Rochester, N. Y., was conducted also under the titles, "Dr. Darwin Company" and "Dr. Darwin Potter Company." The owner and proprietor of the business was one Martha C. Potter. Business was obtained by inserting in various newspapers and other publications the following advertisement:

> DR. DARWIN'S COMPOUND
> COTTON ROOT TABLETS
> Will positively relieve the most obstinate female IRREGULARITIES, any cause, in twelve hours. Price $1. Guaranteed a powerful, harmless regulator for women. Will not injure the most delicate person. Specialists of 40 years experience. LADIES' RELIEF. Particulars and testimonials free. LADY ATTENDANT. Office or mail. Hours 12 to 2 p. m. Refuse dangerous substitutes. SOLD ONLY BY Dr. Darwin Med. Co., 108 Beckley Bldg., Rochester, N. Y.

To determine whether or not this was an advertisement of an abortifacient, a post-office inspector entered into correspondence with the concern under an assumed name. He

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received the printed "literature" of the company, which conveyed the idea and impression that the "cotton root tablets" would be found efficacious in producing abortion. The inspector sent another letter later purporting to come from a woman who was pregnant and who wanted a box of "cotton root tablets" for the purpose of procuring an abortion. The company, at once, mailed a box of tablets, together with printed literature. The tablets were marked, "throat tablets," and actually were worthless for the purpose for which they were supposed to have been sold. As the company very evidently sold these tablets for a supposed unlawful purpose, a fraud was perpetrated and a post-office fraud order was issued against the company, April, 1906. At the same time the matter of criminal prosecution of the parties responsible for this business was taken up by the United States attorney.—(*From Nostrums and Quackery, 2d edition.*)

HAGER MEDICAL COMPANY

The Hager Medical Company, South Bend, Ind., is said to be owned by George L. Hager, who is president of the company, with A. M. Hager, treasurer, and J. L. Midgley, secretary. "Oak Balm" seems to be the most extensively exploited of the Hager concern's frauds, although it also puts out other products including "Fibroma Unguent," which the company advertises, by inference, as a cancer cure.—(*From The Journal A. M. A., Oct. 4, 1913.*)

MARGARET M. LIVINGSTON

Margaret M. Livingston, M.D., of Chicago, advertises in the "personal" columns of newspapers as a "specialist for diseases of women." Those who write for the "free booklet" which she offers to send, receive, in addition to the pamphlet lauding Dr. Livingston and her methods, some printed slips describing various nostrums she has for sale. Two or three years ago Dr. Livingston seems to have been connected with a concern called the Central Health Institute which sold "For-Me-Ka Oil Vitality Tonic Remedies." The Chicago papers of November 21, 1912, reported the arrest of a number of persons throughout the country on the charge of misuse of the mails to solicit criminal medical practice or to dispose of medicines and instruments connected with such practice. Dr. Margaret Livingston's name was one of the twelve listed among those arrested in Chicago.—(*From The Journal A. M. A., Oct. 4, 1913.*)

PHEN-IX CHEMICAL COMPANY

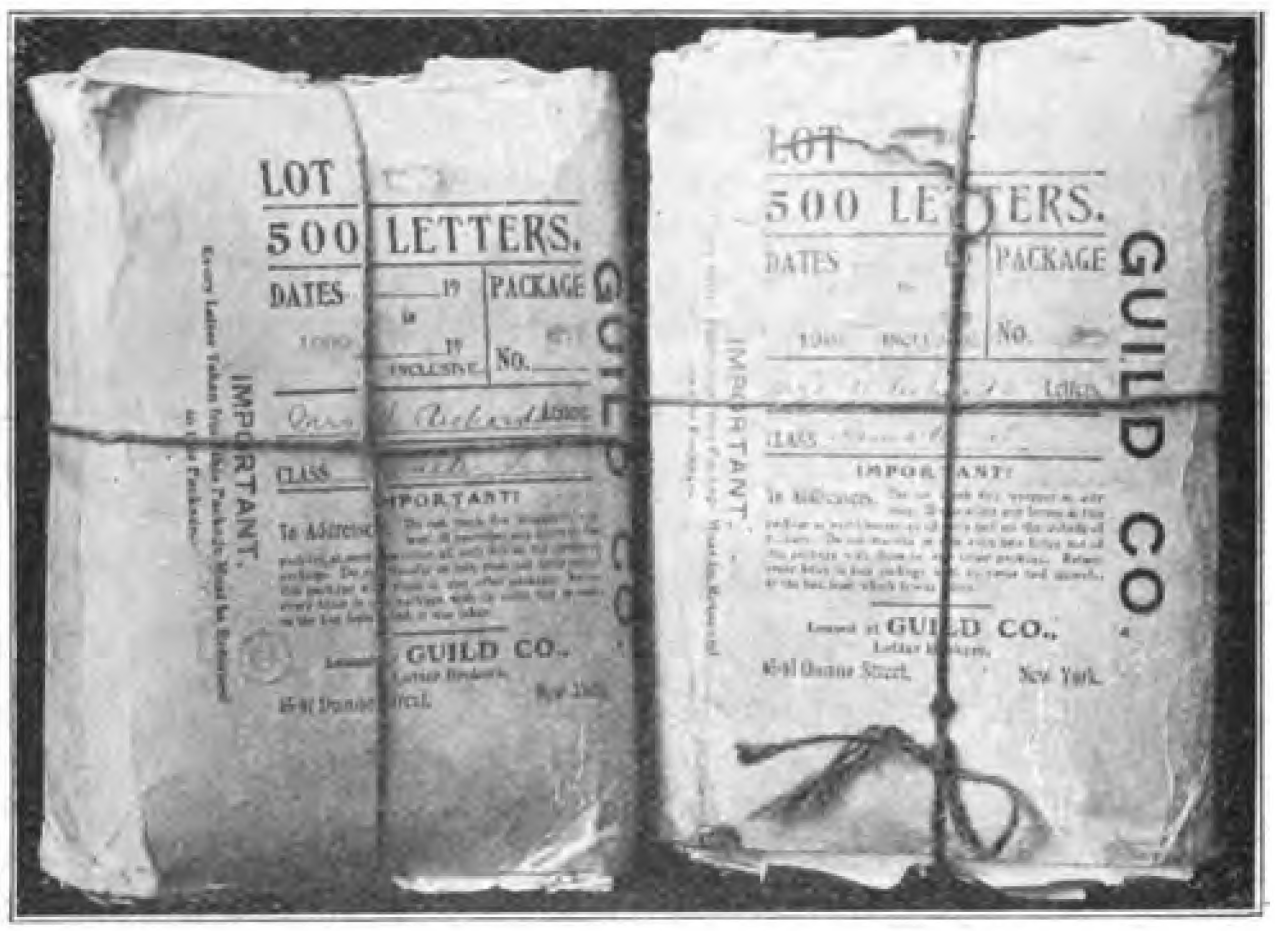
The Phen-Ix Chemical Company of Warsaw, Ind., sells "An-ti-seps—a modern female remedy," "Stargrass Compound—Nature's tonic for women," "Phen-is-ine Nerve

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Vitalizers" and "Earl's Kidney and Bladder Pills." The concern advertises in the classified columns of newspapers and by means of display advertisements. The claims are fraudulent.—(*From The Journal A. M. A., Oct. 4, 1913.*)

HARRIET M. RICHARDS

Mrs. Harriet M. Richards is the name under which the Woman's Mutual Benefit Company of Joliet, Ill., reaches its dupes. The advertisements of this concern are familiar to those who glance through the pages of some of the cheaper weekly magazines. "Mrs. Richards" offers to send her "sister woman" a "fifty-cent box of Balm of Figs Compound" which "will not cost her one cent." The woman who writes for the "free treatment" receives a small cardboard box con-



Mrs. Harriet M. Richards, which is the name under which the Woman's Mutual Benefit Co., Joliet, Ill., advertises, assures her victims "your letter will be treated strictly confidential." The photographic reproduction of two bundles of Harriet Richards' letters, that may be rented by anyone who is willing to pay $5 a thousand, shows how confidentially letters are treated. The company which makes a business of buying and selling letters of this sort claims to have for rent more than 140,000 of the Harriet Richards letters.

taining two vaginal suppositories and a stock letter urging her to use them. With the letter is the usual "scare" booklet describing the dire effects of the various sexual ailments to which women are subject and telling of the wonderful cures that "Balm of Figs" has effected in all diseases of this sort. A day or two after receiving the "free trial treatment," another stock letter comes and with it a "regular size" box of Balm of Figs suppositories, for which two dollars is asked. This box costs two cents to mail, and, so far as we

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know, the company never sends those who refuse to accept it the 2 cents necessary for its return. The value of the contents is evident.

A cursory examination of Balm of Figs was made in the Association's laboratory and the results indicated that the nostrum is a mixture of borax, alum and linseed oil made into a paste. If the recipient does not send the $2.00, she receives at intervals "follow-up" letters of the usual type. As an additional inducement she is told that if the $2.00 is sent "one of our splendid fountain syringes" will be sent free. The concern also handles other "patent medicines," and, as a side-line, "sanitary belts," and "skirt supporters." While the Harriet Richards concern professes to keep "all correspondence of whatever nature" confidential and private, as a matter of fact thousands of letters that have been written to the concern are on sale at letter brokers. The thing is an unmitigated fraud.—(*From The Journal A. M. A., Oct. 4, 1913.*)

SANOVA COMPANY

Sanova is said to be a "famous specific" for "female weakness" and is put up in the form of vaginal suppositories." Under the caption "Why Men Desert Their Wives," the Sanova Company, Toledo, O., urges women to use their nostrum and thus "command the happiness and pleasures which all women are intended to enjoy." The concern sends out booklets of the "scare" type; it also sells other "patent medicines" as well as a "Ladies' Syringe." Works the "free-trial treatment" dodge.—(*From The Journal A. M. A., Oct. 4, 1913.*)

DR. SOUTHINGTON REMEDY COMPANY

The Dr. Southington Remedy Company of Kansas City, Mo., publishes in such newspapers as will accept them advertisements to this effect:

> "Ladies—$1,000 reward. I positively guarantee my great successful 'monthly' remedy. Safely relieves some of the longest, most obstinate abnormal cases in three to five days."

Those who write for information regarding this advertised abortifacient are sent a stock letter and a booklet telling of the wonderful results of taking "Dr. Southington's Ergo-Kolo Female Compound for Women Only." The price of this "regulating compound" is $1.50 a package, "single strength," but the "double strength," which is recommended "for more obstinate cases," costs $2.00. The thing is an indecent fraud.—(*From The Journal A. M. A., Oct. 4, 1913.*)

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MRS. M. SUMMERS

Almost every one who has looked over cheap magazines and not-too-particular newspapers has seen the "Free to You —My Sister" advertisements put out under the name of Mrs. M. Summers, South Bend, Ind. Mrs. M. Summers is the name under which Vanderhoof & Company exploit a fraudulent mail-order "female-weakness cure." Like Mrs. Harriet M. Richards, Mrs. Summers offers to send a "free trial" of her "home treatment." Those who write for the "free treatment" receive some "Opaline Suppositories" for vaginal use. Since the Food and Drugs Act ("pure food law") has been in effect, the Vanderhoof concern has had to declare the presence of opium in its suppositories, each suppository containing 1⅔ grains of this drug. With the suppositories, "Mrs. Summers" sends a sample of her "Compound Antiseptic Powder for Ladies." This antiseptic powder is for the "cure," among other things, of "suppressed menstruation." From the testimonials regarding this powder we take the following, alleged to have been sent in by a married woman:


FREE TO YOU—MY SISTER

"I had not been unwell for four months before commencing your treatment, and after using it two weeks, I came around all right and have been regular ever since. . . ."

Also, Vanderhoof & Co. sell "Vigor of Life." This is said to be a marvelous cure for women who have lost the "personal magnetism" and other "attractive attributes" that go with a "thoroughly developed and strong nervous organism." It is also good, we are told, for women whose nervous organism peculiar to the sex has never fully developed." "Vigor of Life supplies that which is" necessary to "make the marital relations harmonious and complete." Furthermore, this wonderful product "prevents the insidious approach of failing manhood"—all this for $1.00 a box. These and many other fakes emanate from the Vanderhoof fraud factory.

Incidentally, "Mrs. Summers' Harmless Headache Powder" has been declared misbranded under the Federal Food and Drugs Act ("pure food law"). Instead of being harmless, the United States authorities declared that it was "in truth and in fact injurious to health." A plea of guilty was entered and a fine imposed.—(*From The Journal A. M. A., Oct. 4, 1913.*)

THE WOMAN'S REMEDY COMPANY

Dr. Grace Feder Thompson, "Specialist to Women, Medical Director," is the stool-pigeon in charge of the Woman's Remedy Company, San Francisco. This is another of the W. M.

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Griffin frauds, one of which is described at some length under Bertha C. Day. The method of operation seems to be identical with that of the Atlanta Remedy Company and the booklet it sends out is, with the exception of the first few pages, printed from the same plates. The booklet in this case is entitled "Woman's Home Health Book," said to be "published by the Woman's Remedy Company, San Francisco, California." The Woman's Remedy Company sends to those who write for the "free trial treatment" a "full and complete course," for which $3.00 is asked. Those who do not swallow this bait receive a series of follow-up letters, each one more insistent than its predecessor, urging that the money be sent. If these, too, are unanswered, the concern comes down in price, but does not send the 3 cents necessary for the return of the $3.00 treatment.—(*From Pamphlet of October, 1913.*)

[This concern was discontinued about the time the federal authorities investigated the fraudulent nature of Griffin's medical mail-order concerns.]

VIS-VITÆ MEDICINE COMPANY

The Vis-Vitæ Medicine Company of Toledo, O., sends a "free trial treatment" consisting of tablets for vaginal use. Uses the follow-up system in keeping after its victim. It is a somewhat paltry and insignificant swindle.—(*From The Journal A. M. A., Oct. 4, 1913.*)

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Nostrums

"No class escapes them—from the poor man's pay
"The nostrum takes no trifling part away;
"Time, too, with cash is wasted; 'tis the fate of real helpers,
to be called too late;
"This find the sick, when (time and patience gone)
"Death with a tenfold terror hurries on."

—CRABBE.

ALPEN SEAL

Mrs. Georgia Palmer of Chicago advertises that she will send a "free prescription" for the relief of women's ailments. Those who write receive a letter printed in imitation handwriting. The "prescription" is printed in imitation typewriting on a prescription blank of George E. Flood, M.D., 79 Dearborn Street, Chicago. The "prescription" contains three items: Water, Fluid Extract of Black Haw and "Alpen Seal." The joker, of course, lies in the "Alpen Seal," which is a "patent medicine" put on the market by a concern calling itself the Alpen Chemical Company. Dr. George E. Flood of 79 Dearborn Street may also be found in the nostrum literature as the writer of a testimonial for a fake bust developer put out by the Aurum Medicine Company, also of 19 Dearborn Street. "Alpen Seal" is also advertised by the "prescription fake" method in those newspapers that are not above sharing the profits of frauds of this type.—(*From The Journal A. M. A., Oct. 4, 1913.*)

AMENORETTS

This substance was exposed in a communication from Dr. W. H. Graves, Dodge City, Kansas. Dr. Graves tells of a visit of a "detail man" for the Amenoretts Company distributing samples and exploiting the preparation which is represented as curing all female complaints. The circular gave the formula for the suppositories as "the active principles of Pyroligenous Acid, Iodin, Picric Acid, Boracic Acid, Quinin, Tetraborate of Soda, Glycerin, and Oil of Theobromo." The formula for the tablets is given as Pyroligenous Acid, Iodin, Boracic Acid, and Tetraborate of Soda. Dr. Graves says he remarked on the fact that quinin was itself the active principle of cinchona and the active principles of the other known constituents must be due to the vivid imagination of the concocter of these remarkable formulas, but he saw no quantities given. His visitor replied that they did not print

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quantities. Not being a physician he admitted that he did not know how he should feel if he were one, and a man came to his office telling how to treat his patients with an article of unknown composition.—(*Abstracted from The Journal A. M. A., March 24, 1906.*)

CHICHESTER'S DIAMOND BRAND PILLS

A preparation known as "Chichester's Diamond Brand Pills" is, and has been for years, extensively advertised in newspapers, drug journals, etc. While in these advertisements nothing is said regarding the therapeutic uses of the preparation, the public to a large extent, knows it and buys it as an abortifacient remedy.



Here are some of the numerous "female regulators" on the market. (*By courtesy of the Committee on Interstate and Foreign Commerce.*)

A trade package, "large size," of Chichester's Diamond Brand Pills was purchased on the open market and examined with especial reference to the presence of commonly reputed abortifacient drugs. The pills were put up in a small tin box, on which was printed:

"Distributed by Chichester Chemical Co."

The package contained twenty pills and considerable advertising matter, wrappings, etc. Attention is called to some of the statements in a booklet contained in the package entitled:

"Relief for Ladies. Directions for Use of Chichester's Diamond Brand Pills."

"To Our Old Customers,
"Change of Name.

"Our Remedy was formerly called 'Chichester's English Pennyroyal Pills,' but on account of unscrupulous imitations offered under the name of 'pennyroyal' our remedy will hereafter be known only as 'Chichester's Diamond Brand Pills.'"

"Treatment may be begun at any time, although in some instances the pills are more effective if taken about the regular time for the menstrual flow. As a rule, however, it is found that more satisfactory results are secured by beginning treatment at once and continuing it until the pills give relief."

Only one small page each is devoted to "Amenorrhea," "Dysmenorrhea" and "Directions," the remainder is taken up with testimonials, cautions to "Take no other," "Refuse all others," "Beware of imitations," etc.

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EXAMINATION

By the usual tests the presence of some preparation of aloes and of iron sulphate (copperas) was demonstrated. Tests for the presence of black hellebore, tansy, pennyroyal, savin and certain other reputed abortifacients resulted in each case, negatively. Ergot or its preparations could not be detected. While the identification of mixed plant extracts, especially those which contain constituents not readily isolated, is a matter of great difficulty and is often impossible, it would appear, from the examination, that the chief medicinal constituents of the pills are aloes and copperas, the latter ingredients being present to the extent of about ½ grain to each pill. The statement of the manufacturer that the pills are sugar coated is scarcely warranted by the facts. The change of name from "Chichester's English Pennyroyal Pills" to one in which the word *"Pennyroyal"* does not occur is significant in view of the fact that no pennyroyal could be



BEFORE AFTER

Photographic reproductions (reduced) of advertisements of Chichester Pills before and after the passage of the Food and Drugs Act. The Association chemists found no pennyroyal in these pills and under the pure food law it would be illegal to call them "Pennyroyal Pills." Was this responsible for the change in name?

found in the pills. Under the Food and Drugs Act it would be illegal to sell as "Pennyroyal Pills," pills that did not contain that constituent.

A package of these pills retails at $2.00, or at the rate of 10 cents for each pill. An examination of the price lists of several large manufacturers of pharmaceuticals reveals that pills very nearly corresponding to the above may be bought in quantities for about 22 cents per hundred. The profits in retailing at $10 per hundred ought to be satisfying even to the most avaricious.

The above calls attention to a vicious state of affairs—the selling to the public of drugs of reputed abortifacient properties. We believe there is not a state in the Union which has not adopted laws against it, but in spite of this, these preparations, in thin disguise, are shamelessly advertised in newspapers and as shamelessly and boldly sold over the counters of many drug stores. While it is true that many of these nostrums are merely fraudulent, rather than dangerous, yet

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not a few contain potent and—for the purpose for which sold—villainous drugs.

As shown by our chemists, Chichester's Diamond Brand Pills seem to be simply the old aloes and iron sulphate pills with slight modification. While these pills were sold originally as "pennyroyal" pills, the Food and Drugs Act, which forbids lying on labels, has apparently compelled the manufacturers to omit the word "pennyroyal."

Since it is well known that there is no drug or combination of drugs, which, taken by the mouth, will with certainty produce abortion, it is not probable, to judge from the constituents found in these pills, that they would produce the result desired by the purchaser. Nevertheless, the use of this nostrum is pernicious and in the interest of public health and public morals its sale, and the sale of similar nostrums, should be prohibited.—(*Modified from The Journal A. M. A., May 27, 1911.*)

"MITCHELLA COMPOUND"

In the pages of those publications whose advertising ethics permit them to give publicity to fake cancer cures, to deaf-cure quacks or any other of the unsavory brood which Mr. Adams exposed in the "Great American Fraud" series, the advertisement of "Dr." J. H. Dye's "Medical Institute" may be found. Dye is one of the tribe that makes capital out of the fears of the expectant mother. After drawing lurid pictures of the "untold pains" to which the young mother may be a martyr, relief is promised if the sufferer will but use Dye's "Mitchella Compound." The value of "Dr." Dye's nostrum is testified to by a hypothetical Mrs. Dare, who relates how after losing her first child she had a vision. A "white-robed angel" appeared, who delivered a flowery speech, concluding with the following peroration:

"Go, sister, and seek freedom and peace in the use of *Mitchella Compound* and in following the teachings of that book."

The book referred to by the "white-robed angel" is a brochure put out by "Dr." Dye and sold for the nominal price of $2.00. The title is "Painless Childbirth," and, needless to say, the author does not neglect to extol the use of Mitchella Compound.

"Dr." Dye's Mitchella Compound "speedily cures all derangements and irregularities of the menstrual function, congestion, inflammation, ulceration and displacement of the womb . . ." and other things too numerous to mention. This "heartease for weary women," we are told, "is composed of the purest and most carefully selected herbs which can be obtained." Possibly! But if after a period of drought

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one went to the woods and raked up a double handful of dried leaves, pieces of bark and any other debris that happened to be handy, the average man would find it difficult to distinguish between such rakings and "Dr." Dye's Mitchella Compound at $1.00 a package.

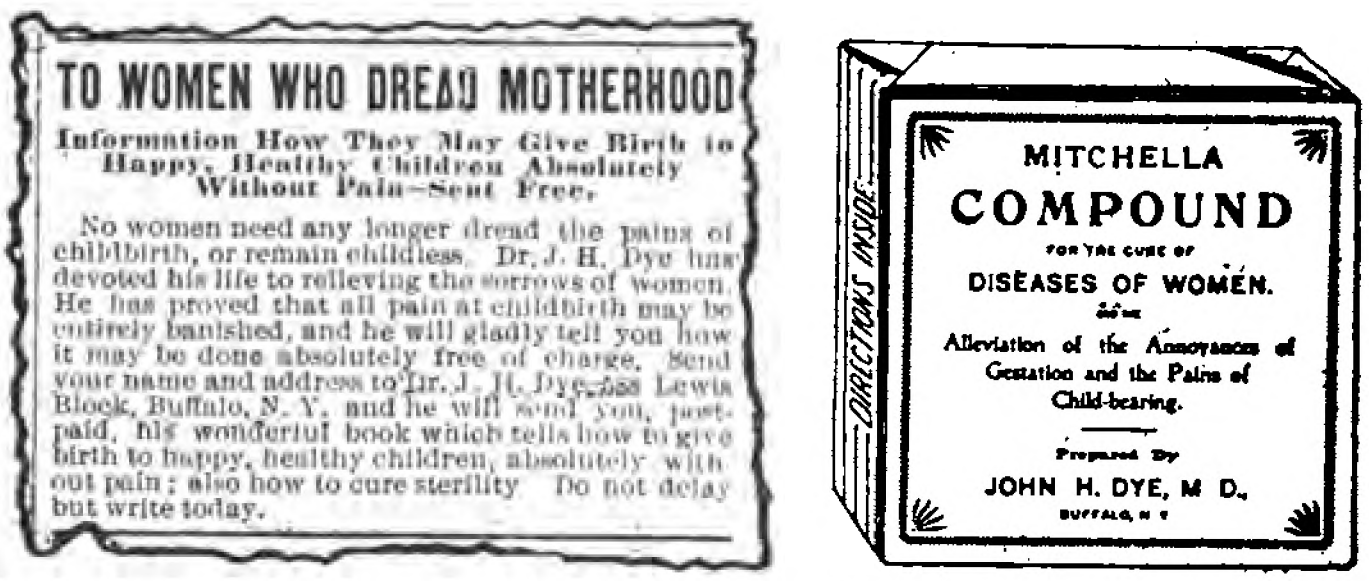
A sample of Mitchella Compound was examined botanically for us by Prof. William Baker Day of the University of Illinois. Professor Day reports as follows:

BOTANIC EXAMINATION

"I have examined botanically a sample of 'Mitchella Compound.' The sample consists apparently of a mixture of vegetable material, chiefly fragments of leaves, roots and bark, among which I have been able to identify the following:

"*Mitchella repens*—herb—commonly known as Partridge-berry or Squaw-vine.

"*Chamaelirium luteum* — rhizome and roots — (*Helonias dioica*), commonly known as Starwort or False Unicorn Root.



Photographic reproduction (reduced) of a typical advertisement of J. H. Dye and of the package in which he sent out his nostrum.

"*Cornus Florida*—bark of the root—commonly known as Flowering Dogwood.

"*Cypripedium pubescens* or *Cypripedium parviflorum*, commonly known as Ladies' Slipper."

None of these drugs is new; all have been used at one time or another as medicinal agents, but, with the exception of ladies' slipper, have long been practically discarded as useless. Ladies' slipper, while officially recognized, is so little esteemed as a remedy that few text-books even mention it. Mitchella Compound is, in short, but one more of the innumerable cure-alls on the market in which discarded, unrecognized or useless drugs are pressed into service and invested with miraculous virtues. What shall be said of men who prey on pregnant women—who create in the mind of the expectant mother the fear of untold agonies and then offer immu-

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nity to these supposititious tortures-at the price of their worthless nostrums—who, with the help of such publications as will accept their lying advertisements, do more to encourage abortion than even the professional abortionists themselves? There seems to be but one remedy: Speed the time when in their acceptance of advertising those publishers who fail to recognize decency as a moral obligation may be forced by public opinion to recognize its value as a business proposition. —(*From The Journal A. M. A., Feb. 27, 1909.*)

DR. MARTEL'S FEMALE PILLS

Dr. Martel's Female Pills, Knickerbocker Remedy Company of New York, distributors, were sold as "a preparation for disturbances of the menstrual functions." The government declared the drug misbranded "in that the package containing the same bore a certain statement which was false and misleading, and for the further reason that the package containing said drug contained a circular which contained statements regarding the curative or therapeutic effect of said drug which were false and fraudulent."

No one having claimed the property seized by the government, the court entered judgment of condemnation and forfeiture and ordered the United States marshal to destroy the product.—[*Notice of Judgment, 3690.*]—(*From The Journal A. M. A., July 24, 1915.*)

MOTHER'S FRIEND

This widely advertised nostrum is put out by the Bradfield Regulator Company, Atlanta, Ga. Some of the claims made for it were:

"Shortens the duration of labor."
"Will assist in the safe and quick delivery."
"Prescribed by many of our best physicians."
"Causes an unusually easy and quick delivery."
"For relief of the suffering incident to child-birth."

Samples taken from the consignment seized were analyzed by the Bureau of Chemistry of the United States Department of Agriculture and found to consist of:

Oil Soap (small quantity)



The United States judge naturally declared the stuff misbranded.—[*Notice of Judgment, No. 203.*]

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ORANGE BLOSSOM SUPPOSITORIES

Orange Blossom Suppositories are put on the market by J. A. McGill, M.D., Chicago. Since the Food and Drugs Act went into effect, the "Orange Blossom" part of the advertising has been less pronounced; also, many of the most evident falsehoods have been toned down, although there are still plenty. A product answering to this description was subjected to analysis by the chemists of the British Medical Association. They reported that "Orange Blossom Specific for Uterine Diseases," claimed to be "the invention of a Chicago doctor," had for its principal constituents alum and boric acid, the base being principally soft paraffin. Orange Blossom Suppositories are said to be "a noble remedy" for "cancers in their earlier stages." Incidentally, McGill puts out a "Famous Cancer Salve" and also a "kidney and bladder cure" which "never fails to cure any form of Bright's disease, diabetes," and various other conditions. Each is a fraud.—(*From The Journal A. M. A., Oct. 4, 1913.*)

LYDIA PINKHAM'S VEGETABLE COMPOUND

In his Great American Fraud series, Mr. Samuel Hopkins Adams discussed the Lydia Pinkham concern in *Collier's,* Feb. 17, 1906, as follows:

> "No little stress is laid on 'personal advice' by the patent-medicine companies. This mav be, according to the statements of the firm, from their physician or from some special expert. As a matter of fact, it is almost invariably furnished bv a $10-a-week typewriter, following out one of a number of 'form' letters prepared in bulk for the 'personal-inquiry' dupes. Such is the Lydia E. Pinkham method. The Pinkham Company writes me that it is entirely innocent of any intent to deceive people into believing that Lydia E. Pinkham is still alive, and that it has published in several cases statements regarding her demise. It is true that a number of years ago a newspaper forced the Pinkham concern into a defensive admission of Lydia E. Pinkham's death, but since then the main purpose of the Pinkham advertising has been to befool the feminine public into believing that their letters go to a woman—who died nearly twenty years ago of one of the diseases, it is said, which her remedy claims to cure.
>
> "True, the newspaper appeal is always 'Write to Mrs. Pinkham,' and this is technically a saving clause, as there is a Mrs. Pinkham, widow of the son of Lydia E. Pinkham. What sense of shame she might be supposed to suffer in the perpetration of an obvious and public fraud is presumably salved by the large profits of the business. The great majority of the gulls who 'write to Mrs. Pinkham' suppose themselves to be addressing Lydia

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> E. Pinkham, and their letters are not even answered by the present proprietor of the name, but by a corps of hurried clerks and typewriters."

Eariler in the series, Mr. Adams had said: "Lydia Pinkham's variety of drink depends for its popularity chiefly on its alcohol."

Before the Food and Drugs Act made falsifying on the label expensive, Lydia Pinkham's Vegetable Compound used to be labeled "A Sure Cure for Falling of the Womb and all Female Weakness." After the passage of the act the "sure cure" claim was eliminated and the enlightening information appeared, "Contains 18 per cent. of alcohol."



BROOKLYN DAILY EAGLE. NEW YORK FRIDAY, NOVEMBER 6, 1903.

Confide in a Woman

How Women Act While Consulting a Male Physician.

A woman is well aware of the delicate peculiar to her sex in fact developing in her system. She goes to her family physician and tells him a story, but not the whole story. She holds something back from his head, hesitates ashamed, forgets what she wants to say, and finally conceals what she ought to have told, and thus completely mystifies the doctor. Is it any wonder, therefore, that the doctor fails to cure the disease? Still, we cannot blame the woman, for it is very embarrassing to detail some of the symptoms of her suffering, even to her family physician. It was by this reason that years ago Mrs. Lydia E. Pinkham determined to step in and help her sex. Having had considerable experience in treating female ills with her **Vegetable Compound**, she encouraged the women of America to write to her for advice as regard to their complaints, and being a woman, it was only for her other sufferers good and her own every day talk of their suffering. In this way

Mrs. Pinkham, in Lynn, Mass.

was able to do for them what the physicians were unable to do, simply because she had the proper information to work upon, and from the little army of women who sought her advice years ago, a great many of her fellow beings are today constantly applying for advice and relief, and during the last year many thousands every month have written and received valuable advice and help.

Nineteen women at Lydia E. Pinkham's laboratory at Lynn at their task an amount of information as hard to equal in the treatment of all kinds of female ills, from the simplest local irritation, to the most complicated diseases of the female organs. The records of all the many hundreds of thousands of cases to which advice has been asked are there kept on file by Mrs. Pinkham, and thus this vast experience she is able to do more than the family physician for [illegible] responsible for her own suffering who will not take the trouble to write to Mrs. Pinkham for advice. The testimonials which we are constantly publishing from grateful women establish beyond a doubt the power of LYDIA E. PINKHAM'S VEGETABLE COMPOUND to conquer female diseases.

Lydia E. Pinkham died in 1883. For years after her death, the concern's advertisements gave the impression that she was still answering all letters written to her. Here is a typical advertisement of this sort; it appeared in 1903, twenty years after Lydia E. Pinkham's death.

A year or two ago the chemists of the British Medical Association analyzed this nostrum and reported:

> "Analysis showed it to contain 19.3 per cent. by volume of alcohol, and only 0.6 per cent. of solid substances; the ash was 0.06 per cent., and consisted of the constituents usual in vegetable preparations; traces of tannin and ammonia were present, and a small quantity of reducing sugar; no alkaloid was present, and no evidence was obtained of any active principle except a trace of

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a bitter substance soluble in ether; the remainder (0.3 or 0.4 per cent.) was vegetable extractive, possessing no distinctive characters."

As, from this analysis, it appeared that Lydia Pinkham's Vegetable Compound might properly have come within the list of those alcoholic medicinal preparations for the sale of which a special tax is required, the attention of the Internal Revenue Department was called to the fact. The Commissioner of Internal Revenue replied that the preparation would be analyzed in the Bureau's laboratory and the matter reported on. This was late in 1913. Nothing further was heard from the Commissioner of Internal Revenue and in June, 1914, the office of the Commissioner was again written to. In reply the Internal Revenue officials stated that it had had Lydia Pinkham's Vegetable Compound under consideration and "as such preparation is *now* [Italics ours.—ED.] compounded and placed on the market, it measures up to the standard adopted by this office. . . ." This letter was written June 9, 1914. Packages of Lydia Pinkham's Vegetable Compound purchased soon thereafter bore a special label on the bottle and the carton bore a small sticker with the words, "NEW FORM ADOPTED June 12, 1914." The special label on the bottle bore in part the following significant statements:

"It may be found that this medicine has a *different taste and appearance* from the Compound as formerly prepared. This is because it is now improved by *certain additions.*

"Understand that it contains precisely the same medicinal ingredients as formerly and in the same proportions, and consequently retains all its old virtues. The change made with the aid of forty years' experience is simply that *the medicine is stronger and contains some new herbs* possessing valuable medicinal properties. . . ." [Italics ours.—ED.]



BACKACHE A SYMPTOM

Of More Serious Illness Approaching. Mrs. Bender's Case.

Backache is a symptom of organic weakness or derangement. If you have backache don't neglect it. To get permanent relief you must reach the root of the trouble. Read about Mrs. Bender's experience.

St. James, Mo.—"About a year ago I was irregular, had cramps every month, headache and constant backache. I took Lydia E. Pinkham's Vegetable Compound and used the Sanative Wash and I am relieved of all my troubles and am in perfect health. I shall recommend your medicine to all my friends, and you may publish this testimonial for the benefit of other suffering women."—Miss Anna Bendee, St. James, Missouri.



Another Case.

Dixon, Iowa.—"I have been taking Lydia E. Pinkham's Vegetable Compound for some time and it has done me much good. My back troubled me very much. It seemed weak. I had much pain and I was not as regular as I should have been. The Compound has cured these troubles and I recommend it to all my friends."—Mrs. Bertha Dierksen, Box 102, Dixon, Iowa.

If you have the slightest doubt that Lydia E. Pinkham's Vegetable Compound will help you, write to Lydia E. Pinkham Medicine Co. (confidential), Lynn, Mass., for advice. Your letter will be opened, read and answered by a woman, and held in strict confidence.

In this more recent advertisement, it will be seen that women are no longer told to write to "Mrs. Pinkham" but to the "Lydia E. Pinkham Medicine Co."

As it is a most unusual thing for nostrum manufacturers to *admit* changes in their formula—unless there are very urgent reasons for doing so—the assumption is justified that a hint from the Internal Revenue Department caused the Pinkham concern to add more drugs to its alcoholic nostrum.

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The proprietor of a large pharmaceutical jobbing house in Chicago reports that since the formula has been changed a number of complaints have come in from retail druggists to the effect that the nostrum does not "keep" but is "blowing up" on their shelves. — (*From The Journal A. M. A., May 15, 1915.*)



Labels before and after the passage of the Food and Drugs Act. The "SURE CURE" disappears and the enlightening information "CONTAINS 18 PER CENT OF ALCOHOL," takes its place; "*All* Female Weaknesses" becomes "*other* Female Weaknesses"; the statement, "for all diseases of the KIDNEYS it is the *Greatest Remedy in the World,*" also disappeared when falsifying on the label became risky.

MME. YALE'S EXCELSIOR FRUITCURA

Mme Yale's Excelsior Fruitcura is, according to madam, herself ,"primarily 'Woman's Tonic,' a cure for every ill to which she is sexually heir from Infancy to Old Age. It is Nature's prompt omnipotent Restorative—a Specific for the Generative Organs—Fruitcura cures the so-called 'Incurable.' It is an Elixir of Life—It prevents and cures Prolapsus or

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Falling of the Womb and all Displacements of Womb or Ovaries."

This also was analyzed and found to consists "of 76.97 per cent. of volatile matter (largely water with 16.666 per cent. of alcohol by volume, 29.71 per cent. of sugar and small quantities of plant drugs."—[*Notice of Judgment, No. 82.*]

WINE OF CARDUI

On April 11, THE JOURNAL published an article on "Wine of Cardui," a fraudulent "patent medicine" made and sold by the Chattanooga Medicine Company. Attention was called to the fact that the chief owner of this company is John A. Patten, one of the most prominent officials in the Methodist Episcopal Church. It was shown that Mr. Patten occupied what is probably the most influential position that can be held by any layman in the church, that of chairman of the "Book Committee." The book committee is, according to the Methodist Year Book "almost a general conference *ad interim.*" It has the power of fiixing the salaries of the bishops, church publication editors and publishing agents, and of removing from office the editor of any of the official publications. It also has general supervision of the publishing financial interests of the church.

The chairmanship of this powerful committee is not the only gift of the church to Mr. Patten. He is one of the board of managers of the "Board of Education"; also, he is a member of the "Freedman's Aid Society," of the "Commission on Federation," of the "Executive Committee of the Laymen's Associations" and of the "Methodist Men's Convention"; in addition he represents General Conference District No. 6 in the "Methodist Brotherhood."

Mr. Patten's defense of the nostrum business when he spoke as the representative of the "patent medicine" men's organization (the Proprietary Association of America) was referred to in our former article. Mention was made, also, of the news item published in *Collier's* in 1912 regarding an alleged attempt on the part of the advertising counsel of the Chattanooga Medicine Company to influence public health legislation by telling newspaper men that "all advertising of proprietary medicines in New Mexico" would stop if a certain bill, that the "patent medicine" men opposed, became a law.

The older and newer claims for Wine of Cardui were compared and it was shown that while direct lies had been removed from the labels and cartons of Wine of Cardui—which would render the manufacturer liable under the Food and Drugs Act—the most outrageous falsehoods were still printed in booklets sent out to women who answered the company's advertisements. These booklets are not subject to the penalties of the "pure food law."

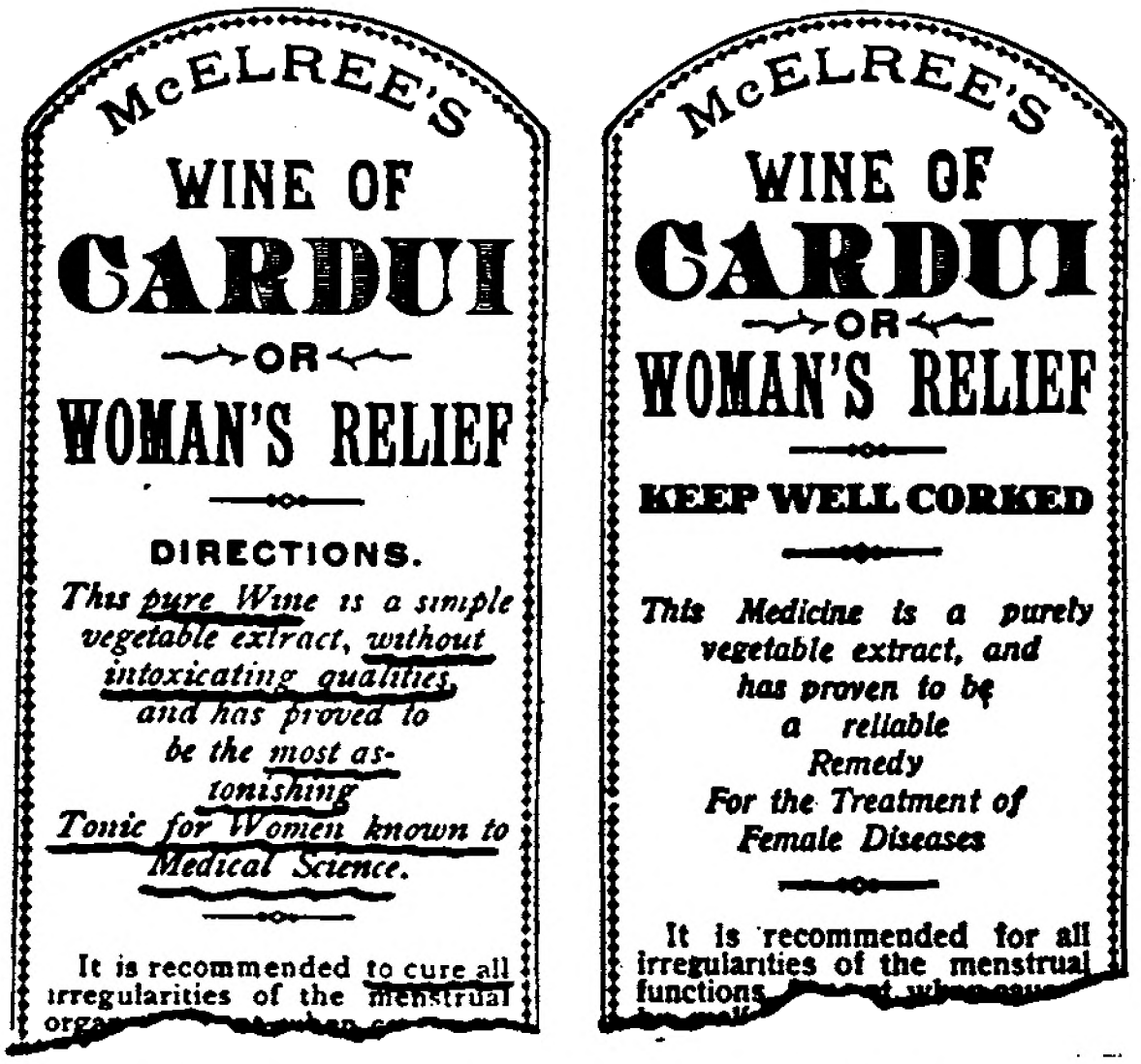
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WINE OF CARDUI ANALYZED

The Association's chemists made a careful analysis of Wine of Cardui which we again give in order that our readers may know what was found. It should be added that since the appearance of the first article additional analyses have been made both in the Association's laboratory and elsewhere, and the findings of the chemists coincide essentially with the original findings, which read as follows:

CHEMIST'S REPORT

"The name Wine of Cardui would indicate that the preparation was made from blessed carduus (*Cnicus benedictus*) a plant variously known as blessed, cursed, spotted or bitter



The labels on Wine of Cardui before the Pure Food Law went into effect declared that the stuff was a "pure Wine;" was "the most astonishing Tonic for Women known to Medical Science" and furthermore, that it was "without intoxicating qualities!" Compare the newer label (on right) with the old (on left). The company continued to publish falsehoods in advertisements which were not subject to the penalties of the Pure Food Law.

thistle. Wine of Cardui is a dark brownish liquid having a neutral reaction, a peculiar, valerian-like odor and a bitter, mawkish taste. The odor was not wine-like in any particular. The preparation is claimed to be purely vegetable and the presence of 20 per cent. of alcohol is declared. Arsenic, bromids, iodids, the potent alkaloids such as aconitin, morphin and strychnin, or the emodin-bearing drugs such as

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aloes, cascara and senna, were not found. Potassium bitartrate (cream of tartar) was absent, thus indicating the absence of wine from grapes. Alcohol was determined and 20.36 per cent. of absolute alcohol by volume was found. The volatile matter amounted to about 97 per cent. The nonvolatile residue appeared to consist of vegetable extractives. This had a bitter taste and gave very faint reactions for alkaloids. The quantity of alkaloid was too small to possess any appreciable medicinal effect, whatever its potency might be. Small quantities of a nitrate were present. Potassium nitrate is a constituent of a considerable number of plants, among which is blessed thistle. The presence of traces of this salt in Wine of Cardui does not, therefore, prove the presence of blessed thistle extractives in this preparation, although it is confirmatory evidence. A trace of combined ammonia also was present.

"It is probable that Wine of Cardui is a weak, hydroalcoholic extract of blessed thistle, containing a trace of valerian. Blessed thistle has been employed to some extent in domestic medicine as a simple bitter, but little attention is given to it by discriminating writers in materia medica. It seems probable that whatever medicinal effect Wine of Cardui may possess, is due principally to its alcohol content."

THE EFFECTS OF THE FIRST ARTICLE

Such then, in brief, was THE JOURNAL'S original article on Wine of Cardui. In it two things were emphasized: One, the more important, the fact that Wine of Cardui is a vicious fraud; the other, that the preparation contains 20 per cent. alcohol, and, so far as the Association's chemists could discover, no other drugs in amount sufficient to give any medicinal effect.

The article brought many letters of commendation. The only protest came from the representatives of the Chattanooga Medicine Company. Two editors of official church publications called at THE JOURNAL offices and discussed the article. Both of them admitted that advertisements of Wine of Cardui were debarred from their magazines; but curiously enough both seemed much more concerned with that part of the article referring to the alcohol content of the nostrum than they did with the much graver charge of fraud. In fact, it seems that THE JOURNAL'S statement to the effect that Wine of Cardui contains twice as much alcohol as is found in champagne has elicited more comment than the charge that the stuff is an outrageous fraud on the women of the country.

PATTEN OFFERS TO RESIGN

We have learned that after the article appeared, Mr. Patten offered to resign from the various positions he holds in the

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church. To quote from a statement sent out by Mr. Patten himself:

"His [Mr. Patten's] first thought was to tender his resignation and this he prepared, but five representative members of the [Book] Committee, who heard of his purpose, insisted that he should not resign, stating that they had always known what his business was, and they would not consent to his withdrawal in the face of such plainly malicious charges."

THE LIQUOR DEALERS' ATTORNEY TO THE RESCUE

Although THE JOURNAL learned from other sources that action was to be brought against it for the article, no notification was received by it or its attorneys of any suit. THE JOURNAL did, however, receive a visit from Mr. Warwick M. Hough, who came as a representative of Mr. Patten and the Chattanooga Medicine Company. Mr. Hough is an attorney who is exceedingly well known in certain circles. Mr. Samuel Hopkins Adams, in *Collier's*, May 11, 1912, in calling attention to Mr. Hough's activities in behalf of the "Swamp Root" fraud—another alcohol-containing nostrum—characterized the attorney as: "Warwick M. Hough, the legal prop and bulwark of the 'patent medicine' fakers and the food adulterators."

For years Mr. Hough was general counsel for the National Wholesale Liquor Dealers' Association of America, and served, it is said, the Eastern Blenders' Association and the Distillers' Association. In the spring of 1906 he appeared as attorney for the "blended whiskey" interests before the committee that was hearing arguments preparatory to drawing up what finally became the Federal Food and Drugs Act—the "Pure Food Law."

To quote from the official record:

"THE CHAIRMAN.—We will hear you briefly. What is your name, if you please?

"MR. HOUGH.—Warwick M. Hough, of the firm of Klein & Hough, attorneys at law, of St. Louis, Mo.

"THE CHAIRMAN.—Whom do you represent?

"MR. HOUGH.—I appear for the National Wholesale Liquor Dealers' Association of America, an organization which comprises the majority of the distillers, wholesale distillers, and rectifiers of the United States; and represents, it has been asserted, almost 90 per cent. of the volume of business, a business from which the Government gets one-fourth of its entire annual income . . ."

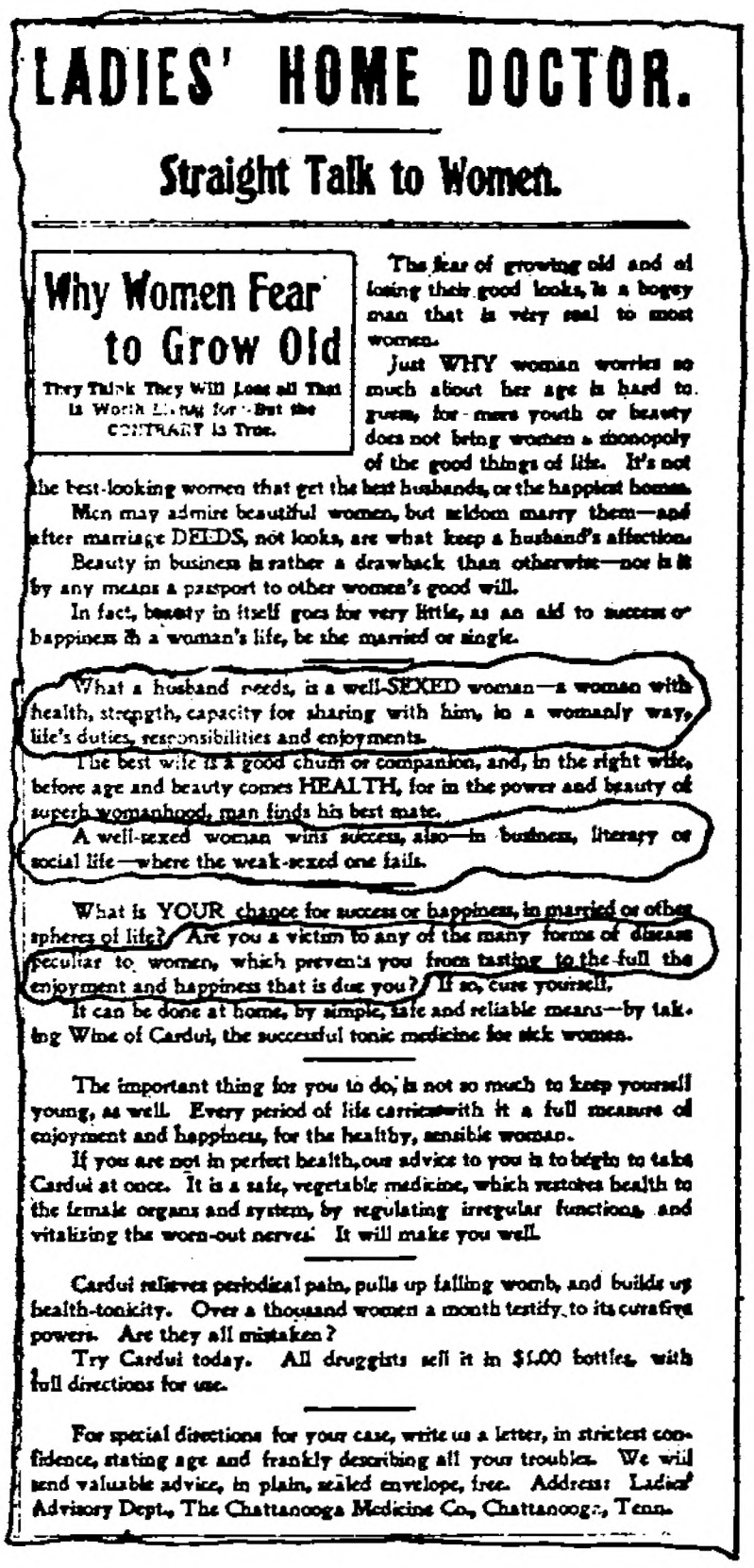
"THE CHAIRMAN.—Are you their regular attorney, employed annually?

"MR. HOUGH.—I have been for years . . ."

In addition to his employment by various liquor organizations, Warwick M. Hough has appeared in behalf of various nostrums—largely those of the alcoholic type. His activities in behalf of "Swamp Root" have already been referred to.

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The record indicates that he also appeared before the Board of Food and Drug Inspection in behalf of "Sure Thing Tonic," a fraudulent nostrum—"alcoholic strength 50 proof." "Sure Thing Tonic," however, was declared misbranded under the Food and Drugs Act, and its manufacturers fined. Mr. Hough also appeared before the same board in behalf of "Holland Gin," sold by the Baird-Daniels Co.



LADIES' HOME DOCTOR.

Straight Talk to Women.

Why Women Fear to Grow Old

They Think They Will Lose all That Is Worth Living for—But the CONTRARY is True.

The fear of growing old and of losing their good looks, is a bogey man that is very real to most women.

Just WHY woman worries so much about her age is hard to guess, for mere youth or beauty does not bring women a monopoly of the good things of life. It's not the best-looking women that get the best husbands, or the happiest homes.

Men may admire beautiful women, but seldom marry them—and after marriage DEEDS, not looks, are what keep a husband's affection.

Beauty in business is rather a drawback than otherwise—nor is it by any means a passport to other women's good will.

In fact, beauty in itself goes for very little, as an aid to success or happiness in a woman's life, be she married or single.

What a husband needs, is a well-SEXED woman—a woman with health, strength, capacity for sharing with him, in a womanly way, life's duties, responsibilities and enjoyments.

The best wife is a good chum or companion, and, in the right wife, before age and beauty comes HEALTH, for in the power and beauty of superb womanhood, man finds his best mate.

A well-sexed woman wins success, also—in business, literary or social life—where the weak-sexed one fails.

What is YOUR chance for success or happiness, in married or other spheres of life? Are you a victim to any of the many forms of disease peculiar to women, which prevents you from tasting to the full the enjoyment and happiness that is due you? If so, cure yourself.

It can be done at home, by simple, safe and reliable means—by taking Wine of Cardui, the successful tonic medicine for sick women.

The important thing for you to do, is not so much to keep yourself young, as well. Every period of life carries with it a full measure of enjoyment and happiness, for the healthy, sensible woman.

If you are not in perfect health, our advice to you is to begin to take Cardui at once. It is a safe, vegetable medicine, which restores health to the female organs and system, by regulating irregular functions, and vitalizing the worn-out nerves. It will make you well.

Cardui relieves periodical pain, pulls up falling womb, and builds up health-tonicity. Over a thousand women a month testify to its curative powers. Are they all mistaken?

Try Cardui today. All druggists sell it in $1.00 bottles, with full directions for use.

For special directions for your case, write us a letter, in strictest confidence, stating age and frankly describing all your troubles. We will send valuable advice, in plain, sealed envelope, free. Address: Ladies' Advisory Dept., The Chattanooga Medicine Co., Chattanooga, Tenn.

One of the old advertisements of Wine of Cardui which were characterized by what Samuel Hopkins Adams described as "loathesome and gratuitous indecency."

Right here let it be said that nothing THE JOURNAL may say regarding Mr. Hough should be interpreted as personal criticism. We found Mr. Hough a suave, pleasant gentleman. That he, as an attorney who has been closely identified with the liquor interests, should have accepted a

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commission given him by Mr. Patten and the Chattanooga Medicine Company, is not surprising; that Mr. Patten should have felt called on to employ the ex-general counsel of the liquor dealers' association may or may not be a matter for wonderment!

"AN EXPLANATION" EXPLAINED

Mr. Hough submitted that his clients protested against THE JOURNAL'S inference that Wine of Cardui might be, and probably was, used as a "tipple." According to Mr. Hough the Chattanooga Medicine Company declared—although no proof was submitted—that Wine of Cardui could not be used in larger or more frequent doses than those recommended on the label, because the taste of the preparation and the alleged presence in it of an emetic principle would prevent it. These statements of the company, while not accepted as final by THE JOURNAL, were published in a brief note entitled "An Explanation" that appeared in the issue of June 6. THE JOURNAL there stated that if these allegations were true, then the term "tipple" as commonly understood, could not be applied to the preparation.

Why, it may be asked, did THE JOURNAL publish "An Explanation" if the company's statements regarding Wine of Cardui were not accepted as final? There were two reasons. The first lay in the interpretation given by Mr. Patten and his company to our use of the terms "booze" and "tipple." It was never THE JOURNAL'S intention to convey the impression that Wine of Cardui is or was generally bought as whiskey is bought, that is, knowingly for its alcoholic effect; yet, according to Mr. Patten—through his spokesman the ex-general counsel for the National Wholesale Liquor Dealers' Association of America—THE JOURNAL'S article was interpreted as having declared that the nostrum was so misused.

That there may be no misunderstanding as to THE JOURNAL'S attitude on this question, let it be stated: We believe that the essential physiologic effect produced by Wine of Cardui is that due to the alcohol it contains. We believe further, that it is a justifiable assumption that women, unused to alcohol, taking this nostrum may, unconsciously, be led to the use of it in increasingly large doses or with increasing frequency. And this is what was meant when the inference was made that Wine of Cardui might be used as a "tipple."[1] If the alleged medicinal ingredients—other than alcohol—of Wine of Cardui were put up in tablet form Mr. Patten would never have amassed his present fortune!

The second reason for the publication of "An Explanation," was that the matter might be put up squarely to the member-

1. "Tipple: To drink or sip, as alcoholic beverages, frequently or habitually, but not to the point of inebriation."—Standard Dictionary.

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ship of the Methodist Episcopal Church, which has not only highly honored Mr. Patten but has also accepted from Mr. Patten, money derived from the sale of a vicious and fraudulent "patent medicine." Its readers know that THE JOURNAL is not in the habit of avoiding libel suits when such suits come as a result of its policy of exposing frauds in medicine. In the present instance, however, there were good reasons for believing that should Mr. Patten be given the slightest apparent justification for bringing an action against THE JOURNAL, prominent officials of the Methodist Episcopal Church would have taken refuge behind this suit as an excuse for not taking any definite action on Mr. Patten's status in the church. Soon after THE JOURNAL'S first article



It is significant that this appeal to "Women in Trouble," detailing the results obtained by a married woman whose "menses had stopped," appeared at a time (in 1905) when Wine of Cardui was labeled "Nature's Greatest Emmenagogue."

appeared, a correspondent wrote us in this connection as follows:

"I am informed that the owner of this Wine of Cardui has brought suit against THE JOURNAL or the editor, I am not sure which, and that, pending the settlement of the suit no action is to be taken on his willingness to withdraw from the several important positions in the Methodist Episcopal Church."

Nor was this all. When the Methodist ministers met in Chicago a few weeks ago, the papers stated that one of their number offered a resolution demanding that John A. Patten resign from his position as chairman of the book committee. The newspaper continued:

"Action on the resolution was prevented by the Rev. Dr. John Thompson, district superintendent of the Chicago Western district. He said that Mr. Patten has instituted a suit against the publication for $250,000 damages and asked that no action be taken until the suit has been decided."

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THE JOURNAL'S experience with actions for libel brought by proprietary manufacturers forces it to question whether such suits are ever brought in good faith. When a certain fraud was exposed by THE JOURNAL a few years ago, suit was entered against the American Medical Association for the article. For three or four years the matter dragged in the courts, never coming to trial, and was finally thrown out. In the same way another suit, started five years ago, is still hanging in the courts and has never been brought to trial. Doubtless the same tactics would have been pursued had the Chattanooga Medicine Company been given an opportunity to bring suit against THE JOURNAL for the article on Wine of Cardui. The bringing of the suit would have been heralded widely, and the public would have been led to believe that Mr. Patten was a much maligned man. From every standpoint, therefore, it seemed inadvisable to give the slightest justification for opportunity of befogging what is a very definite issue. So much for the explanation of "An Explanation."

HAS WINE OF CARDUI AN EMETIC PRINCIPLE?

Now, to revert to the points put forward in the protest of Mr. Patten's company regarding the possible misuse of Wine of Cardui. The stuff contains 20 per cent. alcohol; this is admitted. So far as we have been able to discover by repeated careful analyses, Wine of Cardui contains no other drug having any therapeutic effect present in sufficient quantities to prevent the use of this stuff for its alcoholic effect. Since THE JOURNAL'S original article appeared, tests have been made to determine this point.

SOME EXPERIMENTS

The dose of Wine of Cardui, according to the label, is one tablespoonful—half an ounce—to be taken three or four times a day. Each tablespoonful contains forty-eight drops of pure alcohol or the equivalent of about one hundred drops of whiskey. THE GIRL OR WOMAN WHO TAKES FOUR TABLESPOONFULS OF THIS NOSTRUM DAILY GETS THE SAME AMOUNT OF ALCOHOL THAT SHE WOULD OBTAIN IF SHE TOOK FOUR HUNDRED DROPS OF WHISKEY, OR, TO PUT IT ANOTHER WAY, THE SAME AMOUNT OF ALCOHOL THAT SHE WOULD GET FROM ONE-QUARTER OF A PINT OF CHAMPAGNE, OR ABOUT TWO-THIRDS OF A BOTTLE OF BEER. And this, bear in mind, is the dose recommended. It was stated that larger doses cannot be taken for two reasons: First, because the taste is alleged to be such as to prevent it, and second, because in larger doses it is alleged to act as an emetic. Here, then, are two definite assertions that are capable of proof or disproof.

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So far as the taste of Wine of Cardui is concerned, while mawkish and bitter, there is nothing about it to prevent the use of the stuff either in larger or more frequent doses than that called for on the label. It is undoubtedly a fact that many persons who had never tasted ale or lager beer would declare these beverages just as unpleasant to the taste as "Wine of Cardui." It is probably true, too, that it is impossible to make preparations containing alcohol so unpleasant to the taste that they will not be misused by those who discover—innocently enough, perhaps—the exhilarating effects of the alcohol in such preparations. We may, therefore, dismiss at once the claim on the part of the manufacturers that the taste of Wine of Cardui will prevent its use in larger or more frequent doses than those recommended on the labels.



Another Wine of Cardui advertisement. This appeared in April, 1910, some years after the "present managers" of Wine of Cardui took control. The "wonderful cure" of Mrs. Lydia Powell, described in this advertisement, prompted us to get some facts on the case. We learn from a physician, living in the same town as Mrs. Powell, that she died in 1910!

The question of an emetic principle presents a different problem. If there is such a principle in Wine of Cardui, then it should be possible to produce vomiting or at least nausea, by taking the preparation in doses larger than that called for. To test this point two and one-half ounces (five tablespoonfuls) of Wine of Cardui were taken and the alcohol removed by evaporation, leaving everything in the resulting product except the alcohol. This amount of material containing five times the regular dose of Wine of Cardui,

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was taken by each of three individuals to test its physiologic effect. No effect whatever was experienced! The experimenters might as well have taken so much water. To further test the point, three other persons each took five times the normal dose—that is, two and one-half ounces—of Wine of Cardui, alcohol and all. This is equivalent in alcohol-content, to about one ounce of whiskey and the persons who took these massive doses of the nostrum experienced no other effect than that to be expected from such an amount of whiskey. No vomiting or even nausea was experienced. So much for some of the experimental work that has been done to determine the question whether or not Wine of Cardui contains an emetic principle.

EVIDENCE FROM THE FIELD

If Wine of Cardui can be used as a stimulant—in other words a "tipple"—then, in all human probability, it is so used. Shortly after the publication of THE JOURNAL'S brief note entitled "An Explanation," the following letter was received from a Tennessee physician.

> "*To the Editor:*—On page 1827 of THE JOURNAL for June 6, under the heading, 'An Explanation,' you refer in rather an apologetic manner to something that appeared April 11, concerning a nostrum much used in this country —'Wine of Cardui.'
>
> "I did not read the issue of April 11, so I don't know how strong you made it, but it could not have been stronger than deserved. Sold in dollar bottles of sixteen doses, forty-eight minims of alcohol to the dose—enough to make any puny, nervous woman feel as good as a Scotch highball would the average man. Would go out of use at once if the medical properties it may contain were put up in a tablet or some other menstruum than dilute alcohol. Used sometimes by men a whole bottle at a time in this prohibition country, when short on more palatable 'booze.'
>
> "For many years I have asked most all women I have treated for female diseases, if they had been benefited by using Wine of Cardui. About all had tried it more or less liberally. The answers were the same in substance: 'No, I can't say that it did. I thought I felt better when I first did, but as soon as I quit it, I could tell no difference.' Her husband and sons could say the same about their quart of sixteen-year-old Bourbon. Some women would say they could not take full doses, as it made their heads feel strange.
>
> "No, Mr. Editor, you cannot hit too hard."

FURTHER TESTIMONY

This information made it seem worth while to write to physicians in Tennessee and the surrounding states asking

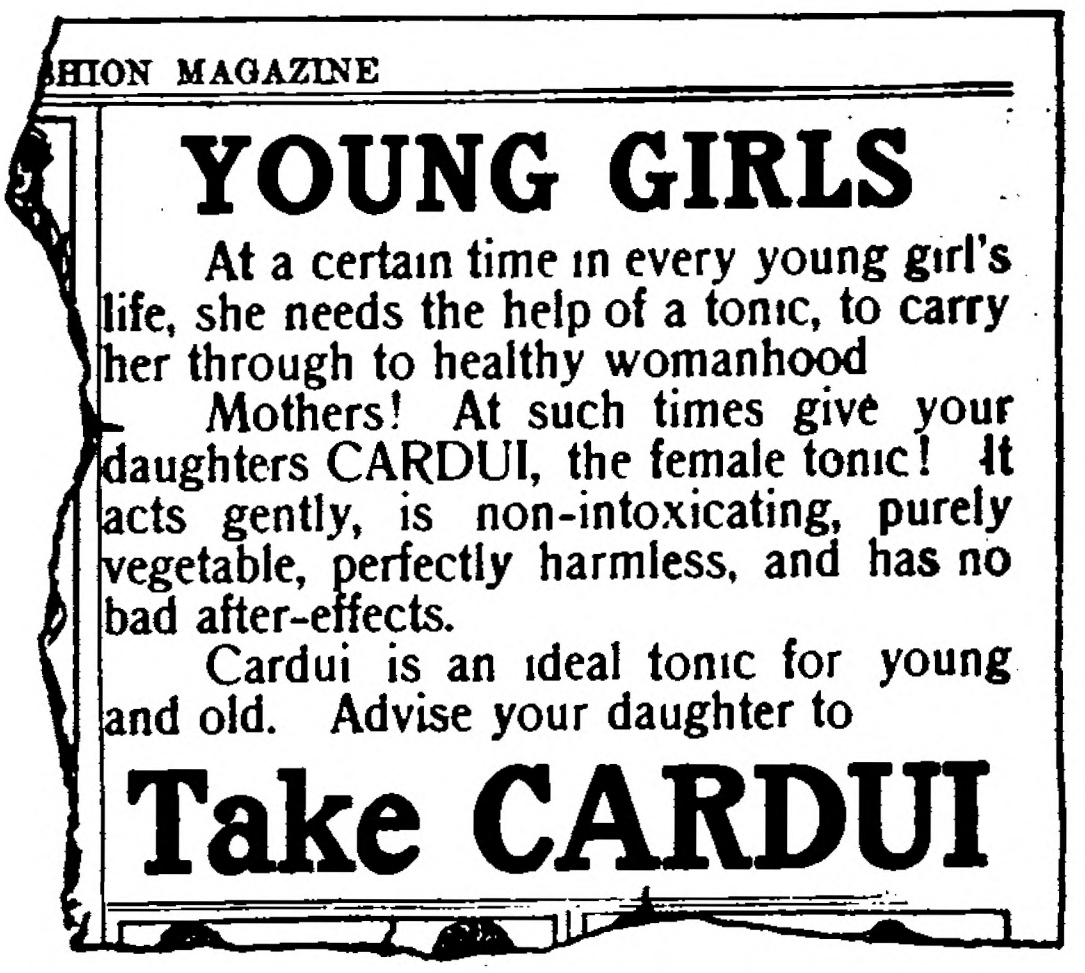
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for such light as they might be able to throw on the question. Here are excerpts from a few of the replies received:

From Sevier County, Tenn.—"I have known of cases in which Wine of Cardui was used in excess of the regular dose. I have seen men drink a half-bottle without taking bottle from mouth."

From Henderson County, Tenn.—"I saw a man who was drunk on it; he had drunk two and one-half bottles I was reliably informed."

From Scott County, Tenn.—"I have known a few women who seemed as though they could not get along without Cardui, and a few men to take it as a beverage."



Here is another advertisement published in 1910 in which Wine of Cardui is recommended for young girls and is declared to be "non-intoxicating" and "perfectly harmless." Both of these falsehoods were eliminated from the labels and cartons of Wine of Cardui when the Food and Drugs Act went into effect. Had they been retained the Chattanooga Medicine Company would have subjected itself to prosecution. In newspaper advertisements and circulars "patent medicine" venders can lie to their heart's content without fear of legal reprisal.

From Walker County, Ga.—"I have known of two cases where Wine of Cardui was used in excessive doses and without complaint being made of nausea or other symptoms suggesting the presence of an emetic."

From Dickson County, Tenn.—"We have a great many supply stores through here and they all sell great quantities of the stuff [Wine of Cardui]. Two very large stores here, and one of the merchants told me four days ago that he sold as high as six bottles to one party at a time, so I judge from what he said they must be using it for its alcoholic effect."

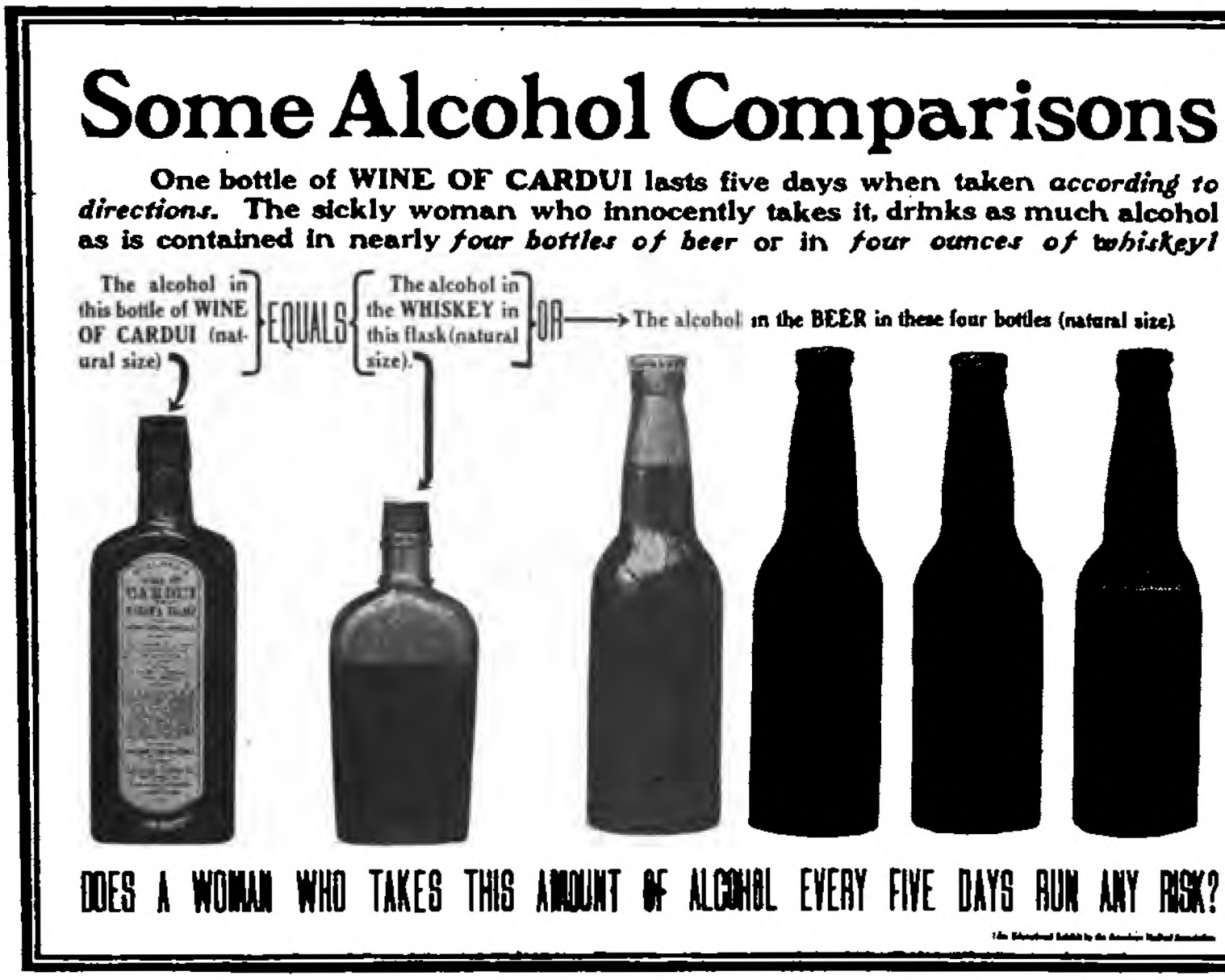
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From Smith County, Tenn.—"Some women here have been using it for a long time and think they could not live without it, who would think it awful to use common intoxicants."

From Chester County, Tenn.—"It is handed around by recommendation from one woman to another. I believe it is almost a public curse the way it is used."

From Colbert County, Ala.—"The druggist tells me there are fifty women, more or less, who buy regularly Wine of Cardui in excessive quantities. . . ."

From De Kalb County, Tenn.—"I once knew two men who bought Wine of Cardui and drank it as a beverage. At another time, some laboring men purchased several bottles at a country store, got drunk on it, one of them struck another



on the head with a bottle, inflicting a severe scalp wound, necessitating my taking ten or twelve stitches to close the wound."

These represent merely some of the reports that come in from the districts in which Wine of Cardui has an extensive sale. They speak for themselves. As it has been said before, however, the alcohol-content of Wine of Cardui is but a minor indictment against the product; the basic objection to it is that the business has been built on deceit; that its sale is a wicked and vicious fraud perpetrated on ailing women.

Before leaving the question of the composition of this nostrum, it is worth while to quote some paragraphs from a preliminary report on Wine of Cardui submitted by Dr. Henry

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Leffmann of the Department of Chemistry, Women's Medical College of Pennsylvannia:

"The preparation is in my opinion not a 'wine' either in the general or technical sense; it would be more correctly described as a 'tincture.' If the plant or plants from which this preparation purports to be named—to judge from its title—contain any principles of value along the line for which it is recommended, it would seem to be far better that they should be put on sale in the form of a concentrated extract which could be diluted with water as required. It seems wrong to sell a bottle containing one-fifth of its volume of alcohol for the sake of furnishing a few per cent. of bitter principles freely soluble in water alone. I recognize that it is stated that the alcohol is added to prevent spoiling but the necessary preservation could be reached in other ways.

"Considering all these points I am of the opinion that Wine of Cardui is a dangerous preparation as now manufactured and sold. Its inaccurate title may mislead persons into the belief that it is a preparation of real wine; its high percentage of alcohol may easily establish the alcohol habit without the consciousness of user until the condition has developed. Its nauseous taste and odor are not sufficient to prevent the development of a liking for it. The ease with which the tobacco and opium habits are established, although both are very nauseous drugs, show that under pressure of strong impulse a 'Wine of Cardui' habit may be established."

ARE THE CLAIMS EXTRAVAGANT?

Mr. Patten's concern also took exception to THE JOURNAL'S criticisms of the advertised claims made for Wine of Cardui. The concern asserted—through Mr. Hough—that it is "their desire and intention" to avoid claims for Wine of Cardui "that might reasonably or generally be objected to as extravagant." Either this "desire and intention" has been born since the publication of THE JOURNAL'S first article on Wine of Cardui, or, Mr. Patten has a curious conception of what constitutes extravagance of statement. The criticisms in THE JOURNAL'S first article on Wine of Cardui were directed against the recent advertising. The older advertisements were merely referred to as a matter of historical interest. In every instance THE JOURNAL made plain whether old or recent advertising was being referred to.

SOME RECENT CLAIMS

It is in the company's *recent* advertising that women are urged to take Cardui for "hanging breasts"; to take this alcoholic nostrum for gonorrheal infection of the vulva; to take Wine of Cardui for anteflexion, retroflexion, prolapse and inversion of the uterus; to take Wine of Cardui for suppressed menstruation and for "flooding"; to take Wine of Cardui for inflammation of the uterus, for inflammation of the ovaries and for inflammation of the fallopian tubes! It is the *recent* advertising that contains the villainous sugges-

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tion that "every girl should take Cardui at the time of puberty." It is the *recent* advertising that tells the bride that "all newly married women should take Cardui." It is the *recent* advertising that plays on the fears of the expectant mother, and assures her that Wine of Cardui "will assist in making childbirth easier." It is the *recent* advertising that tells the lying-in woman that "Cardui should be taken two or three times a day." It is the *recent* advertising that tells the woman at the menopause "Cardui should be taken regularly on the first sign of the coming change and its use continued through the entire period." It is the *recent*

THIS MEDICINE will correct all irregularities of the Monthly Periods of women when not caused by constitutional deformity or that do not require surgical treatment. It will do no more nor less than this. It is harmless as water during pregnancy.

THIS MEDICINE is recommended for all menstrual irregularities and uterine and ovarian troubles, when not caused by constitutional deformity, or that do not require surgical treatment Especially for use during pregnancy, at puberty and at the change of life.

DIRECTIONS IN 6 LANGUAGES INSIDE

Before lying on the label became expensive the Wine of Cardui cartons bore the falsehood that the stuff "will correct" all irregularities. Furthermore, this stuff, containing 20 per cent. alcohol, was said to be "harmless as water during pregnancy." These statements do not appear on the present cartons. Compare old (upper) carton with new (lower).

advertising that tells the same woman that at this time "cancer is also greatly feared by many women" and plays on and capitalizes her fears thus:

> "There is no doubt that the womb, at this time, is less able to withstand disease, and if a patient is attacked, she is not unlikely to succumb to a local disease like cancer. But cancer is really a very rare disease, and other diseases, under proper treatment with Cardui, as a general tonic, will eventually disappear, so that, after the change has occurred, you will probably feel better than ever before."

All of these claims are in the *recent* advertising! And by the *recent* is meant that which was being sent out at the time of the appearance of THE JOURNAL'S article a few weeks ago. Yet the Chattanooga Medicine Company piously pleads that its present desire "is to avoid . . . claims that might reasonably or generally be objected to as extravagant."

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It is not necessary at this time to discuss the other preparations put out by the Chattanooga Medicine Company such as "Thedford's Black-Draught," a so-called "vegetable liver powder"; the vaginal douche preparation, "Cardoseptic"—formerly called "Cardui Wash"—nor the line of fountain syringes that the company sells as an accessory to its "injection" medicine.



Before the passage of the Food and Drugs Act, when there was no penalty for lying on the label, the Wine of Cardui cartons bore the statements: "Nature's Great Emmenagogue, A Certain Cure for Menstrual Disturbances." After the pure food law went into effect these statements were eliminated and the public was given the information that Wine of Cardui is one-fifth alcohol. Compare old (left) carton with new (right).

SUMMARY

To summarize:

1. Wine of Cardui is a vicious fraud.

2. Each dose contains as much alcohol as is found in about 100 drops of whisky and, so far as careful chemical and

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physiologic experiments show, does not possess any other drugs in sufficient quantities to give any appreciable therapeutic effect.

3. The principal owner of the business is John A. Patten, who is probably the most influential layman in the Methodist Episcopal Church.

4. While the Methodist Episcopal Church accepts Mr. Patten's money, the official publications of the church will not, so far as we have learned, accept the advertisements of Wine of Cardui.

5. The claims made on the package were so false that, when the Food and Drugs Act went into effect, it became necessary to modify them.

6. The claims made in recent advertising sent out by the Chattanooga Medicine Company, but not subject to the supervision of the Food and Drugs Act, were still false, fraudulent and vicious.

7. Mr. Patten and his company resented the inference that Wine of Cardui might be used as a "tipple," and submitted their protest through an attorney whose activities in behalf of the liquor interests, have been notorious.

In closing, THE JOURNAL wishes to emphasize the fact that nothing that has been said about John A. Patten is actuated by malice. THE JOURNAL believes that the business in which Mr. Patten is engaged is a public menace; it believes that the exploitation of Wine of Cardui is vicious and fraudulent; it believes, further, that as a matter of duty, the public should be apprised of these facts. Guilt in such instances is personal. As an editorial writer in *Collier's* recently said, referring in this instance not to a "patent medicine" maker, but to a whisky manufacturer:

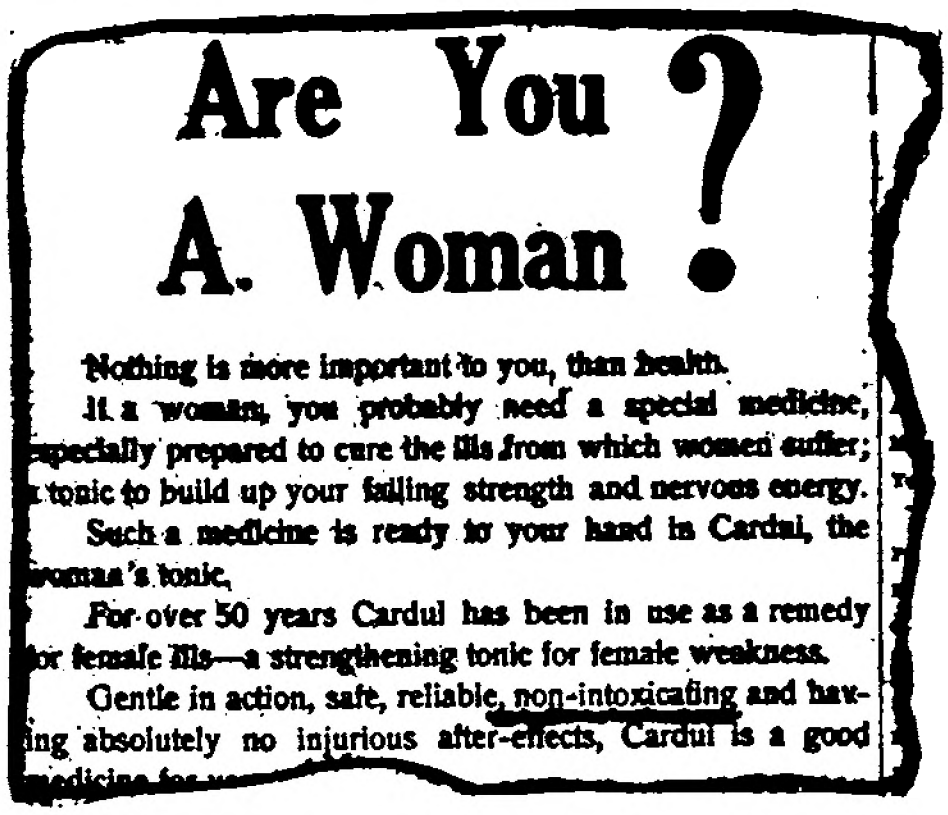
"The law may better conditions in some respects, but whether it is bad 'booze' or poisonous patent medicines that are dispensed, the only way really to accomplish anything is to bring shame into partnership with the man who makes money out of it."—(*From The Journal A. M. A., July 18, 1914.*)

The Holston Conference of the Methodist Church Endorses this Fraudulent Nostrum

Ordinarily, THE JOURNAL would not consider giving the Wine of Cardui fraud and its exploiters any further publicity in these pages. Wine of Cardui, however, is again brought into the lime-light because of the action of its friends and beneficiaries. In this case, its friends are the official committee appointed by the Quarterly Conference of the First Methodist Church of Chattanooga, to which J. A. Patten, chief owner of the Wine of Cardui concern, belongs and the Holston Conference which officially accepted the "findings" of the committee.

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We cannot state too emphatically that what follows is in no sense a criticism of the Methodist Episcopal Church. Letters we have received from earnest Methodists lead us to believe that the membership of that church, generally, takes the same attitude toward Wine of Cardui that THE JOURNAL has taken. We would also reiterate that nothing



Some advertising (greatly reduced) issued in 1910 — some years after John A. Patten admittedly controlled the business.

that has been said, or that may be said in the future, regarding John A. Patten is actuated by malice. THE JOURNAL has in mind not Mr. Patten, not the Chattanooga Medicine Company, not the Methodist Episcopal Church, but the thousands of sickly women over the country—and especially those in the

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South—who have been and are being cruelly deceived in the purchase of a fraudulent nostrum.

To the initiated, the idea of Mr. Patten or his business being critized in his own locality is sardonically humorous. The man is such a power in his own city and state that the outcome of any local "investigation" is a foregone conclusion. Nevertheless, the local committee made an "investigation" and the Chattanooga *Times* gave a very full account of its "findings." The matter in the *Times* has been reprinted in leaflet form and mailed from Post Office Drawer B, St. Elmo Station, Chattanooga, Tenn. This is the "return address" that appears on the envelopes in which letters are sent out by the "Ladies Advisory Department" of the Chattanooga Medicine Company.

WHAT SOME METHODISTS THINK

Before discussing the report of the committee, as published in the Chattanooga *Times*, the following facts are worth noting: John A. Patten is a member of the First Methodist Church of Chattanooga. The pastor of that church is—or was—Rev. C. H. Myers. Although no statement has been made by Mr. Myers regarding his opinion of John A. Patten, the most prominent member of his church, he does not appear to be in sympathy with either the methods by which Mr. Patten made his money or the influence which this money exercises in the church. After THE JOURNAL had exposed the Chattanooga Medicine Company's fraudulent business, Mr. Myers wrote Mr. Patten a personal letter—which has recently been made public—suggesting that it might be for the best interests of all concerned if he, Patten, would turn over the teaching of the men's bible class to some one else. In addition, Mr. Myers has openly protested against what he called the undemocratic power that was being exercised in the church.

A Chattanooga paper in reporting a statement made by Rev. Dr. Myers to the members of his church said: "Without becoming personal, he [Mr. Myers] condemned the leading members of the church, declaring they recognize money as the greatest power extant." A little later Mr. Myers nominated the stewards for his church. According to the newspaper reports at the time he "eliminated ten friends of John A. Patten from the Board of Stewards." The names of the "friends" who had been eliminated were given in the paper. It is worth noting that among these "friends" were three of the six whose names go to make up the committee that put its official O K on Mr. Patten and his business. These three were, respectively, the chairman, secretary and one of the members of the committee appointed by the Quarterly Conference.

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In the latter part of October the Holston Conference met in Cleveland, Tenn. One of its first official acts was to "accept" the Quarterly Conference's "exoneration" of Mr. Patten and his business. Moreover, when the conference had finished making its appointments, it was found that the Rev. C. H. Myers had been removed from the pastorate of the First Methodist Church, and had been assigned to an inferior position in another city, a position that he refused to accept. Mr. Myers, in a letter published in the Chattanooga *Times*, commenting on the action of the conference, said in part:

"We have lost locally in our fight for a high principle, but the whole church will yet know and believe that such a bureaucratic system of church government cannot long exist as a power for righteousness. We are standing against a gigantic ecclesiastical machine, fed by an unlimited amount of money. Mammon has won."

ANOTHER MINISTER PROTESTS

Mr. Patten's pastor-that-was is not, however, the only churchman who has spoken against the sinister effect that Wine of Cardui money exerts on the Methodist Episcopal Church. Rev. G. T. Byrd, pastor of the First Methodist Church of Etowah, Tenn., (also in the Holston Conference) as long ago as last July arraigned the administration of that Conference. In a letter sent to the members of his conference and which a Chattanooga paper published in full under the subheading "Thinly Veiled Attack on J. A. Patten," Mr. Byrd charged among other things :

1. That the bishops seem to have "sacrificed their high sense of righteousness by accepting the influence of tainted money;"

2. That it was well known and generally accepted "that the policies and appointments of the conference have had to have the endorsement of one prominent layman" before they were carried out;

3. That the church "is not dependent for its life and growth on the use of tained money—money which comes from a product which government analysis shows to be 20 per

CARDUI, *The* Tonic

For Women

Ladies! Remember that when hard work, worry, or sickness, has exhausted your vital energies, the thing for you to do is to take a tonic.

The tonic for ladies to take is CARDUI, the ladies' tonic.

You don't wear men's clothes.

Why should you take a man's tonic?

Much better stick to the one, tonic remedy, that is prepared especially for women, that acts upon the womanly organs, that has been found successful, in restoring weak women to health.

Take Cardui. It will help you.

If you want to know more about it, ask your druggist. He will tell you the truth.

Advertisement (greatly reduced) published in 1910. Wine of Cardui is the "ladies' tonic" — now; but some years ago the circular around each bottle of Wine of Cardui read: "IT HAS ALSO PROVED TO BE A FINE TONIC FOR MEN IN RESTORING WASTED ENERGIES."

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cent. alcohol and which has frequently been condemned by medical journals;"

4. That although the "church has stood four-square on the liquor traffic" the mouths of the members are now "half-stopped while our consciences cry out against alcohol which stalks abroad under another name."

These facts are given to our readers in fairness to that part of the Holston Conference of the Methodist Episcopal Church which is protesting against the more-than-local dominance of the church by "patent medicine" profits.

THE QUARTERLY CONFERENCE INVESTIGATES

Now to refer to the "investigation" made by the official committee appointed by the Quarterly Conference of the First Methodist Church of Chattanooga. The committee was unanimously of the opinion, "after deliberate consideration," that in spite of the admitted fact that one-fifth of every bottle of Wine of Cardui is pure alcohol, yet, this is the only way in which the "drug content of the remedy" can be administered. Had there been an expert chemist or pharmacist on the committee he could have told them that it was unnecessary to use any alcohol. If the vegetable material is the part of the nostrum that possesses the marvelous qualities claimed for it, the drugs could be put up in tablet or pill form. The committee was further "satisfied" with a statement ascribed to druggists who had "never heard of its being used as a tipple or booze or used habitually." Self-respecting druggists—probably the class called on—would not, of course, be likely to know of the misuse of this preparation. The report does not indicate that any testimony was sought from the proprietors of country "general stores." In any case, was this committee innocent enough to expect the retailers of this alcoholic nostrum to admit that they had sold the stuff in quantities, or for purposes that were not legitimate?

PRESCRIBING ALCOHOL

The committee was further "satisfied" with the argument—also alleged to have been given by druggists—that many remedies commonly prescribed by physicians to sick women contain a much larger percentage of alcohol than does Wine of Cardui. It is, of course, doubtless true that there are some physicians who prescribe drugs unscientifically and absurdly. To this fact THE JOURNAL has called attention for years, and has devoted much more space to and placed more emphasis on this very evil than it has devoted to "patent medicine" frauds. That the modern, educated physician is in the habit of prescribing alcohol for sickly women is, however, a question that would have to be settled on better evidence than that presented through the Chattanooga committee. Even if it were true, though, what would it signify? Because a physician prescribes a few doses of an alcoholic

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tincture to a patient whose physical condition is known to him and who is under his immediate supervision and control, is that any justification for a "patent medicine" concern recommending a nostrum having alcohol as its essential constituent, to persons they have never seen and the nature of whose ailments they do not, and could not, understand? To argue that because dangerous drugs are prescribed by physicians such drugs may legitimately be sold indiscriminately, is absurd. Because dynamite and blasting powder are used by, and sold on the order of, mining experts and civil engineers is no excuse for permitting every country store to sell dynamite and blasting powder to anyone it sees fit.

"EVIDENCE" OF CURES

The committee further reported that it found "abundance of evidence to inspire in the manufacturers" of Wine of Cardui the belief that it "cures" the ailments for which it is recommended to the public. What this evidence was the committee did not disclose. The absurdity and futility of a group of laymen (there were no physicians on the committee so far as the report indicates) passing on questions of therapeutic efficiency, is self-evident. Presumably, the committee read the various testimonials that form so large a part of the Chattanooga Medicine Company's advertising material. It might be suggested at this point that the same committee could have found equally abundant evidence to prove the prophylactic powers of the left hind foot of a rabbit caught in a churchyard in the dark of the moon! And this evidence would have just the same scientific value as that of the average testimonial for Wine of Cardui or any other nostrum or method of treatment.

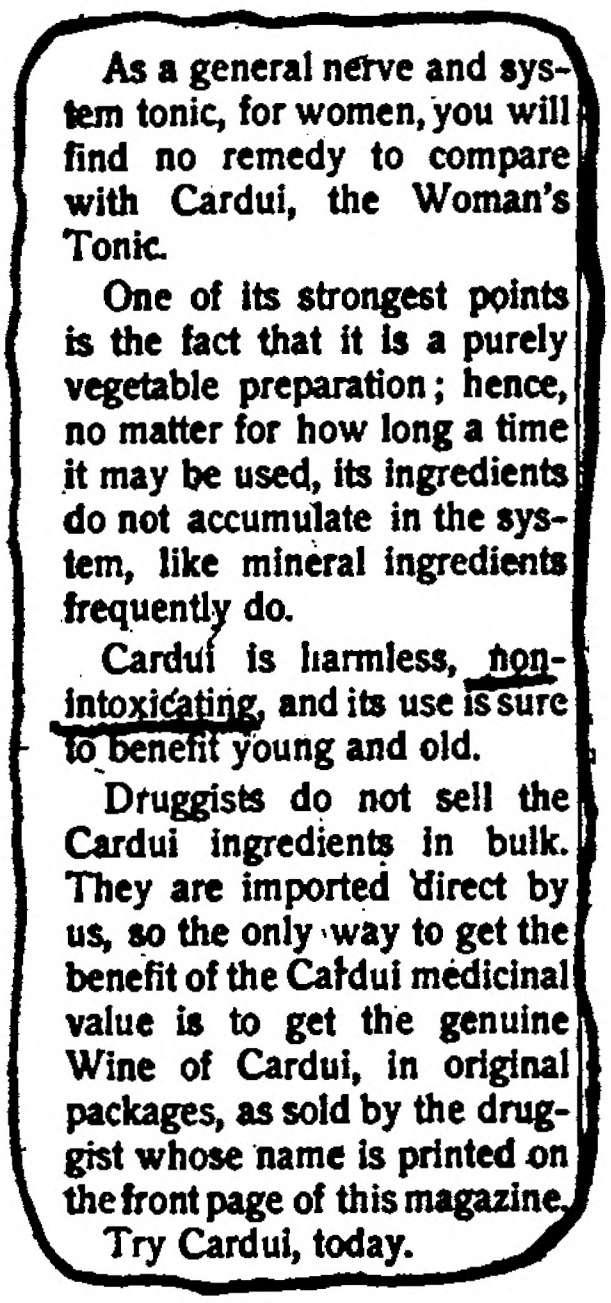
THE NOSTRUM MAKER'S SHEET ANCHOR—MYSTERY

In answer to THE JOURNAL'S charge that nothing having therapeutic effects could be found in Wine of Cardui other than the alcohol, the committee says that it was "shown many authorities to the effect that it is very difficult for any chemist to analyze a vegetable compound such as this and be sure of its contents." The old, old argument of the nostrum exploiter — mystery! While technically it may be true that there are some vegetable extractives whose identity cannot be positively determined by chemical analysis, it is equally true that the active ingredients of practically every substance having any medicinal property can be identified. The fact that the chemist cannot name all of the plant extractives that enter into a nostrum such as Wine of Cardui, is of no practical importance. The essential drug in this nostrum is the alcohol, and it is the only drug demonstrably present in sufficient quantities to give any appreciable therapeutic effect.

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PATTEN'S ADVERTISING

In discussing THE JOURNAL'S criticisms of the Wine of Cardui advertising, the committee stated that there were two classes of advertising that had been criticised, (1) that which was printed before Mr. Patten took charge of the company and (2) that which was found in a book entitled, "Home Treatment for Women." This statement is but a half-truth. THE JOURNAL presented advertisements that had been published years after Mr. Patten had admittedly been in control, in addition to the claims that were made for the nostrum in the "Home Treatment for Women" booklet. THE JOURNAL went further. It gave photographic reproductions of the advertisements with a statement beneath each calling attention to the date on which the advertisements appeared! One of these reproductions was of an advertisement which in large, blackfaced type urged "young girls" to take Wine of Cardui. It contained the statement that Wine of Cardui is "non-intoxicating." This untruth used to appear on the Wine of Cardui labels in the days before the Food and Drugs Act was passed and it continued to appear in the circular around the bottle for some time after the Food and Drugs Act was passed.[1] It contained the further statement that Wine of Cardui is "perfectly harmless"—another lie that appeared on the label before the Food and Drugs Act was passed. Had the committee been more intent on giving the public a plain unvarnished statement of facts regarding the methods of the Wine of Cardui concern than it was, apparently, in wielding the "whitewash brush," it could have found



As a general nerve and system tonic, for women, you will find no remedy to compare with Cardui, the Woman's Tonic.

One of its strongest points is the fact that it is a purely vegetable preparation; hence, no matter for how long a time it may be used, its ingredients do not accumulate in the system, like mineral ingredients frequently do.

Cardui is harmless, non-intoxicating, and its use is sure to benefit young and old.

Druggists do not sell the Cardui ingredients in bulk. They are imported direct by us, so the only way to get the benefit of the Cardui medicinal value is to get the genuine Wine of Cardui, in original packages, as sold by the druggist whose name is printed on the front page of this magazine.

Try Cardui, today.

Advertisement (reduced) published 1910. Read it carefully and then ask whether THE JOURNAL is justified in criticizing Wine of Cardui and its exploiters.

1. For some time after the passage of the Food and Drugs Act, many "patent medicine" makers held that the circular around the bottle did not come within the scope of the Act. Hence, while they deleted the lies from the *labels* of their nostrums, they continued to falsify in the *circulars* wrapped around the bottles. The history of the "patent medicine" business shows that the average nostrum maker will lie just so long as he can do it with safety.

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many other fraudulent claims made for the nostrum other than those that THE JOURNAL has brought out.

Mr. Patten claims to have assumed control of the Wine of Cardui business in 1905 and he insists that the business should be judged according to the advertising issued since that time. This is exactly what THE JOURNAL has done. The advertising which THE JOURNAL has criticised most severely is that which was being issued in 1914; other claims just as fraudulent were reproduced from advertisements published in 1910—five years after Mr. Patten admits he assumed control. But the attempt of Mr. Patten to dodge behind a technicality, while in keeping with the tactics of "patent medicine" fakers, is not such as to inspire respect for him or his business in the eyes of decent people. We have evidence to show that Mr. Patten was placing Wine of Cardui advertisements years before he assumed open control. Certain it is that Mr. Patten was connected with, and a beneficiary of, the Wine of Cardui business many years before his admitted complete control. He was receiving money from this wretched business when the advertising was vile, loathsome and indecent.

But as Mr. Patten has claimed that since he assumed charge the advertising has been "free from curative claims that could be regarded as extreme or subject to any fair criticism," let us quote some more:

". . . of the utmost value in relieving pain, regulating the menses, curing leucorrhea, preventing miscarriage and making childbirth easy." [*Claim made in 1909.*]

"It is a reliable, scientific, non-intoxicating, harmless medicine for all females, at puberty, maturity, pregnancy and during the change of life." [*Claim made in 1909.*]

"No matter how serious or long standing the trouble Cardui will help you. It is a mild vegetable tonic remedy especially adapted to relieve and cure the common womanly ailments." [*Claim made in 1912.*]

"For young girls just entering into womanhood and young ladies whose life duties have not long begun, Cardui is often of vital importance, giving them strength for daily tasks." [*Claim made in 1910.*]

"It [Cardui] is a pure non-intoxicating preparation . . ." [*Claim made in 1910.*]

"Its ingredients help build up vitality, tone up the nerves and strengthen the entire womanly constitution. It is mild and harmless." [*Claim made in 1914.*]

"This remedy [Cardui] is not a drug—does not deaden pain, but prevents it." [*Claim made in 1910.*]

"Cardui acts on the cause of the disease [Vaginitis] and is therefore not a mere palliative, but a scientific and specific remedy, with a curative effect upon the seat of the trouble." [*Claim made in 1914.*]

"Cardui acts medicinally on the ovaries and tubes, and on all their surrounding parts, gradually subduing the inflammation, stopping pain and relieving the congestion." [*Claim made in 1914.*]

Cardui is harmless, non-intoxicating . . ." [*Claim made in 1910.*]

"As a general nerve and system tonic for women, you will find no remedy to compare with Cardui, the Woman's Tonic." [*Claim made in 1910.*]

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THE JOURNAL'S ALLEGED "STRAINED INTERPRETATIONS"

The above are some of the claims made by the Chattanooga Medicine Company for Wine of Cardui *since* Mr. Patten has admittedly had charge of affairs. As to the other claims quoted in THE JOURNAL'S article, taken from the booklet, "Home Treatment for Women" (sent out in 1914), these the committee gloss over with the admission that while their "phraseology" is "careless" THE JOURNAL'S "interpretation" of the statements is "strained." Was it strained? THE JOURNAL called attention to the fact that women are urged to take Cardui for "hanging breasts." Let us quote the entire paragraph so that our readers can determine whether or not our interpretation is strained.

"At the least tenderness, soreness, swelling, discharge of milk-like fluid, *lack of tone, shown by hanging breasts,* or change in the color of the areola, not caused by pregnancy, *it is time to take Cardui.*" [Claims made 1914. Italics ours.—ED.]

THE JOURNAL said that Mr. Patten's company recommended this alcoholic nostrum for gonorrheal infection of the vulva; was it justified in so saying? Again, let the matter be quoted in full:

"Local diseases of the vulva are, principally, heat, inflammation and itching, and are frequently caused by want of cleanliness. Very often, however, *they are caused by gonorrheal infection,* or by disease of the womb, ovaries, or vaginal canal, which causes irritating and poisonous secretions.

"*Cardui will exert marked beneficial effect upon this local irritation,* by relieving the inflammation which causes it; but, in addition to general treatment, local treatment should also be carefully carried out, the outer parts washed with castile or palm oil soap and warm water, and well dried, at least once a day, after which a little powdered boracic acid may be dusted on." [Claims made 1914. Italics ours.—ED.]

THE JOURNAL further said that Wine of Cardui was recommended for suppressed menstruation and also for "flooding." Was it justified in saying so? Again let us quote:

"Besides the two special forms of menstrual disorder described above [*amenorrhea* and *menorrhagia*], there may be, as stated, others, such as *scantiness, irregularity* of the functions, painful periods, etc., *all of which can nearly always be cured by persistent treatment with Cardui.*" [Claims made 1914. Italics ours.—ED.]

THE JOURNAL said, too, that Mr. Patten's concern recommended that all newly married women should take Cardui. Was the "interpretation" in this case "strained?" Let us quote in full:

"*All newly married women should take Cardui.* It will afford them a gentle, sustaining refreshment, soothe their nerves, tone up their organs, and regulate all their functions." [Claims made 1914. Italics ours.—ED.]

THE JOURNAL also accused the Chattanooga Medicine Company of making the villainous suggestion that every girl should take Cardui at the time of puberty. Was this accusation just?

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PUBERTY

At this critical time in a girl's life, she needs care, patient attention, motherly advice, and—Cardui. For want of proper moral and medical assistance, many a girl has grown up into a weak, nervous woman.

Every girl should take Cardui at the time of puberty. It can never do her anything but good.

MARRIAGE

All newly married women should take Cardui. It will afford them a gentle, sustaining refreshment, soothe their nerves, tone up their organs, and regulate all their functions.

PREGNANCY

The value of Wine of Cardui to pregnant women lies—

First.—In the fact that it will assist in making childbirth easier, by reason of its gentle, building, tonic, strengthening effect on the female organs and sexual parts, concerned in the birth of the coming child.

Second.—In the fact that it acts as a general strengthener and builder of the entire constitution, and, if its use is persisted in during the whole term, in connection with the general rules of health given in this book, both mother and child will reap benefit, in added health, strength and life-force.

No one need be afraid of taking Cardui during pregnancy. Its action is gentle and strengthening, and it can never do anything but good.

MISCARRIAGE

Wine of Cardui should always be taken, during the entire term of pregnancy, by every woman who has the least suspicion of being likely to miscarry, and by all women whose weakness, poor health and poor blood, would indicate that they might find it difficult to carry their child the full term, or painful to bear it.

CHANGE OF LIFE

Cardui should be taken regularly, on the first sign of the coming change, and its use continued throughout the entire period. By this means all the disagreeable symptoms will

Photographic reproductions (reduced) from the booklet "Home Treatment for Women," sent out early this year (1914). After THE JOURNAL's exposé an expurgated edition of this booklet was issued.

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"At puberty, the girl blossoms out like a flower from the opening bud. Her figure becomes fuller and rounder; her busts swell, and are often sore and tender; her voice becomes sweeter; hair begins to show itself under the armpits and on the lower abdomen.

"*At this critical time in a girl's life, she needs* care, patient attention, motherly advice, and—*Cardui.* For want of proper moral and medical assistance, many a girl has grown up into a weak, nervous woman . . ."

"*Every girl should take Cardui at the time of puberty.* It can never do her anything but good." [Claims made 1914. Italics ours.—Ed.]

We could, if space permitted, show in detail that the charges of The Journal against the claims made for Wine of Cardui were in every instance understated rather than overstated; that The Journal's "interpretation" of the claims made by the Chattanooga Medicine Company instead of being "strained" was, in fact, more than justified.



This advertisement appeared in October, 1911. In the original it measured 11 inches by 10 inches.

Lastly, the committee decided that the owners of the Chattanooga Medicine Company were not morally culpable and "there could be no basis for any such charge unless it was shown that the medicine is worthless." As a matter of fact, even if Wine of Cardui had valuable drugs in it, the fraudulent claims under which it has been sold would still render its exploiters morally culpable. The committee summed up its findings with the statement that its investigation disclosed nothing which, in its opinion, "would prevent an intelligent

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and conscientious man" from engaging in the Wine of Cardui business, "from the point of view of either morals or religion." In other words, the Quarterly Conference of the First Methodist Church of Chattanooga—the Holston Conference, concurring—sees nothing either immoral or irreligious in the sale of a nostrum whose essential constituent is alcohol; sees nothing immoral or irreligious in the exploitation, under fraudulent claims, of this preparation to every adolescent girl, to every bride, to every expectant mother and to every woman at the menopause!



SHE WAS SHUT-IN FOR TWELVE YEARS

A St. Louis Lady Tells How Good It Feels to Be Out Again, After Twelve Years of Invalidism.

CARDUI WORKED WONDERS

H. M. 26

"It's good to be out in the pure, fresh air again and walk around like humanity generally, without pain or ache, after being a helpless invalid for twelve years," declared Mrs. G. L. Able of St. Louis, Mo., Saturday.

"Imagine the joy of strolling through the parks and hearing the birds sing, of feeling strength return to one's weakened body.

And no one is happier than my husband, who became himself on returning and went into Abie frequently to cary the dinners and the story tells how during the long struggle I could be regular hostess."

Mrs. Abie, 36 years old, has fine gray eyes, chestnut brown hair and is a little over medium height. Her husband is a prosperous salesman.

"I was twelve years ago," she said, "while crossing from a sleeping compartment in Memphis, Tenn., I got wet feet and caught a heavy cold. It settled on my chest at first and then downward, the intercostals. Soon I was a helpless victim of female troubles.

I had shooting pains over the body at times. Do other sufferers they affected my chest so severely that I breathed with extending difficulty.

Then the whole lower part of the body, from the hips down, became affected until I could not move my limbs. It was not long before I was bedridden and had to be carried around.

My husband spent thousands of dollars with the medical men, who treated me.

One was a specialist from Canada. They held out little hopes, saying my case had gone too far. I underwent several terrible operations.

After despairing of relief, in my misery I turned to patent medicines. I read every advertisement of proprietary medicines that could be found.

Whenever I heard of anything that had given relief to other women suffering as I was, I tried it. But it was all in vain. I wasted from a woman of 140 pounds to a mere skeleton of 80.

Less than two months ago, laid down in bed, I read an advertisement of CARDUI. It appealed to me and mechanically I determined to try it rather than give up the fight.

My husband had lost all hope, but he went to the drug store and bought a bottle of Cardui [illegible] please me.

The first sensation of Cardui did me good. It warmed me up and stirred me into faint strength.

In a day or so I felt much relieved. Everyone around me noticed it. A week had worked wonders and soon I was on my feet, walking short distances.

In a month I was out on the street, getting regular exercise and breathing the pure ozone.

I gained flesh rapidly and now weigh 120 pounds.

In my joy of recovery I thought of the thousands of poor women who have known the same suffering as I.

To tell them how to regain health and happiness seemed my duty and pleasure and my husband thought so too.

That is why I volunteered to make a statement of my wonderful recovery from years of invalidism."

(Signed) Mrs. G. L. Abie.

The above statement, sworn to before Fred Reppler, Notary Public, City of St. Louis, bears every earmark of absolute, unquestionable truth and sincerity.

For the benefit of the thousands of women who suffer from the many ills and ailments peculiar to their sex, Mrs. Abie has told this remarkable story of her illness and cure by Cardui, and given permission to publish it, for other women to read.

If you are weak and ailing you will find in Cardui the assistance you need to help you back to strength and health.

Do not doubt that Cardui will help you, as it has helped others.

Its pure herbal ingredients, imported in large part direct from abroad, exclusively for this medicine, have a marked tonic effect on the womanly organs, and a building, strengthening influence on the womanly constitution.

Cardui is not for men. It is for women. It is a woman's medicine. It is a woman's medicine that no other that is for sale at the drug store. It is serious.

Try Cardui today, without fail. Your druggist sells it. Buy a bottle from him. You will wish you had tried it sooner.

Another advertisement published in 1911. The original occupied more than 150 square inches of space.

As we have said before, THE JOURNAL does not believe that this local official "whitewashing" is representative of the views of the majority, or of any substantial minority, of the members of the church in which Mr. Patten plays such an important part. It is true that a certain part of Methodist officialdom is standing up for Patten and his wretched business. Some of the *Christian Advocates* have come, editorially, to Mr. Patten's rescue, urging their readers to suspend

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judgment until Patten's suit for libel against THE JOURNAL has been decided. But Mr. Patten, it should be remembered, is chairman of the Book Committee which (1) annually fixes the salaries of all official editors, which (2) has power to discontinue any official Methodist publication, and which (3) has, in fact, "general supervision and direction of the publishing interests" of the church. These facts should, in fairness, be remembered in extenuation of the action of those editors who come so valiantly to the defense of the manufacturer of Wine of Cardui.

WHY REJECT ADVERTISEMENTS OF WINE OF CARDUI

On the other hand it must again be emphasized that no official publication of the Methodist Episcopal Church accepts the advertisements of Wine of Cardui! Yet if Wine of Cardui can do half that Mr. Patten's company has claimed for it, it can accomplish more than any preparation known to medical science. If it can exert "beneficial effect" in gonorrheal vulvitis; if it is a "specific remedy" in gonorrheal vaginitis; if it has "cured" the wombs of "over a million women;" if it can "nearly always" "cure" amenorrhea, menorrhagia, "scantiness, irregularity of the functions, painful periods, etc.;" if it is what every girl at puberty "needs;" if it is something that "all newly married women should take;" if it "will assist in making childbirth easier;" if it is something the lying-in woman should take "two or three times a day;" if the woman at the menopause should take and continue its use "through the entire period"—if these are the powers and the potentialities of Wine of Cardui, then indeed are the Methodist publications remiss in their duty to humanity. If this nostrum possesses the powers claimed for it—claims which two Methodist conferences have accepted as reasonable and true—then the editors of the various *Christian Advocates* are derelict in not accepting advertisements of the product of the Chairman of their Book Committee—WINE OF CARDUI, THE WOMAN'S TONIC.—(From The *Journal A. M. A., Dec. 5, 1914.*)

Wine of Cardui Activities

Turning the light into the noisome pit of charlatanry always stirs into squirming activity those who subsist, either as hosts or parasites, on such business. For nostrum exploiters champion that comfortable doctrine, "Let Us Alone"; they inscribe as their heraldic motto: *Laissez-faire.* To the public unacquainted with THE JOURNAL'S educational campaign of the past decade, it might appear that the exposure of the fraud connected with the exploitation of Wine of Cardui was a veritable crusade into a new field. During the past few months it has been necessary, almost daily, to assure inter-

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ested laymen that the Wine of Cardui articles were but incidents in THE JOURNAL'S general propaganda of education relative to medical frauds. The amount of "fuss and feathers" displayed in this specific case is due to several causes—remote and proximate. The most important, probably, is the fact that the chief owner of the Wine of Cardui business is one of the most prominent and powerful laymen in the Methodist Church. Of almost equal importance is the fact that the Wine of Cardui business has been, and still is, enormously profitable. Then there is the incidental fact that the growing spread of prohibition that threatens the millions invested in the distillation of alcohol makes the fate of "patent medicines" of the alcoholic-tonic type—a business not as yet legally affected by prohibitory laws—one of tender solicitude to the distillers. Add to these reasons the further one that the nostrum evil is, to-day, before the bar of public opinion, and it is easy to realize that the Wine of Cardui suits against the American Medical Association and the editor of THE JOURNAL are causing a stir such as inevitably follows the lavish expenditure of large sums of money.

An interesting story could be written of some curious coincidences that have occurred since the Chattanooga Medicine Company and its chief owner brought their suits. Articles appearing in the mouth-pieces of the "patent medicine" interests warning the public against the fell designs of the "Medical Trust" have been reprinted and widely circulated; nostrum-championing editorials of the "canned" variety have cropped out in those newspapers that may always be counted on to come to the defense of the "patent medicine" business; decoy letters have come to THE JOURNAL office from hypothetical "doctors," mailed from post-office addresses in villages in which the writers apparently rented a post-office box and to which they went in motor cars to get the "answers" that never came; detectives have posed as journalists seeking information about nostrums of the alcoholic-tonic type and have played the part of visitors to Chattanooga, solicitous (?) of the well-being of the new church organized after the split in the First Methodist Church of that city following the Wine of Cardui exposures; attempts have been made to "work" stenographers; efforts have been put forth to learn in advance the dates of public talks to be given on the nostrum evil under the auspices of THE JOURNAL —these are but a few of the many things that have occurred. Whether any of these occurrences bear any relation to the Wine of Cardui suits or are wholly or partly inspired by the general "patent medicine" interests, or whether they are simply coincidences, we leave for our readers to decide.

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But to the medical profession the following synopsis of events will probably be of more interest than the trivial details of the "ways and means" of the nostrum business in defending its unwholesome brood:

1 *a:* THE JOURNAL publishes an article July 18, 1914, showing the fraud connected with the exploitation of Wine of Cardui.

b: Suit brought by the Chattanooga Medicine Company and J. A. Patten for $300,000.00 against the American Medical Association and the editor of THE JOURNAL.

c: THE JOURNAL publishes a second article Dec. 5, 1914, on the same subject.

2 *a:* Dr. Oscar Dowling, one of the trustees of the American Medical Association, in his capacity as President of the State Board of Health of Louisiana accompanies the State Health Train from New Orleans to Richmond, Va. The train carries among its health exhibits exposures of various nostrums including a card dealing with Wine of Cardui. A stop is made at Chattanooga.

b: Dr. Dowling is sued by the Chattanooga Medicine Company for $25,000.00 the papers being served on him before he left Chattanooga.

c: State Board of Health of Louisiana meets and upholds Dr. Dowling, and declares Wine of Cardui a fraud.

3 *a:* The Limestone County (Ala.) Medical Society passes resolutions condemning the methods of the Chattanooga Medicine Company in soliciting physicians to testify for Wine of Cardui.

b: The Chattanooga Medicine Company sends legal representatives to Limestone County intimating that both the society and the individuals comprising it would be sued if the resolutions are not rescinded.

c: The Limestone County Medical Society "stands pat."

4 *a:* The Chicago City Club gives a Public Health Exhibition and among other exhibits has the American Medical Association educational posters on medical frauds, Wine of Cardui cards among them.

b: Local legal representative of Chattanooga Medicine Company attempts to bluff City Club into removing the Wine of Cardui posters.

c: Bluff "called." Nothing happens.

5 *a: Harper's Weekly,* in its series on fraudulent "patent medicines," gives some space to Wine of Cardui and its manufacturers.

b: Harper's Weekly sued for $200,000.00 by Chattanooga Medicine Company.

c: Harper's "comes back" in its issue of February 27.—(*Editorial from The Journal A. M. A., Feb. 27, 1915.*)

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The Company Solicits the Medical Profession for Testimonials to its Nostrum

Readers of THE JOURNAL are familiar with the articles that have been published regarding Wine of Cardui, manufactured by the Chattanooga Medicine Company whose chief owner is said to be John A. Patten. After the appearance of THE JOURNAL's article in its issue of July 18, 1914, John A. Patten and the Chattanooga Medicine Company entered suit against the American Medical Association and the editor of THE JOURNAL for $300,000.

Since this suit was brought the same concern has sued one of the trustees of the American Medical Association, Dr. Oscar Dowling, for $25,000 because he, as President of the Louisiana State Board of Health, exhibited in the Health Exhibit Train, sent out by the state of Louisiana, an educational placard (which we reproduce in miniature on this page) dealing with Wine of Cardui. Still later, the concern entered suit against *Harper's Weekly* for $200,000 for the publication of matter regarding Wine of Cardui.

Wine of Cardui retails for a dollar a bottle and according to all reports it is a good seller. For years the profits accruing from the sale of this nostrum have been used lavishly in many directions. The power that comes with great wealth easily and not-too-scrupulously acquired, has been evident since the filing of these libel suits.

In THE JOURNAL for Sept. 12, 1914, a letter was published describing the alleged methods of the Chattanooga Medicine Company in its attempts to obtain from physicians favorable testimony regarding Wine of Cardui. This letter, written by a physician, gave what purported to be a conversation between another physician, whom we will call Dr. A, and a Wine of Cardui representative. Briefly, the story was that Dr. A had been told that the Chattanooga Medicine Company desired to retain him as an expert; that a retainer would be paid immediately for his services, and that if he would go before their attorney and make a deposition favorable to Wine of Cardui he would be paid $25 a day and expenses, and should his services be needed as an expert at the Chicago trial, he would be paid $50 a day and expenses for these services. Several months after this letter was published, Dr. A seems to have repudiated the conversation reported to have taken place between himself and the Wine of Cardui representative and to have warmly espoused the cause of the "patent medicine" concern's agent. Without going into details at this time regarding this matter, it is pertinent to note that in the interim between THE JOURNAL's publication and Dr. A's "repudiation," certain incidents had occurred locally. Dr. A, who is not a member of his local society, seems to have taken umbrage at some of the other physicians

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in his town who are members of the local organization. The details in this case may be gone into more fully at another time.

That the Chattanooga Medicine Company is very busy throughout the South attempting to get physicians to express themselves favorably to the Wine of Cardui nostrum, is quite evident. We give a few letters that have been received in this connection. This from a physician in Missouri:

"A gentleman came into my office and after having been seated, inquired if I had ever used Wine of Cardui in my practice. I replied that I had not. He then asked me if, as a druggist, I had noted good from its sale and use in the way of saving doctors' bills for suffering ladies. I told him I believed every word THE JOURNAL had published about Wine of Cardui, and he said that his company would be able to show that it had done a wonderful lot of good and that later I would find the Association facing a court order and injunction, and they courted investigation; in fact insisted upon having justice in this matter. I dismissed him with the remark that I believed Wine of Cardui one of several colossal frauds foisted on suffering and trustful humanity and that I wanted to see justice prevail. He bade me good day remarking, 'Doctor, you may later have reason to know that you have been wrongly informed.' Had I acted differently, I believe I could have learned more, but I could hardly contain myself. I believe they are making a systematic hunt for anything that will sustain their suit."

ARGUMENTS ON SUFFRAGE

Miss Margaret Ervin Before Patten Class at First Methodist Today.

Suffrage argument will be the diversion offered members of the Patten class at the First Methodist church this morning, when Miss Margaret Ervin, former president of the Chattanooga Equal Suffrage association, will explain "Why Women Suffrage?" Other speakers will be the pastor, Dr. Swisher, and Dr J. W. Langdale, of Cincinnati.

Miss Ervin has not been heard in this city in a public address on the enfranchisement of women for some time, having been in Florida with Miss Catherine Wester most of the winter.

Prof. Ervin will be in charge of the class in the absence of J. A. Patten, the regular leader.

This news item appeared in the Chattanooga *Times*, March 7, 1915. Question: (1) Is the Miss Ervin who is to offer "diversion" to the "members of the Patten class" the same person who is employed by the Chattanooga Medicine Company to solicit testimonials for Wine of Cardui?

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And this from a physician in Illinois:

"I wish to mention that the Chattanooga Medicine Company is dubiously soliciting signatures to prove that their preparation is not sold as a beverage. Agent wanted me to sign that I did not know that Wine of Cardui was sold as a beverage. I refused."

This from a physician in Virginia:

"I wish to commend your work in exposing 'patent medicine' frauds and I am particularly interested in the Wine of Cardui suit. A few days since a winsome young woman (a Miss Ervin) from Chattanooga came through this section soliciting the profession for testimonials showing the merits of Wine of Cardui. Such 'nerve' is hard to imagine. She visited most of the men in this section but I know of but one from whom she obtained a testimonial. Later I learned that the young woman is a lawyer and that such testimonials are to be introduced as evidence in the suit of Wine of Cardui against the American Medical Association."

While this is from a physician in Arkansas:

"Yesterday I was told by a salesman for the Chattanooga Medicine Company that they were going to have five thousand doctors' testimonials in their suit against you regarding the merits of Wine of Cardui. He said all these doctors would be graduates of reputable medical colleges but, of course, failed to state how they were going about getting these testimonials."

The letter that follows, while somewhat of the same nature as the preceding ones, is especially interesting for reasons that will soon be apparent. It comes from a physician in Louisiana:

"Yesterday, a representative of the Chattanooga Medicine Company whose name is J. G. Cairns and who lives in Chattanooga, Tenn., called to get me to give my opinion on Wine of Cardui. I told him I knew nothing about the concoction from *personal* experience, as I never had a patient whom I knew to take it, but that I accepted the criticisms of THE JOURNAL of the American Medical Association. He said he was interviewing the physicians all over the country asking them for the very worst opinion they have of Wine of Cardui. He said that in some parts of Alabama and Tennessee the doctors prescribed 'The Woman's Tonic.' Whereupon I asked him if he would have a physician to attend a sick member of his family who would prescribe Wine of Cardui and he said: 'If I lived in the back-woods, remote from good ethical doctors I'd have to consult them or none.' He further said only country doctors prescribe Wine of Cardui. He said he was looking after the legal part of the Chattanooga Medicine Company's business, appearing to want to leave the impression that he was a lawyer, but upon my putting the question direct he admitted that he is not a lawyer. I did not instruct him to not quote me in the opinion I gave, but feel sure he will not."

It would be interesting to learn whether the J. G. Cairns who is alleged to be interviewing physicians in the interest of the Chattanooga Medicine Company is the Rev. J. G. Cairns, who, according to Chattanooga newspapers, was arraigned last November before a trial committee of the Holston Methodist Conference on charges of "lying," "dishonesty" and "irregularities in the administration of the Alton Park church building fund." J. G. Cairns, the minister, was exonerated of these charges at the same time and by the same conference

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that extended a "whitewash" to John A. Patten, and the Wine of Cardui business. After his exoneration, J. G. Cairns was made associate pastor of Mr. Patten's church, the First Methodist Church of Chattanooga. Our readers will remember that the former pastor of this church, the Rev. C. H. Myers, did not sympathize with the methods by which Mr. Patten made his money or with the influence this money exercises in the church. Mr. Myers was removed from his pastorate at the same conference that exonerated Cairns and Patten. As recently as February 1, the Rev. J. G. Cairns has come to the open defense of John A. Patten in a letter to the Chattanooga *Times*, a paper that appears to be the mouthpiece of Patten and his interests. Mr. Cairns rebuked a local politician—unnamed—for opposing Mr. Patten who, according to Cairns, had granted to the politician "favors, political and financial." It might be a matter of interest to Methodism to determine whether J. G. Cairns of the First Methodist Church of Chattanooga is on the pay roll of the Chattanooga Medicine Company. If the Rev. J. G. Cairns is the same person as the J. G. Cairns referred to by our correspondent then the nice problem presents itself: Can the position of associate pastor to the First Methodist Church of Chattanooga be adequately filled by a man who is traveling around the country in behalf of the Chattanooga Medicine Company and Wine of Cardui?

Harper's Weekly for Feb. 27, 1915, has another article on Wine of Cardui referring specifically to Mr. Patten's suit. In commenting on the attempts of the Chattanooga Medicine Company to get physicians to testify to the value of Wine of Cardui, *Harper's* says that the methods of the concern, while shrewd and "slick," fail to take into account the honesty of physicians. It believes that while some few doctors may be willing to barter their professional reputations for a mess of pottage, the great majority will not be. *Harper's* correctly appraises the medical profession.

Louisiana State Board Acts

Apropos of what is published above is the following, which appeared in the *New Orleans Item*, Feb. 18, 1915.

HEALTH BOARD HITS AT WINE OF CARDUI

Backs Dowling in Holding It Pernicious; War on Others

Branding Wine of Cardui as being "among the most fraudulent" of "nostrums pernicious and baneful in effect" the State Board of Health Thursday afternoon endorsed by resolution the campaign of Dr. Oscar Dowling, president of the board, against it and other patent medicines.

"These nostrums are pernicious and baneful in effect," says the resolution in part. "The enormous profits accruing from

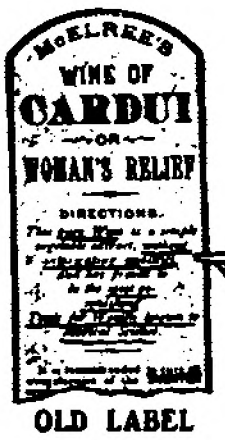
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the sale of so-called medicines are derived largely from the income of the very poor and the unfortunate. Among the most fraudulent of these preparations is Wine of Cardui, manufactured and sold by the Chattanooga Medicine Company, Chattanooga, Tennessee, and St. Louis, Missouri, as proved by analysis in the laboratory of the state board of

WINE OF CARDUI

A Fraudulent Alcoholic Nostrum Sold as "THE WOMAN'S TONIC"

BEFORE there was any penalty attached to *lying on the label* Wine of Cardui was sold under this claim.



OLD LABEL

AFTER the Food and Drugs Act passed, here is what the manufacturers had to admit.

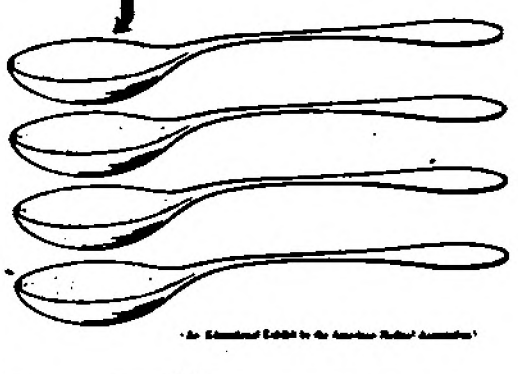


NEW LABEL

AN ALCOHOL COMPARISON



Four tablespoonfuls of Wine of Cardui (which is the daily dose recommended) contains as much ALCOHOL as two-thirds of a bottle of beer.



For displaying the original, of which this is a miniature, Dr. Oscar Dowling, President of the Louisiana State Board of Health, has been sued for $25,000 by the Chattanooga Medicine Company. The Louisiana State Board of Health upholds its president and declares Wine of Cardui a fraudulent nostrum pernicious and baneful in effect.

health, the ingredients of this nostrum being alcohol and vegetable materials practically therapeutically inert.

"*Therefore be it resolved:* That the State Board of Health unanimously approves and supports the campaign against harmful patent and proprietary nostrums now being prose-

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cuted by Dr. Oscar Dowling, the executive officer of this board.

"That he is authorized to push the campaign to the full extent of the law with the hope of destroying the baneful influence of the owners and manufacturers of the many noxious articles now offered to the public.

"That the exhibit placed on the Louisiana state board of health exhibit car which illustrates the fraudulent claims of Wine of Cardui and other patent preparations, has our full approval and commendation.

"That the suit by the Chattanooga Medicine Company, Chattanooga, Tennessee, brought against the president of the Louisiana State Board of Health as an individual, should have been filed against the president and executive officer of the State Board of Health and in the prosecution of this suit the Louisiana State Board of Health will give Oscar Dowling, its president and executive officer, cordial support and assistance to the limit of its power and resources.

"That we welcome the opportunity to assist in this suit, the outcome of which we are confident will be a death blow to the popular use of Wine of Cardui and all other fraudulent patent nostrums."—(*From The Journal A. M. A., Feb. 27, 1915.*)

A Chapter with a Sherlock Holmes Flavor

During the week beginning February 21 an editorial and a Propaganda article dealing with the activities of the Wine of Cardui concern were prepared and published in THE JOURNAL for February 27. The final forms of THE JOURNAL are printed, and mailing commences, on Thursday of the week of issue, although the publication does not reach subscribers until Saturday. These chronological details are given for reasons that will be apparent later.

THE JOURNAL'S articles (editorial and Propaganda) called attention, among other things, to the activities of detectives and other employees of the "patent-medicine" interests, since the Wine of Cardui suits had been instituted. Passing notice was given to the case of an individual who had posed as a visitor to Chattanooga and had ingratiated himself into the new church and into the confidence of its pastor, the Rev. C. H. Myers, apparently with the idea that "information" was to be obtained from those who left the First Methodist Church of Chattanooga after the Wine of Cardui exposures. THE JOURNAL'S articles containing this material went to press, as has been said, Thursday morning, February 25. On Friday morning, February 26, the Chattanooga *Times* came out with a "story" headed:

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DECLARE IT CONSPIRACY

FRIENDS OF JOHN A. PATTEN SECURE INTERESTING INFORMATION

'Westerner' Is Quoted in Reporting Dr. Myers

Newell Sanders Credited With First Thought of Securing the Thunder for the Attack on Mr. Patten in the Journal of the American Medical Association

The gist of the *Times'* article was to the effect that the exposés that have appeared in THE JOURNAL regarding Wine of Cardui were inspired originally by an ex-United States senator, Mr. Newell Sanders of Chattanooga. Also that material had been furnished for such articles by the Rev. C. H. Myers of Chattanooga, late pastor of the First Methodist Episcopal Church of that city and now pastor of the Pilgrim Congregational Church. Further it was declared that the American Medical Association had recently had a Mr. Mattson go to Chattanooga to obtain additional information on Wine of Cardui and its owners which information was to "appear in the New York *Tribune* and other periodicals." Barron referred, also, to the case of the Chattanooga Medicine Company against Dr. Dowling, president of the Louisiana State Board of Health. He alleged that Mr. Myers had stated that "the American Medical Association was financing the Dowling attack against Patten" and that it "had paid Creel to write the articles in *Harper's Weekly*."

The allegations, published by the Chattanooga *Times*, were made by one Benjamin J. Barron described by the *Times* as a "western business man" who had been visiting in Chattanooga. The *Times* followed up this first roor-back with a second, a day or two later, in which it published a photographic reproduction of a private letter of introduction to Mr. Mattson given by the Rev. Mr. Myers to Barron.

THE STORY OF THE SCRAP-BOOK

The apparent intent of the *Times'* articles was to give color to Barron's charge that Mr. Myers had furnished THE JOURNAL with a scrap-book containing information regarding Wine of Cardui or its owners. The letter of introduction brought by Barron to Chicago was to a Mr. Mattson, an old resident of Chattanooga, now living in Chicago. Mr. Mattson, who represents the Cooperative Medical Advertising Bureau of various state medical journals, has a desk in the Association building. While technically, in part, in the employ of the American Medical Association, he has no relation whatever to THE JOURNAL, although he is, of course, more or less familiar with THE JOURNAL and its work. He and his family spent their Christmas holidays with relatives in his old home, Chattanooga.

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Having been an active member of the First Methodist Church of that city, Mr. Mattson met the ex-pastor of that church, Mr. Myers. Naturally, Mr. Mattson was interested in the events that had led to the formation of the new church. Mr. Myers, being busy, was not able to go into details but he told Mr. Mattson that he had a scrap-book containing newspaper clippings and a few letters of commendation that gave a chronological review of the entire matter. This, Mr. Myers thought, might interest Mr. Mattson who was unfamiliar with the fight that had been made against the minister, and he offered to let Mr. Mattson take this book so that he might read it on the train on his way back to Chicago.

This, then, is the scrap-book about which so much is being made. It contained such information regarding John A. Patten, Wine of Cardui or the Chattanooga Medicine Company as had appeared in the Chattanooga newspapers—AND NONE OTHER! The few letters contained in the book were of a personal nature and dealt wholly with church matters. Had Mr. Mattson known it, THE JOURNAL had a much more exhaustive scrap-book of its own of the newspaper comments dealing with the subject.

ENTER BARRON, THE SLEUTH

Now to go back a little in this thrilling story of "Barron the Sleuth, or Trailing the Medical Ogre to Its Lair." Early in December, an individual "blew in" to Chattanooga and put up at the most expensive hostelry in the city, the Hotel Patten. He registered as Benjamin J. Barron and casually dropped word that he was a prosperous Colorado business man stopping at Chattanooga for his health. He exhibited letters indicating that he was an officer and stockholder in a large Denver corporation.

From the first, Mr. Barron assiduously cultivated the company of the Rev. C. H. Myers and showed the liveliest interest in the new church and its more influential members. He went further. After donating liberally to the new church, accepting the hospitality of Mr. Myers' home and table, and presenting the pastor with a handsome bible inscribed "Yours for a Glorious Success," he capped the climax by "joining" the church. Mr. Barron was, in fact, very close to Mr. Myers.

Before going further, let it be said here that THE JOURNAL'S investigations show that Barron, the "western business man" hailed originally from that breezy western village, Boston, Mass., where he was employed as a bookkeeper. THE JOURNAL has in its possession information regarding Barron that would make interesting reading. This by the way.

No sooner did Benjamin J. Barron learn that Mr. Myers had lent Mr. Mattson his scrap-book than he,

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sleuth-like, sniffed mystery and dark plots. Hardly had Mr. Mattson left Chattanooga for Chicago than it became necessary for Mr. Barron to make a "business trip" to Chicago. Would Mr. Myers give him a letter of introduction to Mr. Mattson? Certainly. Might he have the pleasure of bringing back the scrap-book so that he could while away the tedium on the train? Again, certainly! Hence the letter of introduction (photographically reproduced in the Chattanooga *Times*) from Mr. Myers to Mr. Mattson, in which Mr. Myers suggests that Mr. Barron be given the scrap-book to bring back to Chattanooga.

As soon as Barron had obtained this letter of introduction he, with a fine delicacy seldom found in "western business men," had it photographed, presumably before he left Chattanooga. Certain it is that the photograph was made before the original letter was presented to Mr. Mattson, for the letter has been in the latter gentleman's possession ever since.

Mr. Barron arrived in Chicago, put up at one of the most expensive hotels and while here spent somebody's money with easy abandon. He called Mr. Mattson up just about closing time one Saturday afternoon and made an appointment with him at the Association's building. A member of THE JOURNAL staff dropped in during the interview. Barron's story was a rehash of the one told in Chattanooga. He "flashed" his "planted" credentials to show that he was prominent in oil circles out in Colorado and Wyoming. Always, however, he came round to that perenially interesting subject, Wine of Cardui, and finally suggested that, if agreeable, he could take the scrap-book now.

But alas! The scrap-book had already been returned to Mr. Myers, through the prosaic medium of an express company, before Sleuth Barron arrived in Chicago. The disappointment must have been acute; it could only have been more poignant had Barron actually got the book in his possession and found what an innocuous affair it was. His employers would hardly have considered it worth while to photograph even the personal letters. Having learned that the coveted volume had been returned, Barron at once exhibited a burning desire to become better acquainted with Mr. Mattson, presumably with the idea that he might worm out of this gentleman the fearsome secrets of the villainous conspiracy supposed to be buried in the depths of the scrap-book. Invitations to dinner at expensive hotels and invitations to theaters (at scalpers' prices) were given to Mr. Mattson. They were not accepted. Similar invitations were extended to a member of THE JOURNAL staff, presumably in the belief—unfounded—that he was familiar with the contents of the scrap-book. These, too, were "turned down." We mention these details so that Mr. Barron's expense account can be checked up by his employers!

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SMITH, BARRON, ET AL.

To digress for a moment. While in Chicago Barron was in communication with a detective who went under the name of Smith and put up at the Hotel LaSalle. Smith posed as a "journalist" seeking data for an article showing the evils of prohibition which, he alleged, had driven the "lumberjacks" of the southern camps to drink alcohol-containing "patent medicines." Later Smith turned up in Chattanooga where he, too, interested himself in the new church and its pastor. He repeated the same story about seeking information on "patent medicines" containing alcohol. He was, he said, seeking "local color" for his article. But this, as Kipling says, is another story.

After hanging around in Chicago for about a week—never using a street car when a taxicab would do as well—Mr. Barron flitted back to Chattanooga. THE JOURNAL in the meantime had learned Barron's true character and suggested that Mr. Mattson notify Mr. Myers of the presence of this unconscionable sneak in his new church. This was done and Mr. Barron found on his return to Chattanooga that his usefulness to his employers—for this particular "job," at least—was over. All he had to show for the money that had been spent was a photograph of a private letter of introduction! This was reproduced in facsimile in the Chattanooga *Times*. The "patent medicine" mountain had indeed labored and brought forth a ludicrously small mouse.

SUMMARY OF BARRON'S ACTIVITIES

Summed up, the series of incidents may thus be given:

1. Benjamin J. Barron, "western business man," registers at "Hotel Patten," Chattanooga.

2. Barron exhibits great interest in the new church and its pastor, donating handsomely, presenting a bible, accepting hospitality of the pastor and other members of the church and finally "joining" the church.

3. Barron learns that Mr. Myers has loaned his scrap-book to Mr. Mattson to read on his way to Chicago.

4. Barron immediately leaves for Chicago, "on business."

5. Before leaving Barron asks for, and receives, a letter of introduction from Mr. Myers to Mr. Mattson and asks for, and receives, permission to bring back the scrap-book.

6. As soon as he gets the letter of introduction Barron, or his employers, photograph it.

7. Barron's record investigated.

8. Barron fails to get scrap-book and returns to Chattanooga.

9. Barron makes various false charges claimed to have been based on his intimate friendship with Mr. Myers and members of the new church.

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10. Chattanooga *Times* publishes alleged interview with Barron and a letter from Barron; it also photographically reproduces the private letter given Barron.

11. Thus, based on "faked" evidence furnished by a stranger of unsavory antecedents, a self-admitted sneak and abuser of confidence and hospitality, the *Times* articles have all the appearance of an attempt to discredit well-known and reputable citizens of Chattanooga.

This, then, is in brief the story of just one phase of the protean activities that have been exhibited since THE JOURNAL denounced Wine of Cardui as a fraud. One of the most remarkable features of this particular exposure is the widespread attempt that has been made to credit—or accuse —other agencies than THE JOURNAL with responsibility for the Wine of Cardui articles. In order to place the facts before our readers, the following statements are made:

SOME FACTS

1. The articles on Wine of Cardui and the concern that makes it are but an incident of THE JOURNAL'S campaign of public education on the subject of frauds in medicine.

2. THE JOURNAL alone is responsible for the investigation of Wine of Cardui and its method of exploitation.

3. MR. MYERS AND MR. SANDERS WERE UNKNOWN TO THE JOURNAL UNTIL MONTHS AFTER THE ARTICLE APPEARED WHICH CAUSED PATTEN AND HIS COMPANY TO SUE.

4. MR. MYERS AND MR. SANDERS HAVE NEVER FURNISHED THE JOURNAL ANY INFORMATION FOR ARTICLES RELATIVE TO WINE OF CARDUI, ITS MAKERS OR ITS OWNERS.

5. The statements of Barron concerning THE JOURNAL and *Harper's Weekly*, the New York *Tribune* and the Louisiana State Board of Health are unqualifiedly false.—(*From The Journal A. M. A., March 20, 1915.*)

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PAMPHLETS ON

MEDICAL FAKES and FAKERS

Alcola

[Price, 4 cents]

This fraudulent and worthless nostrum is sold by the Physicians' Cooperative Association, Chicago, which advertises under the name, Mrs. Margaret Anderson, Hillburn, N. Y. 8 pages. Illustrated.

American College of Mechano-Therapy

[Price, 4 cents]

This is a Chicago concern which professes to teach "osteopathy," "manual manipulations" and "curative mechanics" by mail. It is conducted by men who sell as a side-line a fake "bust developer." 8 pages. Illustrated.

Cancer Fakes

[Price, 6 cents]

The United States government during the last few years has investigated a number of concerns exploiting so-called cures for cancer. This 48-page illustrated pamphlet contains exposés of eight concerns.

Rupert Wells
G. M. Curry
Drs. Mixer
Toxo-Absorbent Company
Dr. Chamlee
B. F. Bye
W. O. Bye
L. T. Leach

Carnegie University

[Price, 4 cents]

A drugless-healing diploma mill. Degrees granted for a cash consideration. Affiliated with the "National Institute of Mechano-Therapy." 11 pages. Illustrated.

Consumption Cure Fakes

[Price, 10 cents]

Many of the preparations discussed in this pamphlet were originally dealt with in THE JOURNAL of the American Medical Association. The matter has been elaborated and reprinted. 138 pages. Illustrated.

Aicsol (Lloyd)
Nature's Creation
J. Lawrence Hill, M.D.
Hoff's Cure
Duket's Cure
Tuberclecide
International Institute
Lung Germine
"Tuberculozyne"
Oxidaze—Hydrocine
Eckman's Alterative
Virgin Oil of Pine

Convictions Under the Food and Drugs Act

[Price, 6 cents]

The convictions that the government has obtained against the adulterators of drugs and similar preparations are described technically in official documents known as "Notices of Judgment." One hundred and forty-eight of these cases are here abstracted in popular form. 60 pages. Illustrated.

Deafness Cure Fakes

[Price, 10 cents]

There are many fraudulent and worthless "cures" for deafness on the market. Some are sold as "side lines" for other medical fakes; some are "courses of treatment" sold on the mail-order plan; still others are trivial devices sold at an exorbitant price. Nine concerns are dealt with in this pamphlet. 50 pages. Illustrated.

Dr. George Coutant
Dr. Branaman
Dr. L. C. Grains
Dr. Edward E. Gardner
The Way Ear-Drum
The Wilson Ear-Drum
The Morley Ear-Phone
Help-to-Hear Company
Actina

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PAMPHLETS ON

MEDICAL FAKES AND FAKERS—Continued

Epilepsy Cure Fakes

[Price, 10 cents]

Practically all of the "cures" for epilepsy or "fits" are preparations of bromids. These taken without a knowledge of their composition result in a brutalization of the patient and permanent injury. 33 pages. Illustrated. Some of the products described in this pamphlet are:

Towns' Epilepsy Treatment
Dr. Peebles Epilepsy Remedy
Waterman's Tonic Restorative
Converse Treatment
Dr. May's Formula
Dr. Kline's Nerve Remedy
Dr. Croney's Specific
Dr. Guertin's Nerve Syrup

"Female-Weakness" Cures and Allied Frauds

[Price, 10 cents]

This pamphlet deals with fifteen mail-order fakes and ten nostrums. 100 pages. Illustrated. Some of these fakes are:

Viavi
Bertha C. Day
Mrs. M. Summers
Atlanta Remedy Company
Chichester Pills
Cora B. Miller
Harriet M. Richards
Woman's Remedy Co.
Mitchella Compound
Wine of Cardui

Medical Institutes

[Price, 10 cents]

Some of the cruelest frauds perpetrated by quacks are those carried on under the name of Medical Institutes. This 115-page, illustrated pamphlet deals with the following concerns:

United Doctors
Advanced Medical Science Institute
Known Doctors
Dr. Cook and Company
Pacific Coast Institutes
Electro-Oxygen Institute
Bellevue Medical Institute
Carson's Temple of Health
Wisconsin Medical Institute

Medical Mail-Order Frauds

[Price, 10 cents]

Several fraudulent medical or pseudomedical mail-order concerns have been put out of business by the United States Government through the issuance of fraud orders based on investigations made by the Post-Office Department. This pamphlet describes the method of some of these fraudulent concerns, and gives the results of the federal investigations. 130 pages. Illustrated. Some of the concerns dealt with are:

Brinkler—"Food Expert"
Interstate Remedy Co.
Dr. Jiroch Co.
New York Institute of Science
Okola Laboratory
Oxypathor, Oxygenor, etc.
"Professor" Samuels
Sanden Electric Company
Turnock Medical Company
Verlie Gatlin's Wrinkle Remover

Men's Specialists Frauds

[Price, 10 cents]

This is a reprint of a series of enlightening articles that appeared in the Chicago *Tribune*. It deals with quacks who operate in and from Chicago. Written by newspaper men who personally investigated the methods of the charlatans, they present a vivid picture of the evils with which they deal. 142 pages. Illustrated.

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PAMPHLETS ON

MEDICAL FAKES AND FAKERS—Continued

Mineral Waters

[Price, 4 cents]

This pamphlet gives facts about some of the widely advertised "lithia" waters and about other so-called mineral waters for which fraudulent or misleading claims have been made. 17 pages. Illustrated.

Miscellaneous Nostrums

[Price 10 cents]

Gives information, brief in some instances, extensive in others, about products that are worthless or dangerous, or are sold under claims that are misleading or fraudulent. 93 pages. Illustrated. More than forty preparations are dealt with, among them being:

Duffy's Malt Whiskey
Absorbine, Jr.
Fruitola
Peruna
Citrolax
Baughn's Pellagra Cure
Case's Rheumatic Specific
Mayr's Stomach Remedy
Warner's Safe Remedy
Tonsiline

Obesity Cure Fakes

[Price, 10 cents]

During the last few years a number of fraudulent obesity "cures" have been exploited. Some of these are dangerous, others merely worthless. All are fraudulent. Some are more or less elaborate systems sold on the mail-order plan; others are drugs, purchasable at the drug stores. 66 pages. Illustrated. Sixteen "cures" are described. Some of these "cures" are:

Marmola
Rengo
Marjorie Hamilton
Dr. Turner Company
Texas Guinan
Berledets

Sanatogen

[Price, 4 cents]

While there is nothing remarkable about casein (which is commonly known in the form of cottage cheese) and while the uses and limitations of the glycerophosphates have long been known, when these substances are sold as Sanatogen, they become, if one is to believe the advertising, a veritable elixir of life. 32 pages. Illustrated.

Stuart's Plas-Tr-Pads and J. B. L. Cascade

[Price, 4 cents]

The "Stuart's Plas-Tr-Pads" concern sells strips of adhesive plaster as a "cure" for rupture. The "J. B. L. Cascade" is a device for commercializing rectal enemas. 12 pages. Illustrated.

Van Bysterveld Medicine Company

[Price, 4 cents]

A fake concern at Grand Rapids, Mich., which advertised that it would diagnose all ailments from small samples of urine. 6 pages. Illustrated.

Wood's Cures for Drinking and Smoking

[Price, 4 cents]

These two fakes are advertised on an international scale and are fraudulently sold by disreputable methods. Woods also relies on fake analyses to sell his worthless "treatments." 10 pages. Illustrated.

AMERICAN MEDICAL ASSOCIATION

535 NORTH DEARBORN STREET, CHICAGO

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NOSTRUMS AND QUACKERY

[SECOND EDITION]

For some years THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION has published articles dealing with quackery and the "patent-medicine evil." Most of the exposés have been the result of work done by THE JOURNAL and the Chemical Laboratory of the American Medical Association. While the claims and methods of the medical fakers have been investigated and exposed by THE JOURNAL, the Association's chemists have analyzed the various preparations put out by these concerns and thus made plain the fraudulence and speciousness of their claims.

¶ Full reports have also been published of the splendid work done by the federal government both through the agency of the post-office fraud order and by the enforcement of the Food and Drugs Act.

¶ Similar data furnished by the state authorities have also been drawn on and work done in Europe along the same lines has been used.

¶ All this matter was brought together, elaborated, freely illustrated and supplemented with additional information on the same subjects to make the book *"Nostrums and Quackery."* It was published in the belief not only that the information *ought* to go to the public, but also that the pubile *desired* just such information. The best evidence that this belief was justified is the necessity of issuing a second edition in less than a year. The second edition is larger by about two hundred pages and has more than one hundred additional illustrations. Much entirely new matter has been added and a large portion of the material that appeared in the first edition has been brought down to date.

¶ The distinguishing features of *"Nostrums and Quackery"* are the thoroughness with which the work has been done and the accuracy of the information it gives. It has been made even more valuable by the addition of an index that makes it a veritable "Who's Who in Quackdom."

¶ The book consists of three parts: Part I devoted to QUACKERY, Part II to NOSTRUMS, and Part III to MISCELLANEOUS SUBJECTS. These parts are again divided. Under QUACKERY, for example, we find sections devoted to "Cancer Cures," "Consumption Cures," "'Female Weakness' Cures," "Medical Institutes," and other concerns of a similar nature. Under NOSTRUMS there are chapters devoted to "Asthma Cures," "Hair Dyes," "Obesity Cures," "Rheumatism Cures" and other typical nostrum groups. In the MISCELLANEOUS section there are discussed such subjects as "The American College of Mechano-Therapy," "Molding Opinion on Food Preservatives," and others of equal interest and importance.

¶ So long as the public is ignorant of the limitations and possibilities of drugs, so long will it be a victim to the heartless cupidity of the nostrum vender and the quack. It is believed that a perusal of this book must result in a degree of enlightenment that will do much to protect the reader from the wide-spread evils of nostrum exploitation and quackery.

Some of the subjects dealt with in this book are:

Advertising Specialists	Drug Cures
Cancer Cures	Mail-Order Concerns
Consumption Cures	Mechanical Fakes
Deafness Cures	Medical Institutes
Asthma Cures	Hair Dyes
Baby Killers	Headache Cures
Diabetes Cures	Miscellaneous Nostrums
Confidence of Quacks	Testimonials

This book is issued in a permanent and attractive form, bound in green cloth, stamped in gold. More than 700 pages. Over 300 illustrations.

Price, $1.50

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