

MECHANICAL NOSTRUMS

AND

QUACKERY OF THE DRUGLESS TYPE

"OLD WIVES AND STARRES ARE HIS
COUNCELLORS; HIS NIGHTSPELL IS HIS
GUARD, AND CHARMS HIS PHYSICIAN.
HE WEARS PARACELSIAN CHARACTERS
FOR THE TOOTHACHE; AND A LITTLE
HALLOWED WAX IS HIS ANTIDOTE FOR
ALL EVILS.

—BISHOP HALL.

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SOME QUESTIONS ANSWERED

WHAT IS THE AMERICAN MEDICAL ASSOCIATION?

It is the national organization of the medical profession and is made up of the combined membership of the various state medical associations, which, in turn, are made up of local (district or county) medical societies. More than 85,000 physicians are members of the American Medical Association, among them being the leading members of the medical profession of the country. Of these members, more than 47,000 are Fellows, i. e., members who have associated themselves to form the Scientific Assembly.

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

It publishes, weekly, *The Journal of the American Medical Association*, the leading medical journal of the United States, having a circulation (averaging over 76,000 weekly) far exceeding that of any other medical journal in the world.

It maintains a:

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

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

Council on Health and Public Instruction.—This (a) cooperates with other organizations interested in public health; (b) prepares and distributes pamphlets and educational posters on various subjects relating to public health; (c) conducts a bureau of information regarding laws, ordinances and regulations affecting and conserving public health, and (d) represents the medical profession in organizations and movements for better health.

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

WHAT IS THE PROPAGANDA DEPARTMENT?

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

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

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

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

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

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

MECHANICAL NOSTRUMS AND QUACKERY OF THE DRUGLESS TYPE

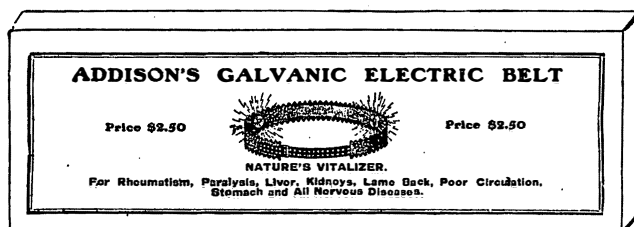
ADDISON'S GALVANIC ELECTRIC BELT

While the electric-belt fake has lost the vogue it once had, that class of the community to which the late Mr. Barnum so feelingly referred is still in evidence. This, at least, is the impression one gets from an advertisement that appeared in a weekly publication devoted to the "show world"—the *Billboard*—and here reproduced:



This makes interesting reading, especially as the *Billboard* has editorially declared that its "advertising columns are as carefully edited and the offers that get into them are as closely scrutinized as jealous care, scrupulous honesty and constant vigilance can ensure." Further the *Billboard* has said: "We print no swindling patent medicine ads . . . in fact no catchpenny or petty larceny business whatever."

In view of this, it seemed worth while to send fifteen cents to the Electric Appliance Company for the "sample belt and lecture on electricity." The belt came, also the "lecture," to say nothing of a miscellaneous assortment of advertisements of medical or quasi-medical devices. Cheap and tawdry was the belt but a most gorgeous affair, withal. Strips of vivid red and yellow cotton crudely put together enveloped small pieces of copper and zinc that were sep-



Miniature reproduction of the package containing the ten-cent electric belt.

arated by blotting paper. This last, of course, to generate the electric current. The "lecture on electricity" was a gem: "Did not time prevent, we could talk for hours upon the many wonderful things that electricity has accomplished. . . . Electricity contains all the elementary principles and therefore all the healing properties of all things in being. All the balms, oils and minerals in existence are contained in electricity and in their most skilfully combined pro-

portions. . . . If you are weak you need electricity. For lost womanhood or manhood there is nothing like electricity to restore your health. To the ladies we will say, if you have female pains there is nothing better than an electric belt. . . . Electricity is the greatest power on earth. It puts life and force into whatever it touches; gives relief to rheumatism, backache, kidney, liver and bladder troubles, early decay, night losses, lack of nerve and vigor, nervous debility, constipation, dyspepsia, undevelopment and lost vitality and all female complications."

All this, of course, leading up to the sale of the Addison Galvanic Electric Belt, which comes in a neat little box, on which is plainly printed the price, \$2.50. And this electrical marvel may be purchased from the manufacturers, the Electric Appliance Company, for the trivial sum of \$1.10 a dozen—less than ten cents each. Question: How much "nice easy money" have the "medicine show men" taken in this season in selling for \$2.50 an "Addison Galvanic Electric Belt" that costs less than ten cents and isn't worth anything?—(From *The Journal A. M. A.*, Oct. 2, 1915.)

THE BROOKS RUPTURE APPLIANCE

The Brooks Rupture Appliance is said, by the Brooks Appliance Company of Marshall, Mich., the exploiters, to be "The Greatest Discovery and Invention of the Twentieth Century." The history of the Brooks advertising has been the history of the "patent medicine" advertising, *viz.*, from the "lie direct" to the "lie with circumstance." It was but a few years ago that the device was blatantly advertised as a "cure." Then came the time when the newspapers were somewhat more particular about the class of "medical copy" they carried in their advertising pages and the Brooks concern toned down its claims—in the more particular newspapers—so that the frank claim of cure was no longer made. In publications with lower standards the Brooks concern at that time still promised a cure.

One of the letters sent out by the Brooks people a few years ago contained this statement:

"For years it has been used by the Surgeon-General of the U. S. Army, Uncle Sam being our largest customer. The War Department, in a letter we have at hand, states that the surgeons making the fittings have certified that in each case our appliance was satisfactory. Hundreds of Brooks Appliances have been sold to the War Department for several years and their report is that in *each case* it proved satisfactory!"

The Surgeon-General was written to and asked to give the facts in the case. He replied that the statement made by the Brooks concern "is not considered a true statement of facts," and added: "In my opinion the appliance has no merit in effecting a cure."

A leaflet that was sent out by the company was headed in large black type "A Government Test." Its obvious intent was to leave the impression that the War Department of the United States used the Brooks device in all cases of rupture in the army. In another piece of advertising, a booklet alleged to have been written by one Sterrett (of whom more later), indicated that the following is the fact: When examining surgeons for pensions *especially request* that the Brooks device be used they have been used. The same letter, however, declares:

"There has been no investigation by this [the Surgeon-General's] office of the comparative merits of trusses made by the Brooks Company with any of the other styles of trusses issued to pensioners."

The Brooks concern has also claimed that "leading physicians everywhere endorse the Brooks Rupture Appliance." This is a falsehood as preposterous as a somewhat similar claim that they have made to the effect that "the appliance has the endorsement of leading physicians."

A booklet, already referred to indirectly, entitled "The Mechanical Treatment of Rupture and Its Relation to the Physician's Daily Practice" was sent out by the Brooks concern to physicians. This purported to have been written by one R. M. Sterrett, M. D. According to the records, Sterrett is not engaged in the practice of medicine. He was born in 1856 and was graduated in 1890 by the College of Physicians and Surgeons, Chicago. From the time that he was graduated until 1896 he seems to have been in Chicago, then he went to

18 WESTERN RECORDER Thursday, November 20, 1912

A GENUINE RUPTURE CURE SENT ON TRIAL TO PROVE IT

DON'T WEAR A TRUSS ANY LONGER

After Thirty Years' Experience I Have Produced An Appliance for Men, Women and Children that Actually CURES RUPTURE.

Are You Ruptured?

If so, the BROOKS APPLIANCE is made for you. You and all other Men, Women and Children who are suffering from this annoying and dangerous trouble. That cruel rope has been wearing—ones of many you have tried—causing and irritated you and was worse than nothing. It had girdles and made you lame and straps and flannel gloves and was continually getting out of shape—springing down or working up and always needing attention. Then, there were others and waxes and acetates to make the case worse and harder to bear. I want to say that you will find soon of those assurances and warranties in the BROOKS APPLIANCE. At least they are untrue to a minimum. This APPLIANCE was made with a view to eliminate to do away with just such troubles. I would have been foolish to work half a lifetime, thinking out and perfecting a thing that had no advantage or was out before the objectionable features LEFT OUT. You will find it easy to wear. You will scarcely notice you are wearing it. There is no binding, drawing and strapping out of shape. It does not wear effectively and with comfort to the wearer. I want you to read my book in which I have taken pains to give full particulars about it. Then, there are a few letters printed and selected at random from among hundreds written by men and women who have been cured. You can write those folks and see what they say. If it were you I would use to this matter without waiting. You can put out some others without reading much else but rupture is a desperate proposition to neglect, cure it as you can.



The above is C. E. Brooks of Marshall, Mich., the inventor, who has been curing rupture for over 20 years. If ruptured, write him today.

If you have tried most everything else, come to me. Where others fail is where I have my greatest success. Send attached coupon today and I will send you free my illustrated book on rupture and its cure, showing my Appliance and giving you prices and names of many people who have tried and been cured. It is best not to wait when you are troubled with rupture, so line up your harness, so line up your rupture, so line up your cure.

Ten Reasons Why You Should Send For Brooks' Rupture Appliance.

1. It is absolutely the only Appliance of the kind on the market today, and in its enclosure the prescription that inventors have sought after for years.
2. The Appliance for retaining the rupture cannot be thrown out of position.
3. Being an air cushion of soft rubber it clings closely to the body, yet never blisters or causes irritation.
4. Unlike the ordinary so-called pads, used in water trousers, it is not cumbersome or unsightly.
5. It is so small, soft and pliable, and positively cannot be detected through the clothing.
6. The soft, pliable bands holding the Appliance do not give one the unpleasant sensation of wearing a harness.
7. There is nothing about it to get foul, and when it becomes soiled it can be washed without taking it in the hands.
8. There are no metal springs in the Appliance to irritate one by cutting and bruising the flesh.
9. All of the material of which the Appliance was made is of the very best; that money can buy, making it a durable and safe Appliance to wear.
10. My reputation for honesty and fair dealing in the bibliography established by an experience of over thirty years of dealing with the public, and my price are so reasonable, my terms so fair, that there certainly should be no hesitancy in sending for one today.

CURED AT THE AGE OF 18.
C. E. Brooks, Marshall, Mich.
I began using your Appliance when I had a pretty bad rupture, on November 1908.

Greatly reduced photographic reproduction of one of the older Brooks advertisements. At that time the company had no compunction in claiming openly and boldly that the device is a "cure." Today the claim is still made but by indirection and inference.

La Salle, Ill., and later to Peru, Ill. Still later he appears to have gone East where, in 1904, he was operating a so-called "sanitarium" in Providence, R. I. In 1906 he was back again in Chicago as "Medical Director" of a concern that puts out a therapeutic lamp. In 1910 he was at Battle Creek, Mich. About this time a concern putting out a coffee substitute issued a booklet said to have been written by Sterrett. It contained an interesting amount of misinformation. In 1911 Sterrett seems to have given a testimonial for the lamp concern with which he had previously been connected. Still later came the Brooks booklet.

The advertising of the Brooks concern features C. E. Brooks as secretary of the organization and inventor of the appliance. The form letters sent out by the company are signed "C. E. Brooks, Secretary." The fact is Brooks has been dead for years.

The Brooks Rupture Appliance, or any other device of a similar character, will not cure rupture. Trusses, by whatever fancy name they may be known, may be of use as temporary supports in certain selected cases of rupture, *provided* those trusses are adjusted to the individual after careful personal examination by one who has special knowledge in the anatomical structure and is skilled in the application of the device. In spite of these facts, the Brooks Appliance Company gives the impression that its device will cure rupture. It used to make the statement openly and boldly; it now makes it by indirection and inference.

The objection to the Brooks advertising and to all other advertising of a similar character is a fundamental one: Hernia is much too serious a condition to be self-treated. This fact is inescapable. There is, therefore, no moral excuse for the acceptance of advertisements of devices sold for the self-treatment of hernia.

THE CARTILAGE COMPANY

The Cartilage Company was another one of the numerous mail-order frauds that have emanated from Rochester, N. Y. It sold a device which it guaranteed would increase the height of any one under 50 years of age, from two to five inches. The company was incorporated in 1905 under the laws of the State of New York, and according to the articles of incorporation, its incorporators and directors were Thomas Adkin, Charles S. Clark and K. Leo Minges. Adkin and Clark, it may be remembered, were also the leading figures in the "Okola Laboratory" and the "New York Institute of Science" frauds, while Adkin was also president of the "New York Institute of Physicians and Surgeons," another swindle that was debarred from the mails.

The method of doing business was typical of mail-order medical frauds. Advertisements were placed in such magazines and newspapers as were not averse to sharing the spoils of quackery. Those who answered the advertisements were sent stock-letters, testimonials, booklets, etc. There was, of course, a sliding scale of prices; the first price asked being \$10, which by degrees was reduced to \$3.

According to the booklet sent out "the Cartilage Invention has done more toward bettering the condition of the human race than the combined results of another ten discoverers." The company professed to have "a positive cure for curvature of the spine" and the most effective "relief or cure" for paralysis. As a side-line the company also sold an alleged treatment and appliance to straighten bow-legs or knock-knees.

In due time the postal authorities got around to this humbug and in August, 1913, the company was cited to show cause why a fraud-order should not be issued against it. Through its counsel, John J. Vause, it requested a number of continuances, which were granted, and the case did not finally come to a head until March, 1914, at which time a fraud-order was issued against it. In the memorandum prepared by the Assistant Attorney-General for the Postmaster-General in this case, the entire scheme is laid bare. Some excerpts from this memorandum follow:

"The apparatus from which such great results are promised is of inexpensive manufacture, being made up of straps, cords, pulleys, a bar of cast iron, etc., and so constituted as that one end of the rope may be fastened to the head and shoulders by means of straps and the other end held in the hands, the rope passing through a double pulley overhead, which would thus permit one to raise the body from the floor were it not for stirrups fastened to the floor especially to prevent this."

With reference to the various representations made and to the alleged inventor, the memorandum says:

"The evidence placed before me leaves no doubt in my mind that these various representations are made without any proper foundation. In the first place K. Leo Minges, the 'inventor' of the system, is not a physician or a scientist, and neither he nor his alleged 'discovery' has 'attracted attention in the scientific world,' and no evidence was introduced to justify the assertion that 'he has gathered more information relative to bone, muscle and sinew than anyone else in existence.' On the contrary, although present at the hearing with an opportunity to establish his qualifications, he did not take the stand and submit himself to cross-examination. The only basis for his extravagant claims appears to be the fact that he has dissected a few cadavers in the establishment of a man whose business is the construction of anatomical reproductions.

INCREASE YOUR HEIGHT BROADEN YOUR SHOULDERS

ANYONE CAN NOW SECURE A **Perfect Figure**



YOU can add from 2 to 5 inches to your height, broaden your shoulders, and increase your chest measurements by the simple harmless and practical invention of a business man.

Neither operation, electricity nor drugs are needed to secure these happy results. It causes **NO PAIN, NO TROUBLE** and necessitates **NO LOSS OF TIME** or detention from business. Anyone, young or old of either sex, can successfully use this treatment in the privacy of their own home. Eminent doctors, scientists and gymnasium directors have endorsed it. Leading colleges and universities have adopted it. It is impossible for anyone to use this method without obtaining marvelous results.

FREE TO ANYONE

Exactly how it is done is explained in an intensely interesting book, beautifully illustrated from life, which the inventor will send absolutely free of charge to all who ask for it. If you would like to increase your height and secure a perfect figure, if you want to overcome the embarrassment of being short and stunted; if you desire to secure all the advantages of being tall, write today for this free book, which will be sent you by return mail, free of all charge, in a plain package. Do not delay but learn the secret at once. Simply address

CARTILAGE CO., 137th Unity Bldg., Rochester, N.Y.

We stand back of our Advertisers—Say "I saw it in Physical Culture."

"The representation that his method has the endorsement of leading physicians and that several prominent educational institutions have adopted it 'for the better physical development of their pupils' I find to be without foundation, the few institutions that consented to its installation for experimental purposes having shortly thereafter discarded it as worthless.

"An inspector engaged on the case sent out 700 inquiries to purchasers of the appliance and out of 186 replies received, 171 stated that they had derived no benefit from the use of the apparatus, while fifteen claimed to have been benefited. However, only three of these were over 25 years of age, up to which age an increase in height is entirely natural, according to the testimony of the Government's experts. From a careful examination of this evidence and of evidence along the same line introduced by respondent I am unable to find a single case where growth can be certainly attributed to the use of respondent's appliance independently of other factors, but instead find that in practically all cases of reported success the subject was

in the growing stage and that his growth was consequently according to nature and not superinduced by the appliance, or in the few instances where the subject was beyond the period of natural growth that the alleged increase in height was so slight as to make it most probable that the difference was due to inaccurate measurement.

"As an illustration of the fact that the result obtained in measuring oneself is very unreliable an experiment made by me during the hearing will serve. Two successive attempts by the same person to measure his height by placing the edge of a ruler against the wall at the height of his head showed a difference of practically two inches. The attorney for the respondent then conducted the same experiment on himself, there being a difference of about $\frac{1}{8}$ inch between two successive measurements."

Of course the company used testimonials, and in its advertising urged prospective purchasers to write to individuals whose names were given as references. Regarding this matter, the memorandum says:

"Concerning the invitation extended to prospective patrons to write any of the references whose names appear in the company's literature it may be stated that the evidence showed that these references were compensated by the company at a certain rate for each inquiry answered. One such reference made affidavit that her testimonial was given before she ever tried the apparatus. This woman stated that she received in the neighborhood of 20 cents for each reply she made concerning the Cartilage system."

Of the claims made by the Cartilage Company, the memorandum states:

"By overwhelming evidence there was established the falsity of the allegation that 'after a few weeks' practice as outlined by us our patrons become enthusiastic on the subject and never cease until they reach the high ideal perfect man or woman.' This is a gross misstatement of fact, it being shown that in a great majority of cases which were investigated the purchasers of the contrivance gave up its use in discouragement in a short while.

"Abundant evidence to the contrary submitted by the Government and the entire lack of anything to support it introduced by the respondent, forces the finding that the representation to the effect 'some will grow one inch the first month, one-half in the second, and a half in the third, and so on until they reach an increase in height from two to five inches' is made without foundation and entirely lacking in good faith."

Like most medical mail-order frauds, the company issued a fake guaranty which the public would be led to infer guaranteed the purchasers of the "Cartilage System" against loss. Of course it did nothing of the sort. Says the memorandum:

"One of the features of this corporation's business upon which it evidently relies to a large extent in getting business, is its so-called 'guaranty' to refund the purchaser's money if he does not grow two inches or more. This guaranty, however, on perusal is found to be worthless, in that it imposes conditions precedent to a refund the observance of which would be more of a hardship than the loss of the amount of money involved. This is apparent from the following:

The patient must take our treatment, follow our instructions as directed in every detail, and do his or her utmost to assist us. The patient agrees to use the treatment twice a day (barring sickness or any other unforeseen event) for a period of one year from the time he or she commences the treatment, and if at the end of that period the patient has not grown two inches or more, the money paid for the treatment is to be refunded.

In the event the patient desires the money refunded, he or she is to send us an affidavit to the effect that he or she has followed all directions carefully and has not grown two inches. Upon receipt of the affidavit, together with the appliances and instructions, the patient's money will be immediately refunded.

During the course of treatment the patient must write at least once a month giving us information as to the progress made, so as to enable us to send special instructions, if necessary.

"It is perfectly obvious that the respondents have no faith that their system will fulfil their representations and that they have accordingly formulated a guaranty that is practically an absolute protection to them so far as making refunds is concerned. That the respondent has reaped the fruits of its foresight in hedging the purchaser about with such provisos is clear from the evidence showing that those who bought the course, after using the machine for a time and discovering its lack of merit, would discontinue



O. J. Elder, Manager
2078 Metropolitan Bldg., New York

(Copy)

New York, N. Y., Jan. 14, 1908.

Columbus W. E. Pittman,
Chapel Hill, N. C.

Dear Sir:

We have your letter of January 7th making inquiry in regard to the Cartilage Co. of Rochester, N. Y. Will say that this Company has been successful with their apparatus in increasing the height of thousands of people. The writer knows of several persons who have used the Cartilage System with excellent results. Of course, we cannot guarantee absolutely that the use of the Cartilage System will enable you to increase your height three or four inches, but we can guarantee that you will receive beneficial results. The exercises which go with this System are excellent and well worth the price asked.

Very truly yours,

Physical Culture,

(signed) O. J. Elder.

Not only did *Physical Culture* accept the advertisements of the Cartilage Company, but the advertising department of that publication also gave the concern a puff which was immediately capitalized by being reproduced in facsimile and sent out broadcast.

its use before the expiration of the stipulated period and fail to carry out the other conditions prescribed."

In closing, the Assistant Attorney-General says:

"The entire business of the Cartilage Company was originally under the management of Charles S. Clark until within recent years when it was divided so as to give Clark and Adkin the foreign business and Minges that originating in the United States and Canada.

"In past years foreign countries had been a fruitful field of exploitation, especially Japan, the well-known shortness of stature of this race making them easy victims to such a scheme. For some years complaints from all quarters of the globe have been received by the Department against this concern.

"The inspectors who investigated the case estimate that since its origin the Cartilage Company has taken in an amount in the neighborhood of \$250,000. At the present time, according to Mr. Minges, the gross returns are not more than \$5,000 or \$6,000 a year.

"I find that this is a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises. . . . I therefore recommend that a fraud-order be issued against the Cartilage Company and the Cartilage Treatment Company; their officers and agents as such."

The mails were closed to this concern, March 26, 1914.

ELECTRO-CHEMICAL RING

Is it possible to devise a scheme so silly, a fake so flagrant, a swindle so self-evident that the public will have none of it? The history of the "Electro-Chemical Ring" seems to answer this question in the negative. Of all utterly futile pieces of charlatantry it is doubtful if any ever surpassed the Electro-Chemical Ring fraud. This device was put on the market by the Electro-Chemical Ring Company of Toledo, Ohio, a concern owned by one W. G. Brownson and conducted by him since 1892. The Electro-Chemical Ring was a simple ring made of iron of commercial quality. The claim was made that the ring "Cures Diseases Caused by Acid in the Blood." According to Brownson, some of the diseases thus caused are:

Bright's Disease	Epilepsy	Rheumatism	Obesity
Diabetes	Varicose Veins	Gout	Appendicitis
Chorea	Nose-bleed	Lumbago	Cancer
Painful Monthly Periods	Adenoids	Asthma	Stone in the Bladder
Uremia	Goiter	Headache	Psoriasis
	Cataract		

These are but a few of the various diseased conditions that, according to Brownson, are "Caused by Acid in the Blood" and would be cured by wearing his iron ring. Here are a few of the claims made in detail by Brownson for his silly fraud:

"Gravel is like brick-dust, and calculi is about the size of the head of a pin. The ring will stop that accumulation at once, and it is unusual for a person to have an attack of either, after the ring commences to work."

"Gall-stone requires more time. The ring will stop the accumulation at once, but sometimes it will be six weeks or more before the loose stones will become small enough to come out."

"Bright's disease and diabetes cases should show a very decided change for the better, in from twelve hours to four days, after the ring commences to work, and you can tell by the color, quantity, odor and deposit."

"Varicocele is varicose veins of the scrotum, the same as a person may have in the leg, and is as easily cured."

"Diabetes with children—wetting the bed—often leads to St. Vitus's dance; and other diseases. The Electro-Chemical Ring stops the cause and cures both."

"Epileptic fits and monthly spasms are caused by an excess of acid, and the ring has cured cases that have been given up as incurable. Hospitals, asylums, and sanitariums are overcrowded by such cases, and it is an awful outrage to leave them there, when nearly all can be cured by using this ring."

Of course the only evidence submitted of the virtue of the ring were testimonials. Brownson was perfectly willing to sell agencies for his ring and advertised that he had agents in all lines of business except jewelers and druggists. His reason for refusing to give an agency to a jeweler was:

"Jewelers have sold so many fake rings; they have injured the business and we cannot afford to put the ring in that frame."

And as for druggists:

"Druggists cannot afford to sell the Electro-Chemical Ring; it cures too many diseases for which they have medicine to sell."



However, Brownson still had a large list of agents to draw from. Thus, according to his report, he had granted agencies to bank presidents and train baggagemen; presiding elders and commercial travelers; cigar dealers and ministers; ladies, postmasters, and veterinary surgeons. These and many others, are said to have eked out their income by accepting the agency for the Electro-Chemical Ring—price \$2.00.


THE GOVERNMENT'S REPORT

But let us quote from the memorandum for the Postmaster-General recommending the issuance of a fraud-order against this grotesque fake:


"The inspectors who conducted the investigation of this concern wrote a number of test letters under assumed names representing that the writers in the

several instances had 'cataract—almost blind,' 'asthma,' 'cancer,' 'loss of use of arm,' 'pellagra,' 'bad case of varicocele' and 'epileptic fits' and asked if the ring would cure the ailment. In each instance the respondent replied representing that the ring would cure the particular disease and offered to refund the money if a cure should not be effected. The reply to the alleged 'cataract' case test letter is typical and reads as follows:

"Yours 18th. Will inclose book. See what we guarantee the ring for Page 2. As you will see we sell the ring on the guarantee to cure Cataract. It never fails and the cataract will not grow after the person commences to wear the ring. You should certainly try the ring. If it does not help within three weeks you will get your money, if you return the ring."



ELECTRO-CHEMICAL RING



TRADE-MARK E.C.
Copyright, 1894, '8, '9, 1902, '4 and 1909, by W. G. Brownson.

REFERENCE—Northern National Bank, Toledo, Ohio
YOU WILL FIND US QUOTED IN FINANCIAL RECORDS.

THE following diseases are caused by acid in the blood and are cured by this ring, which takes from one day to two weeks, after the ring commences to work, according to disease and circumstances. The ring and the acid create an electro-chemical action, removing the excess of acid, which cures the disease and will keep it cured.

Bright's Disease, Diabetes—It is not a habit with children. Chorea—St. Vitus's Dance. Chlorosis—green sickness—Pallid and Excessive Monthly Periods, Hysteria, Syncope, Epilepsy, Nervous Prostration, Numbness, Internal Hemorrhages, Rheumatism—a stony concretion formed in the nose—Adonia, Polypus, Cataract, Catarrh, Whooping Cough, Rheumatism—Inflammatory, Cost, Lumbago, Articular, Pelvic, Muscular, Numbness, Headache, Neuritis, Neuritis, Hay Fever, Rheumatoid Fever, Rheumatic Paralysis—Brain, Hair, Eyes, Ears, Limbs, Pen, Operators, Typewriters, Dropsy, Obesity, Faty Degeneration of Heart, Appendicitis—Inflammation of Bowels, Chronic Dysentery, Acidity of Stomach, which causes the worst kind of constipation—the other is caused by liver disease, Cancer—scirrhus, Cancerous Tumors, Congestion of Kidney, Stone in Bladder, Prostatitis, Gravel, Gall-Stones, Calculi, Deposit on Teeth, White Spots on Nails, Psoriasis, Salt-Rheum, Varicose Veins and Ulcers, Varicocele—varicose veins in spermata, Varicose Veins and Ulcers in legs—often mistaken for piles and fissure. The after effects of Diphtheria, Scarlet, Typhoid and Malarial Fevers.

This ring is not a cure-all. The ring will not cure liver disease and none of the liver diseases.

The ring will not work—depend on ring and finger—unless it is necessary, but when it is necessary, it will work every second day and night, if it is a good fit and is used and cleaned as directed.


Price \$2.00; Gold-covered \$4.00. By Mail or will send by Express. Collect on Delivery, if you wish to pay cash. Send paper size of finger. Agency wanted at places not taken. Send for additional information. The \$2.00 ring is sold on a three-weeks' guarantee; ring can be returned and money will be refunded if not satisfactory. Not for sale by jewelers or druggists. Any person who uses our name or copies from our advertising is fraudulently trying to do business on the reputation of this ring and will be prosecuted.

This ring is not for sale by wholesale houses or any persons advertising cheap rings and can only be obtained from us and our authorized agents.

PEOPLE WHO ARE SUBJECT TO RHEUMATIC, KIDNEY AND ALL ACUTE TENDRAGES HAVE EXPERIMENTED FOR YEARS AND SPENT MILLIONS OF DOLLARS TAKING AND APPLYING REMEDIES. The time will certainly come when inefficient people will not submit to be experimented with, to see if a medicine can be made to cure acid diseases.

Any reputable physician will advise you that a permanent cure in that manner is impossible as the acid is liable to accumulate again at any time, after you quit using the best remedy or any other treatment. That acid in the blood caused a limited number of diseases, has always been admitted, but the knowledge of the fact that an excess of acid is the cause of so many diseases of hitherto unknown pathology has been a revelation to the medical profession.

By the use of the Electro-Chemical Ring the best results are obtained by an electro-chemical action, as it acts directly on the acid, reducing the intensity of quantity, until there is no surplus, when the ring will quit working, and will work only when it is necessary to keep the acid reduced.



ELECTRO-CHEMICAL RING CO.

220 15th Street - TOLEDO, O.

Please mention WORLD ALMANAC when writing.
CXXIX

Full-page advertisement (greatly reduced) from the New York World "Almanac."

"One of the rings received in these test cases was referred to the Department of Agriculture, Bureau of Chemistry, for analysis, with the result shown in a letter from that Bureau dated July 16, 1914, reading:

"Replying to your favor of July 14th relative to "an electro-chemical ring" (106768c). You are advised that an analysis of the ring in this Bureau shows that it is composed of a commercial grade of iron. You do not state whether or not you desire an expression of opinion as to the value, if any, of the article in the conditions mentioned in your letter, namely, "diseases caused by acid in the blood," but for your information it may be said that in the opinion of the Bureau the wearing of the ring would have no efficacy in this connection.

"W. O. EMERY, Acting Chief, Drug Division."

"One of the rings was also submitted to the Department of Commerce, Bureau of Standards, for examination, and its report reads as follows:

"When this ring is worn as an ordinary finger ring, there can be no *electro-chemical* action between the ring and any acid in the blood.

"While there would be a *chemical* action between the ring and the natural perspiration on the finger, this is a *chemical* action in exactly the same sense as it is chemical action when an iron nail, for example, or such a ring as this one, is dissolved in an acid in a beaker.

"As the word "electrochemical" is ordinarily used by both technical and non-technical writers, an electrochemical action requires two electrodes, usually metals, immersed in, or in contact with, an electrolyte, and the metals must also be in contact or joined by a conductor.'

"In view of the numerous representations made throughout the booklet that a deposit would appear on the ring if the wearer were afflicted with a disease which the ring could cure, the inspectors conducted several experiments. One of the rings was placed on a tightly-rolled piece of blotting paper slightly dampened and was allowed to remain for one hour and forty-five minutes, with the result that a deposit of rust was left on the paper. The second experiment was made on a piece of sterilized muslin still damp from sterilization. After two hours and fifty minutes a similar deposit of rust was found. This deposit of rust is evidently what the literature of the respondent fraudulently represents to be an 'electro-chemical deposit' and regarding which it is subtly suggested 'if there should be an unusual deposit in hot weather, it is caused by what you eat and drink.'

"No evidence was produced by respondent tending to justify in any degree the representations as to the curative properties of the ring, with the exception of a reference to testimonials or alleged testimonials, and I find that the ring in question has no efficacy in the treatment of disease as represented and that the representations of the respondent in this connection are knowingly false and fraudulent. . . ."

"In his answer the respondent volunteered the information that his receipts for the last year were \$45,600; that he paid income tax on \$15,500 for ten months and that he employs fourteen people in the business. The postmaster at Toledo reports that the concern is now receiving an average of eighty pieces of mail a day.

"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 3229 and 4041 of the Revised Statutes, as amended, and therefore recommend that a fraud order be issued against the Electro-Chemical Ring Company and its officers and agents as such, Toledo, Ohio."

The fraud-order was issued against the Electro-Chemical Ring Company, Oct. 1, 1914. No sooner had the mails been denied to this concern than Brownson made arrangements to evade the law by continuing the business under his own name. This fact was brought to the attention of the federal authorities and the fraud-order was extended to cover the name of W. G. Brownson.—*(From The Journal A. M. A., April 10, 1915.)*

J. B. L. CASCADE

"The J. B. L. Cascade Treatment" is exploited by one Charles A. Tyrrell of New York City. It consists in the self-administration of rectal enemas—containing a "patent medicine" sold by Tyrrell—by means of a rectal syringe known as the J. B. L. ("Joy-Beauty-Life") Cascade.

Before discussing the J. B. L. Cascade treatment, it is well to give the reader some facts which, while incidental, have a bearing on the subject and will aid in giving a truer perspective of the business under discussion. Tyrrell, accord-

ing to our records, was born in 1843. He received a diploma from the Eclectic Medical College, New York, in 1900—when he was 57 years old! In addition to the J. B. L. Cascade treatment, Tyrrell was president of the concern that exploited the "Ideal Sight Restorer," sold as a cure for most eye-ills. This has been advertised under such claims as: "cures not only the refractive errors of the eye—nearsight, farsight, oldsight and astigmatism—but also such dreaded diseases as cataract, glaucoma, cross-eye and paralytic blindness." The Ideal Sight Restorer was a piece of tubing with a rubber bulb attached for the purpose of producing a partial vacuum over the eyeballs. The disasters that might result from the indiscriminate use of an appliance of this sort in certain diseased conditions of the eye are more obvious to physicians than to the public. In advertising this "eye cure" the concern sent out what was claimed to be "an unprejudiced journalistic opinion" from the *United States Health Reports*. This publication, which was presumably named so as to mislead the public into believing it was a government bulletin, was, to quote from a government report, "a fraudulent advertising concern which wrote editorial endorsements for any

globe.
 It is a complete system of rational treatment that will enable anyone with ordinary intelligence (under my direction) to treat any form of disease, with the most flattering prospect of success, without the expense of consulting a physician. It consists of the "J. B. L. Cascade," the specially designed appliance for administering the internal bath (a full description of which will be found on pages 13 and 14), a stick of my famous Rectal Soap, and a box of my celebrated "J. B. L. Antiseptic Tonic" to be used in the water for treating the intestines. This preparation is an important feature of the treatment, for its antiseptic properties cleanse and sweeten the colon, which is the principal breeding place of pernicious bacteria; and as the destruction of their disease propagating germs prevents disease and hastens cure, its value is at once evident. It also includes the

Photographic reproduction (reduced) of a portion of a page of the booklet sent out by Tyrrell to those who answer his advertisements. Imagine a person of "ordinary intelligence" attempting to treat diphtheria, smallpox, cancer, consumption, Bright's disease, etc. ("any form of disease") with Tyrrell's "complete system" consisting of a rectal syringe, a stick of soap and a teaspoonful of salt and borax in water!

disreputable institution for a cash consideration." In addition to this sort of testimony for the "Ideal Sight Restorer," there were also reports from professional testimonial writers.

Tyrrell has also appeared in the rôle of publisher and "editor-in-chief" of a quasi-medical magazine, *Health*, issued from the same address as the "Ideal Sight Restorer" and the "J. B. L. Cascade." He had for "associate editor" C. S. Carr, the quack, who for years was connected with the Peruna concern, and who also exploited a mail-order medical concern of his own. The advertising pages of *Health*, in addition to giving large space to the "Ideal Sight Restorer," the "J. B. L. Cascade treatment" and Carr's mail-order concern, reeked with frauds. Brinkler, the "Food Expert," the make-you-tall "Cartilage Co.," the Actina eye-and-ear-cure, the Okola eye-cure, the Oxydonor swindle and the notorious New York Institute of Science—all of which have been officially stamped as frauds by the United States authorities and denied the use of the United States mails—found haven in the pages of *Health*. These facts are given that our readers may get some conception of Tyrrell's business ethics and also for the information of those publishers who have opened the advertising pages of their magazines to the Tyrrell "treatment."

THE "J. B. L. CASCADE"

Tyrrell claims to be the inventor of the J. B. L. Cascade. The public is asked to believe that he, "after several years of patient experimenting, succeeded in perfecting the appliance that bears his name." Elsewhere Tyrrell declares: "I have . . . invented an apparatus, the J. B. L. Cascade." What are the facts? According to the United States patent records, one Henry M. Guild invented the device, which was patented in 1903. Guild also invented and obtained an additional patent on a modified form of the device in 1904. Both of these patents were assigned to the Tyrrell concern, the first by Guild himself and the second by Guild's executor. So much for Tyrrell's claim that he is an inventor!

The J. B. L. Cascade consists essentially of a rubber bag, shaped like a typical, rubber hot-water bottle. A hard rubber injection point is fastened on one of the flat sides. To operate the device the rubber bag is filled with the "J. B. L. Antiseptic Tonic" solution—of which, more later—the point is then inserted in the anus and the weight of the body on the bag forces the liquid into the rectum. In its essentials the device is virtually the same as one that was patented in Canada in 1892 and in the United States in 1894 by one Joseph Lalonde, a British subject who lived in Winnipeg.

Fortunately, there is no evil without a remedy and physical inefficiency is no exception to the rule.
 I believe I am the originator of the following theories of disease and its causes; formed and published by me, nearly twenty years ago. First, (that there is only one disease, but with many manifestations) which is exhibited in the weakest part of the organism and takes its name from the part, or organ in which it manifests itself. Second, (there is only one cause for disease and that is auto-intoxication.)
 This, as I have previously shown, takes place by absorption through the walls of the intestinal canal, owing to the disregard of natural law. For . . . have read . . .

Photographic reproduction (reduced) of part of a page of one of Tyrrell's booklets. Here he gives his theory of "disease and its causes."

TYRRELL'S KEY-NOTE THEORY

Tyrrell claims to have originated a theory of "disease and its causes." Whether the "theory" was devised as a convenient accessory to his exploitation of the "Cascade" and the "patent medicine" that goes with it, or whether it is merely an indication of stupendous ignorance, makes little difference; it is bizarre and fantastic to the point of silliness. Here it is:

"There is ONLY ONE DISEASE, but with many manifestations."

"There is ONLY ONE CAUSE FOR DISEASE, and that is auto-intoxication."

But Tyrrell's theory is no more preposterous than the claims he has made for his J. B. L. Cascade treatment. For instance:

"It . . . enables any one with ordinary intelligence (under my direction) to treat successfully any form of disease, that is curable. . . ."

"No matter of how long standing your trouble may be, if there is a possibility of cure, this treatment will effect it."

"It is the greatest preservative of health ever known."

". . . a system of treatment that will both cure and prevent disease. . . ."

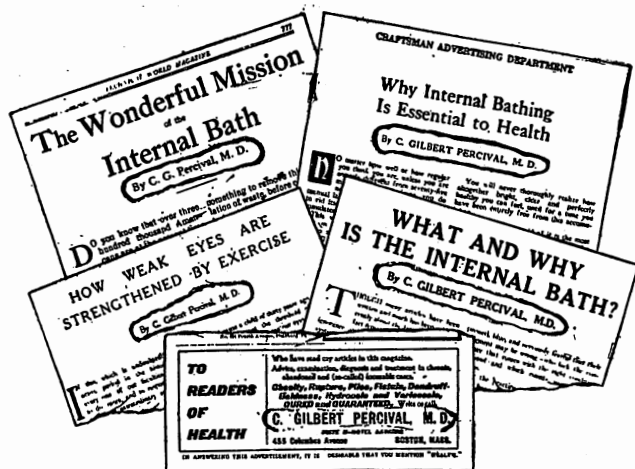
"My system of treatment should be used by every one whether in sickness or health."

These are but a few of the claims that Tyrrell has made at various times for his "treatment."

THE INFERENTIAL UNTRUTH

The Propaganda Department has received scores of inquiries regarding the J. B. L. Cascade treatment. Some of these have come from publishers who make some attempt to censor their advertising pages. The various absurd claims made by Tyrrell have been pointed out to these publishers. Coincidentally with these criticisms the Tyrrell advertising has become not more honest but more cautious. To illustrate some of the minor modifications in which the direct has given way to the inferential falsehood, we quote in parallels, italicizing to make the comparison clear:

OLDER CLAIMS	NEWER CLAIM
"I have . . . <i>cured</i> thousands. . . ."	"I have . . . <i>benefited</i> thousands. . . ."
" . . . my method of <i>curing</i> and preventing disease. . . ."	" . . . my method of <i>treating</i> and preventing disease. . . ."
"I cleanse the system . . . thereby removing the cause of <i>all</i> disease."	"I cleanse the system . . . thereby removing the cause, in my opinion, of <i>much</i> disease."
"Typhoid fever and Appendicitis are positively <i>cured</i> . . . by the J. B. L. Cascade Treatment."	"Typhoid fever and Appendicitis <i>may</i> positively be <i>relieved</i> . . . by the J. B. L. Cascade Treatment."



Greatly reduced photographic reproductions of part of four full-page advertisements of Tyrrell's "J. B. L. Cascade" and "Ideal Sight Restorer." These consist of dissertations by one "C. Gilbert Percival, M. D." Percival was one of the associate editors of *Health*, a pseudo-medical sheet published by Tyrrell. We also reproduce one of Percival's own advertisements in which he guaranteed a cure of obesity, rupture, piles, hydrocele, etc. Percival has given testimonials also for "Absorbine, Jr.," "Somnos" and "Lignol." Tyrrell used to publish Percival's name among the "prominent physicians" who used and prescribed the J. B. L. Cascade!

Careful study of the Tyrrell "literature" that has been sent out during the past six or seven years is an education in mail-order quackery. True to type, there is a series of "follow-up" form letters, so prepared as to lead the uninitiated to think that they are individual communications. The first of the series comes "in response to your request" and informs you that the "J. B. L. Cascade Treatment" is, in Tyrrell's judgment, "one of the most common sense and practical methods . . . for preventing and relieving most of the diseases known

to the world." Tyrrell emphasizes that those who send money for his "treatment" (which includes a "Cascade," a stick of soap and a box of the marvelous "Antiseptic Tonic") will also be "entitled to unlimited free consultation." Tyrrell modestly adds that as his "reputation is thoroughly established," the purchaser of the "Cascade" secures for himself "the constant service of a New York specialist."

The second letter of the series still further carries out the deception of making its recipient believe it to be a personal communication, by being written on professional rather than business stationery. In this letter Tyrrell declares that he has "taken a personal interest in your case." Of course, most people who receive this letter do not realize that it is a stock letter, sent out as a matter of routine and, in all probability, never seen by Tyrrell, except when the original order was given for the printing. In the third letter of the follow-up series, Tyrrell evinces surprise that the victim has not purchased the "treatment" and incidentally obtained "the advantage of my able advice." This letter makes certain concessions in the price of the treatment and awaits "your valued favors."

With the first of the letters comes a booklet, one of several that Tyrrell sends out to prospective purchasers of his "treatment," containing among other material a number of testimonials. These testimonials are indexed and in the



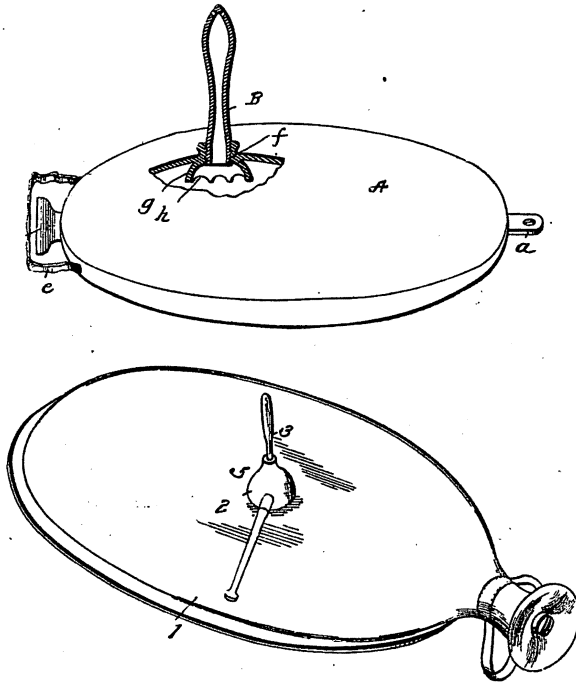
A photographic reproduction (reduced) of an old advertisement of the "Ideal Sight Restorer," another of Tyrrell's devices.

older books the index was said to be "to Diseases Cured by the J. B. L. Cascade Treatment." In the books now being sent, the index is said to be of "Testimonials Showing the Most Astonishing Results Obtained By the Use of the J. B. L. Cascade," etc. The older books alleged that Tyrrell's treatment had cured (*vide* index of testimonials), among many other diseases, "Brain Fever," Consumption, Change of Life (*sic!*), Dysmenorrhoea, Gastritis, "Heart Trouble," Insanity, Paralysis and Scarlet Fever. The more recent books do not contain the testimonials alleging cures of the conditions just listed, but they give a list that is sufficiently alluring for those sick or near-sick who are in search of a panacea. Thus one can go down the list of alleged cures alphabetically from "appendicitis" through "bladder trouble," "delirium tremens" and "epilepsy" to "kidney trouble," "malaria," "obesity," "rheumatism" and "stomach trouble."

TESTIMONIALS

Some of the testimonials have a serio-comic element in them. There is, for instance, a panegyric alleged to have been written by Lewis G. Spooner, state senator from Minnesota, whose picture adorns the page on which it appears. The senator avers that he considers the J. B. L. Cascade "almighty important to any human being past middle age in life," and he considers that possession of

the Cascade and "use of the same is almighty important." One of the testimonials purports to be a photographic reproduction of a letter from one Rev. Walter W. Kent, Cincinnati. This testimonial, unlike some of the others, is not illustrated—which is a pity. The letter-head explains that Rev. Kent is "Chaplain, First Ohio Infantry, U. S. V. R.," and also "Ex-President, Mount Lookout Business Men's Club." Mr. Kent offers his "testimonial" (spelling original) because he would not withhold it from his friends. "I often suffer with nervous headaches from brain fag, like most literary people and thinkers do," says Rev. Kent. A friendly hint to the reverend gentleman: A fulsome testimonial for a quackish device is not likely to enhance one's reputation for being either "literary" or a "thinker."



Tyrrell claims that the "J. B. L. Cascade" was invented by him. The records of the patent office at Washington show that the device was invented and patented by one H. M. Guild who assigned the patent to the Tyrrell concern. The lower of the two devices illustrated above is the Guild instrument—now sold as the "J. B. L. Cascade"—reproduced from the records of the patent office. Tyrrell claims that the J. B. L. Cascade is "the only thing of the kind ever specially designed for the purpose" for which it is sold, *vis.*, rectal enemas. The upper of the two devices illustrated above was invented by a Canadian who obtained a Canadian patent for the device in 1892 and U. S. patent in 1894.

Before leaving the subject of testimonials, reference must be made to a list of physicians published by Tyrrell. These men he classes as "distinguished" and "prominent," and claims that they "both use and prescribe" his "treatment." Investigation shows, as might have been expected, that not one of these men can lay claim to being either "prominent" or "distinguished." Professionally, they are nonentities, or worse. Some of them are dead, some are apparently not physicians at all, at any rate their names are not to be found in the official

records of physicians, one is an ex-"patent medicine" maker, one has advertised "Obesity, Rupture, Piles . . . Hydrocele and Varicocele, CURED AND GUARANTEED," while others have been commercially connected with Tyrrell and his so-called institute.

THE "PATENT MEDICINE" ADJUNCT

Most concerns that sell mechanical devices of a pseudo-medical nature have a "patent medicine" as an accessory to the alleged treatment. Tyrrell's is no exception. His complete "treatment" consists in (1) the "J. B. L. Cascade," (2) a stick of his "famous Rectal Soap" and (3) a box of the "Celebrated J. B. L. Antiseptic Tonic." The last is the "repeater" part of the "treatment." Tyrrell says regarding the "Antiseptic Tonic":

"This preparation is one of the most important features of the treatment, for it attacks and destroys the microbes of disease in their principal breeding place and I cannot too strongly urge the importance of its use, for the destruction of these germs prevents disease and hastens a cure."

A woman who had received some of the advertising material sent out by Tyrrell wrote asking why the formula of the "Antiseptic Tonic" was not given. Here is what she was told:

"Note your comments as to the Antiseptic Tonic and your inquiry as to why we do not give the formula. We cannot see any good reason why we should do anything of this kind, and give it to the public in order that they may secure the tonic from the druggist without any profit to ourselves for all time."

THE JOURNAL has repeatedly said that the element of "secrecy" in the "patent medicine" business is for the purpose of allowing the exploiters of nostrums to make claims that the public would laugh at if it were apprised of the composition of their preparations. Tyrrell's "patent medicine" adjunct has been analyzed in the laboratory of the American Medical Association. Here are the findings:

LABORATORY REPORT ON THE "ANTISEPTIC TONIC"

J. B. L. Antiseptic Tonic is a dirty white, faintly perfumed powder containing small blue particles. A 4-ounce package retails for 50 cents. Dissolved in water it produces a faintly greenish-blue, turbid solution, having an alkaline reaction to litmus. Qualitative tests indicated the presence of a chlorid, a borate, sodium, small quantities of calcium and of sulphate and traces of a nitrate. Alkaloids, ammonium salts, free boric acid and salts of copper and zinc were absent.

Quantitative determinations indicated that the composition of the specimen examined is essentially as follows:

Sodium chlorid (common salt)	69.9 per cent.
Borax	29.6 per cent.
Calcium sulphate, hydrous (gypsum).....	0.5 per cent.
Color and perfume	traces

It seems probable that the gypsum found is not an intentionally added constituent, but that it occurs as an impurity or an adulterant in a cheap grade of borax used in preparing the mixture. The insolubility of the gypsum is responsible for the turbidity of the solution.

A preparation having all of the "antiseptic" and "tonic" properties of J. B. L. Antiseptic Tonic can be made by mixing 2.8 ounces of salt with 1.2 ounce of ordinary borax at a cost of not to exceed two-thirds of 1 cent.

Here, then, we have 2½ ounces of table salt mixed with 1½ ounce of borax and sold for 50 cents! No wonder Tyrrell "cannot see any good reason" for giving the public the "formula" for his "Antiseptic Tonic" which "attacks and destroys the microbes of disease in their principal breeding place!"

THE TYRRELL ADVERTISING

We have given this much space to a consideration of Tyrrell's brand of quackery because some publications that, in general, show considerable discrimination in the acceptance of advertisements have sold space to the exploiters of the "J. B. L. Cascade treatment." Correspondence with some of these publications has disclosed an attitude on the subject of quackery that would be laughable, if it were not discouraging. To the magazines in question "patent medicines," as such, are taboo. It seems, however, that if the alleged "cure" happens to be mechanical rather than chemical in nature, it becomes acceptable, no matter how preposterous the claims made for it may be. If the exploiters of the J. B. L. Cascade entirely eliminate from their alleged treatment their salt-and-borax "patent medicine" accessory, euphemistically referred to as "Antiseptic Tonic," there would still be no valid excuse for accepting the J. B. L. Cascade advertising.



Photographic reproductions of the letter-heads of three concerns of which Tyrrell is, or has been, president. *Health* is the name of a fad magazine, published by Tyrrell, which carried advertisements of various pseudo-medical products including Tyrrell's own devices, the J. B. L. Cascade and the Ideal Sight Restorer.

The advertisements, "follow-up letters" and other advertising paraphernalia that we have on file, covering several years, show the history of the advertising campaign of the J. B. L. Cascade to have been one of deceit, misrepresentation and quackery. While some of the most blatant claims have been modified—due, possibly, to previous criticisms from *THE JOURNAL*—the advertising still misleads, misrepresents and deceives by inference where it does not do it directly. In spite of this, the attitude of certain otherwise estimable publications seems to be that taken by the *Christian Herald*, for example, of New York, which, after having the facts brought to its attention by a physician, wrote:

"We shall continue to carry this advertisement as we are convinced that the system advocated by Dr. Tyrrell is of far greater benefit to the public at large than the medicines prescribed by the average physician."

Summarized, the objections to the exploitation of the J. B. L. Cascade Treatment may be stated thus :

1.—The key-note of Tyrrell's campaign is his alleged theory that "there is only one disease" and that "there is only one cause for disease" and that cause "is auto-intoxication produced by intestinal obstruction." The falsity of these statements and absurdity of the theory are obvious.

2.—A supplementary feature of Tyrrell's "treatment" is the "J. B. L. Antiseptic Tonic," which, it is insisted, is "one of the most important features of the treatment." The "Antiseptic Tonic" is a secret nostrum sold under ridiculously exaggerated claims at an enormously high price. Analysis shows it to consist essentially of a mixture of common salt and borax worth probably two-thirds of a cent and sold for half a dollar.

3.—The administration of rectal enemas by means of the J. B. L. Cascade is not only unscientific, but may in many cases be dangerous. The common fountain syringe is both safer and more efficient.

4.—Tyrrell urges the public to take rectal enemas both in sickness and in health—in other words, as a routine part of one's living. This advice is mischievous to the point of viciousness. The "enema habit" is just as harmful as the "cathartic habit."

5.—Tyrrell misleads the public into believing that prominent and distinguished physicians have approved of and testified to his "treatment." The facts are that not one of the physicians named can, by the widest stretch of imagination, be called either prominent or distinguished.

6.—The J. B. L. Cascade is advertised as a veritable cure-all. It is claimed that used in sickness any curable disease may be cured; used in health all disease will be prevented!—(*From The Journal A. M. A., Jan. 6, 1917.*)

THE OWENS ELECTRIC BELT

A. P. Owens, a peripatetic quack, has been defrauding the public for some time by the sale of an "electric belt." Owens has advertised from New York City, Buffalo, Miami, Indianapolis, San Antonio and Chicago. As long ago as October, 1919, the city of Cleveland, Ohio, which does more, probably, than any other city in the United States to protect its citizens against medical fraud, called attention to the preposterous claims made by A. P. Owens for his belt.

On Jan. 14, 1922, A. P. Owens was called on by the federal authorities to show cause why a fraud order should not be issued against him and February 7 was set as the date for hearing the case. Owens failed to appear on that date; neither did he send an attorney, but he filed a written answer to the charges, together with the advertising literature being used by him at that time in the conduct of his business. The solicitor for the Post Office Department, Judge John H. Edwards, in his memorandum to the Postmaster-General, recommending the issuance of a fraud order against Owens, gives the facts regarding this quack, in part, as follows :

"Briefly outlined, the scheme conducted by Owens, according to the evidence, consists in placing periodically advertisements in various newspapers, many of them printed in foreign languages, in which he offers for sale through the mails a so-called electric belt, which, when worn as directed, is represented to be a cure for various diseases and ailments, many of them known to be incurable, while others are amenable to surgical interference only.

"After getting in touch with prospects through his advertisements he sends them literature containing gross misrepresentations as to the curative value of the belt, and offers terms of purchase which appear to be bona fide. After the belt is sold on these terms and the purchaser finds it is worthless or not as represented, and returns it, Owens refuses to abide by his guarantee to return the deposit 'Without Any Delay Or Question,' but alleges for one reason or another that the terms of the sale have been violated by the purchaser, and insists upon certain conditions being fulfilled, which are impossible of fulfillment."

A typical advertisement of Owens' is reproduced with this article. Through these advertisements Owens got in touch with his victims. Continuing to quote from the memorandum to the Postmaster-General:

"When Owens receives an inquiry respecting his belt he forwards among other literature a stock letter in imitation typewriting setting forth among a number of other representations and promises his alleged 'FAIR AND SQUARE OFFER,' which is as follows:



FREE MEN Try my best Electric Belt with Special Sex Invigorator. **FREE 60 DAYS.** Knocks rheumatism, stomach, kidney, bladder, prostatic weakness, pain; greatest power; half price. Eye-opening facts free. **A. P. Owens, Dept. 80, P. O. Box 861, Indianapolis, Ind.**

A typical advertisement of A. P. Owens.

"Order one of my powerful No. 15, UNIVERSAL MODEL BELTS, with OWENS' SUPREME POWER BATTERY, together with Special Attachment (if needed), such as Head Bands and Arm or Leg Bands for treating Neuralgia, Headache, Rheumatism, Sciatica, etc. Send DEPOSIT covering my low catalog price, to prove that you are not sending out of mere curiosity. You will receive the Belt and whatever you may need with it, all wrapped in plain package, charges paid. You agree to begin immediately and wear the Belt continuously every day or night, as directed, for a period of two months from the time you take it from the Express or Post Office.

"At the end of 60 DAYS if you desire to keep the Belt, if you are convinced that it has done you more real good than all the drugs and doctors you know of, please recommend me to your sick friends. But IF, after giving the Belt a fair trial as above stated, for sixty days, you don't want to buy it, you agree not to keep it any longer, but to return it immediately postpaid to me, and if you will do this I will RETURN YOUR DEPOSIT in full, without delay or question, just as soon as I receive the belt back from the Post Office and the two months' trial COSTS YOU NOTHING, and as I take all the risk, please be honest with me—don't order unless you NEED THE BELT."

"It will be noted that Owens is very emphatic with respect to the matter of alleging that he will return the purchaser's deposit in full 'without delay or question.' The evidence shows, however, that purchasers are lucky indeed if they can secure a refund even after considerable bickering. It is shown that a purchaser residing in Philadelphia bought a belt from Owens February 11, 1920, under Owens' guarantee that if not satisfied after 60 days' use he could return it and his money would be refunded. On April 9, 1920, the 59th day, the belt was returned as unsatisfactory. Owens received the belt on the 60th day. The refund was refused because Owens alleged the purchaser had not

worn it exactly sixty days. On a card mailed to this purchaser on May 8, 1920, Owens states: 'If you can prove to me by a statement from your post office where you mailed the belt that same was mailed not earlier than April 10th, I will return \$12.00 to you.' The belt was not registered, therefore such proof could not be secured, and no one knew this better than Owens. The foregoing is simply an illustration of Owens' methods of evading refunds. It indicates his lack of good faith, is directly contrary to his promise to refund 'without delay or question' and is a part of the general scheme to defraud."

With the letter quoted above Owens also sent certain pamphlets and circulars containing unwarranted and fraudulent claims for the electric belts. He also used the orthodox "scare methods" of the medical mail-order faker. Solicitor Edwards, in his memorandum, directs attention to this phase of Owens' quackery in these words:

"In one of his printed pamphlets Owens has recourse to a method frequently employed by mail order medical concerns, namely, to scare the readers of his literature into purchasing his belt through dire forebodings of what will happen if prompt action on their part is not taken. After warning the reader of the dangers of delay Owens concludes:

"But for Pity's Sake DON'T DELAY. The hospitals and graveyards are full of people who waited for tomorrow to take the treatment they needed today. This is no joke, remember, but A SOLEMN WARNING. Send NOW before it is TOO LATE."

Of Owens' tendency to stay in one place only a short time the memorandum says:

"Attention is called to the several addresses used by Owens in the conduct of the business. At the time of the beginning of the investigation of his business Owens in his advertisements gave Woodcliff Lake, N. J., as his address. Investigation at this point disclosed that he had removed to New York. When the investigation was undertaken there it was found that a forwarding order was on file showing he had located at San Antonio, Texas, and at the same time it was learned that he was doing business at an address in Chicago. Investigation begun in Chicago in October, 1920, disclosed that Owens had been receiving mail there for about six months at the rate of about 30 letters a day. He also was operating under the name of Owens Publishing Company in the sale of alleged obscene pictures, and a case has been returned against him relative to that business. He was receiving about 20 letters a day addressed to that concern. Some time prior to March, 1921, Owens had evidently removed to Miami, Florida, as in response to a written communication addressed to him at Chicago by the inspector investigating the case, Owens, writing from Miami, Florida, stated: 'My headquarters is here until May 1st; when I expect to leave for Washington, D. C., remaining there a short time, then I shall be on the move again; it is doubtful if I return to Chicago for some little time. . . .' Owens' plan of flitting from place to place can leave no other conclusion but that this method of evading responsibility also constitutes part of the general scheme to defraud."

In summing up the government's case against Owens, Solicitor Edwards in his memorandum to the Postmaster-General says:

"Without reference to the question of the efficacy of electricity in the treatment of disease the evidence in this case shows, and I so find, that the claims and representations by this promoter for his appliance go far beyond the claims of those members of the medical profession who now recognize electricity as being efficacious in the treatment of some conditions. The evidence shows that electro-therapists do not employ electric belts in the treatment of disease.

"The evidence in this case further shows, and I so find, that the refund guarantee and so-called 'free sixty days' trial offer employed by Owens to induce persons to purchase his appliance are not made in good faith, but are designed to work a fraud on the public. . . ."

"I find that this is a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises, and I therefore recommend that a fraud order be issued against A. P. Owens."

The fraud order was issued against A. P. Owens by the Postmaster-General, July 18, 1922.—(From *The Journal A. M. A.*, Aug. 12, 1922.)

OXY-FAKES OR THE "GAS-PIPE CURES"

Since the days of Perkins' Metallic Tractors, no medical humbug of a mechanical type has enjoyed greater vogue or deceived more people than those devices we have facetiously classified as constituting "Gas-Pipe Therapy." There have been many "gas-pipe" frauds on the market. The original was the "Electropoise," devised by one Hercules Sanche, who later elaborated his device and sold it under the name "Oxydonor", having in the meantime persuaded a not-too-exacting patent office to grant him patent rights on the egregious humbug.

It may be said briefly that all of the "gas-pipe therapy" devices consisted essentially of a piece of nickel-plated piping closed at both ends and filled with some inert and inexpensive substance. To the piping were attached one or two flexible wires at the free ends of which there were small disks with elastic bands and buckles so that they could be fastened to the wrist or ankle, or both, of the user. The cylinder when in use was placed in cold water and this, according to the exploiters, brought into being a "force" (also invented by Sanche) called "Diaduction". This "force" was alleged to cause the human body to absorb oxygen from the air and such absorption was said to cure any of the multifarious ailments for which the gas-pipe devices were sold as cures. Whether Sanche invented "Diaduction" for the purpose of dignifying his gas-pipe fake or invented his nickel-plated humbug for the purpose of capitalizing his imaginary force, it is impossible to say. Here is what the courts have said about "Diaduction" after thoroughly investigating the Sanche claims:

[Diaduction] "is a mere pretense, that is to say, a theory not entertained by the inventor in good faith, but put forward as an imaginary hypothesis merely for the purpose of obtaining a patent on a very simple contrivance, which was not patentable unless the claim was reinforced by some such pretended discovery."

The Oxydonor

In the latter part of 1915 the overworked Fraud Order Department of the Post Office finally got around to the Oxydonor. As a result Dr. H. Sanche & Co. were debarred from the use of the mails. Later this fraud order was extended to cover other names and addresses used by the concern in an attempt to evade the original order. The several actions are briefly summed up in a memorandum issued Feb. 28, 1916, by the Solicitor of the Post Office Department recommending the issuance of a supplemental fraud order. The memorandum follows:

"On October 13, 1915, a fraud order was issued against Dr. H. Sanche & Co. and allied concerns at New York, N. Y., Rochester, N. Y., Detroit, Mich., and Chicago, Ill., upon evidence satisfying the Postmaster-General that under such names the said concerns and parties were conducting a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises. The scheme consisted in the sale, through the mails, of a device known as an 'Oxydonor' which it was

1. These devices are discussed at length in "Nostrums and Quackery" (Vol. 1, 1912).

represented would, when attached to the diseased human body in accordance with certain directions, cause the body to absorb increased amounts of oxygen and by this means cure practically every disease. All such representations and claims were found to be false and fraudulent at the hearing which was had before this office.

"On November 22, 1915, the fraud order was extended to cover the Oxydonor Company, the Oxydonor Sales Company, and the Oxydonor Sales Department, at 220 South State Street and 1009 Consumers Bldg., Chicago, Ill., on evidence showing that mail was being received at those addresses in furtherance of the business done by the companies against which the fraud order was issued on October 13, 1915. On December 24, 1915, the fraud order was further extended to cover the Aid Committee for the Vindication of Oxydonor, Oxydonor Aid Committee, and Theodore T. Boyle, Secretary, at 244 Woodward Ave., Detroit, Mich., on evidence showing that under those names the proprietors of the business in question were evading the fraud orders previously issued. On February 12, 1916, the fraud order was further extended to cover Dr. H. Sanche & Co., 364 West Saint Catherine St., Montreal, Canada, and P. O. Box 203, Station 'B', Montreal, Canada, on evidence showing that Dr. H. Sanche & Co. were attempting to evade the existing fraud orders by transferring their business to Montreal, and that they were soliciting remittances of money to the above-named addresses.

"This office is now in receipt, through the Chief Post Office Inspector, of evidence showing that mail is now being received in furtherance of the business of this concern addressed to Dr. H. Sanche, Detroit, Michigan. I therefore recommend that the existing fraud orders against Dr. H. Sanche & Co. and allied concerns be extended to include Dr. H. Sanche, Detroit, Michigan."

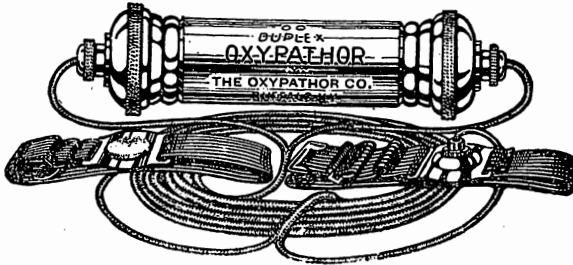
The order was issued Feb. 29, 1916.

The Oxypathor

So profitable did the sale of the Oxydonor prove that many imitations appeared. First the "Oxygenor", then the "Oxygenator", the latter having its name changed later to "Oxypathor". The "Oxytonor" and the "Oxybon" were still later modifications of the same schemes. Of these imitations the Oxypathor (Oxygenator) was the most extensively and elaborately exploited, and the extent to which the public was defrauded brought forth protests from various sources. The device itself consisted essentially of a piece of nickel-plated tubing filled with inert material, sealed and having attached to each end a flexible cord with a garter-like attachment at its free end. One garter was to be attached to the wrist and the other to the ankle of the person using the Oxypathor (Oxygenator) while the cylinder itself was in a bowl of cold water. According to the claims of the exploiters, when this was done the patient to whom the Oxypathor (Oxygenator) was attached, began to absorb large quantities of oxygen through the skin. So absurdly fraudulent was the Oxypathor that the public in various parts of the world was warned against it. The Australian government debarred the thing from the Australian continent, while the committee appointed by the British Parliament to investigate medical frauds reported:

"Much fraud is also successfully practiced by the advertisement and sale of appliances, as alleged cures for many ailments . . . appliances alleged to supply oxygen (otherwise than by inspiration) such as the 'Oxydonor' and 'Oxygenator' are, of course, deliberate swindles, for the makers cannot be supposed to be as ignorant of chemistry and therapy as their victims."

Finally the United States government successfully prosecuted E. L. Moses of Buffalo, N. Y., general manager of the Oxypathor concern. The trial, which was held in Rutland, Vermont, lasted over a week, and on Nov. 7, 1914, Moses was found guilty of using the mails to defraud. At the trial it was brought out that the Oxypathor cost \$1.23; it sold for \$35. Aside from the element of suggestion inseparable from the use of a mysterious, expensive-appearing and imposing-looking device, purchasers of the Oxypathor could have obtained just as valuable curative effects from an empty tomato tin with a string tied to it. As a therapeutic agent, the Oxypathor belonged in the same class as the left hind foot of a rabbit caught in a graveyard in the dark of the moon. Yet at the trial the exploiters of the Oxypathor were able to produce witnesses to testify to the curative value of their gas-pipe—and a few of the witnesses called themselves doctors! This exhibition of credulity—or, in the case of physicians, worse—was but another proof of the inherent worthlessness of testimonials. Imposing and convincing testimony would have been forthcoming long ago to prove the therapeutic efficiency of the rabbit's foot if some one had an exclusive proprietary interest in the sale of rabbits' feet.



The "Oxypathor" was one of the later imitations of Sanche's original fakes. It was just as worthless as the others and the claims made for it were even more viciously false. Twenty-five dollars (\$25.00) and thirty-five dollars (\$35.00) were asked for it.

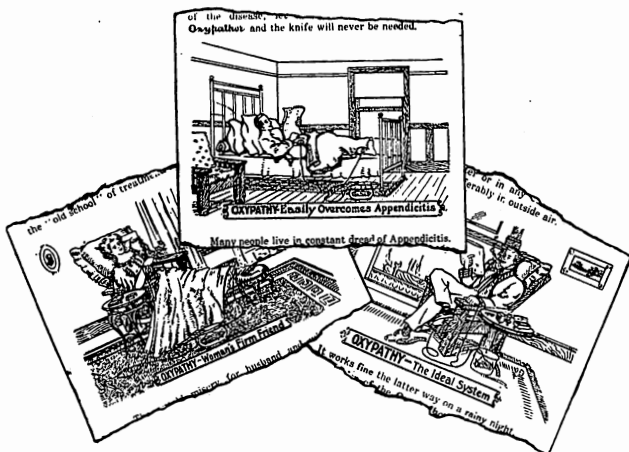
THE OXYPATHOR DENIED THE USE OF THE MAILS

After the criminal proceedings had been brought against Elvard L. Moses of Buffalo, N. Y., the Solicitor of the Post Office Department submitted a memorandum to the Postmaster-General giving the facts that had been collected regarding the methods of the Oxypathor concern and recommending the issuance of a fraud-order against it. This memorandum charged the Oxypathor Company and Alvin L. Higley, president; Elvard L. Moses, vice-president and general manager; Charles N. McMichael, treasurer; Charles W. Brooke, secretary and assistant general manager; Charles J. Armitage, business manager; Clarence E. Edson, sales promoter; E. H. Johnson, oxypathic specialist, and Joseph Salguando, Spanish expert, and also the Oxygenator Company and the Buffalo Oxypathor Company all of Buffalo, N. Y., together with the Central Ohio Oxypathor Company and W. H. Sandwick, its general manager at Columbus, Ohio, also, the Delaware Oxygenator Company with Booth and Broadway, its managers at Wilmington, Del., with conducting a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises.

The Postmaster-General issued the order and the United States mails were closed to this fraud. The memorandum of the Solicitor contains so much of interest that we quote from it freely:

THE GOVERNMENT'S REPORT

"The Oxypathor Company was incorporated in New York state in 1906 under the name of the Oxygenator Company, the name being changed in July, 1911, to the present name of the Oxypathor Company. The headquarters of the company are in Buffalo, N. Y., where its general offices are located and from which place it distributes its devices to purchasers and to agents throughout the world. Elvard L. Moses, vice-president and general manager of the company, who is in active charge of its affairs, was convicted in the United States District Court at Rutland, Vt., on Nov. 6, 1914, of using the mails in the furtherance of a scheme to defraud in the conduct of this business, and was sentenced on Nov. 7, 1914, to eighteen months in the penitentiary at Atlanta, Ga., a stay of sentence and bail being refused. This case is now pending on appeal before the United States Circuit Court of Appeals for the Second Circuit, having been taken up on a writ of error. [Moses lost his appeal, the Appellate Court affirming the judgment of the lower court.—Ed.] The transcript of the record in the trial court was introduced in evidence at the hearing before this office by the respondents.



Gas-pipe for appendicitis, "female trouble," etc. Some illustrations (greatly reduced) from the Oxypathor booklet.

"The business of this company is the sale through the mails of a device known as an Oxypathor, which consists of a brass cylinder filled with a black powder. To each end of the cylinder is attached a copper wire at the termini of which are straps and 'treating plates' designed for the application of these wires to the human body. The cylinder containing the powder is termed by the company the 'polarizer' and is to be immersed in cold water while the machine is in use.

"In its advertising matter, which is freely circulated through the mails, the company represents that the Oxypathor with attachments is a 'thermo-diamagnetic instrument,' which, when attached to the human body, alters its magnetic properties, greatens its affinity for oxygen, and thus increases the body's capacity to attract and absorb the oxygen of the air, and further that the use of the machine in accordance with the directions which accompany each instrument, will quiet the most agonizing pain in a marvelously short time, give profound, restful slumber, stimulate and arouse the body and all its organs to renewed vigor, and cure practically every disease. The advertising matter in which these representations are made is prepared by the company at Buffalo and

from that point is mailed either to agents or to prospective purchasers in all parts of the world. There are in evidence in this case some dozen different pamphlets, all elaborately printed, which treat of the alleged power of the Oxypathor to cure disease.

"The instrument sells for \$35, additional charges being made for special treatment plates to be used in the treatment of certain diseases. From the year 1909 to the date of the criminal trial, the company has sold 45,451 appliances.

The Solicitor's memorandum after quoting in detail some of the false and fraudulent claims made for the Oxypathor, continues :

"Both at the criminal trial and at the hearing before this office the government produced expert testimony which clearly showed that the claims of the company for this device were entirely without foundation in fact. Physicists, chemists and experts on radio-activity, all of whom appeared and testified in behalf of the government, agreed that the machine was absolutely inert and without power to influence any substance known to science, or to increase magnetism in any way."

Then followed a summary of the testimony given by chemists, physicists and physicians relative to the possibility of the Oxypathor possessing any chemical, physical or therapeutic properties. The consensus of these opinions was; in effect, to sustain the charge made at various times in THE JOURNAL that the Oxypathor possesses all the potentialities for curing disease that are inherent to an empty tomato tin with a string tied to it! Then the memorandum continues :

CONFIDENTIAL INSTRUCTIONS TO AGENTS

"Throughout the advertising matter the company represents that the Oxypathor is especially efficacious in the treatment of chronic diseases and diseases of long standing. Touching the good faith of the company in making these representations to prospective purchasers, the following is quoted from the confidential instructions issued to selling agents by the company :

"Use judgment in taking cases. Take the cases already suggested—the ones in which you have an even show with the doctors. Sidestep the cases which have been drugged for years and years. You might just as well hitch the Oxypathor to a mummy—or to a stone hitching-post—or a telegraph pole—as to some of the cases which will come to you as a last resort. Be wise—and side-step these last-resort cases. They spell nothing but trouble—and failure—and knockers. Tell them politely but firmly that they have waited too long, and let it go at that. This need not dampen your enthusiasm. It should not. It is simply showing good judgment. It is fending off that which might destroy your enthusiasm. It is not that we fear hard cases. Nothing of the kind. They may be as hard as they wish—provided of recent origin. Until firmly established, better play the business 'safe.' It will pay you well to do so."

HOW TO CATCH THE GULLIBLE

Then follows a number of quotations from the same pamphlet of "confidential instructions" issued to the selling agents by the company. Here are some of them :

"Tell yourself repeatedly that the Oxypathor is all right. Repeat this until firmly convinced that it is all right. Thereafter you will be invincible. From that time—from the time you get faith—have confidence—you will win."

"This brings you face to face with the matter of prospects. How secure them? Listen—you will find prospects by keeping out where the money grows. Get that? You will find prospects by keeping out amongst the people."

"Furthermore, you should engage every possible acquaintance in conversation. Instead of merely nodding acquaintance, stop to talk. At first, let this talk drift as it will. Soon, though, direct it. Say, 'Feeling pretty good?'"

"You will be surprised to see how many do not feel good—and they'll give you the whole story—if you will keep still. Then you can get in your licks. Tell them what you have to sell or lease—and tell them that you will call soon to show the Oxypathor—and demonstrate it. Say this in such a way as to prevent a 'turn down.' Say it in a positive tone of voice. You will find few have the nerve to deny you a hearing. The rest is easy.

"Should the person say that he is perfectly well, say, 'And how are your folks?'"

"You will be astonished at the amount of illness this will uncover—of which you never dreamed. You must, though, remain quiet for some time after asking the question. Some persons have a habit of saying 'all right'—but who quickly revise their statements—if you remain quiet and say nothing."

"A VITAL TIP!

"Above all—get some money in advance. Get a payment. Do this without fail. You must—to get the user's full co-operation. Unless the user must bear expense, he will have nothing at stake, and bitter experience teaches that nothing at stake means poor co-operation."

"The less theory you talk, the better. Use common words rather than technical words—and save yourself hours of weary talking. It is far better to say, 'Oxygen burns up the wastes and poisons in the blood, thus leaving it rich and pure, and you well,' than to undertake to describe these poisons, wastes and acids. The number of fool questions that you will find hurled your way if you undertake technical presentations will surprise—and disgust you. Side-step as here suggested."

TESTIMONIALS FROM PHYSICIANS

Of course, the main reliance of the Oxypathor fakery was, as is the case in all medical frauds, testimonials. Not only did they present testimonials from laymen, but they were also able to employ certain physicians who gave so-called clinical reports regarding the alleged therapeutic value of this piece of gas-pipe. In the trial that was held at Rutland, Vt., the following physicians were reported by the Rutland newspapers at the time, to have taken the stand in defense of the Oxypathor:

Dr. Allen R. Taylor, Chattanooga, Tenn.: Taylor told of numerous "cures" worked by the Oxypathor under his instructions. It might be mentioned, incidentally, that Taylor was in the business of selling Oxypathors.

Dr. Louis Hazen, Burlington, Vt.: Hazen testified, according to the papers, that he had cured a man of alcoholic paralysis and a woman of "paralysis of the spine" with the Oxypathor.

Dr. Roy H. Cox, Chicago: Cox, according to the reports, at the request of a man interested in the Oxypathor, "treated" several patients with one of these fakes. A person with "poor blood and otherwise in a rundown condition" was treated by Dr. Cox with the Oxypathor and was "well in six weeks"; a case of "blood poisoning was cured in six days"; more marvelous still: "Acute appendicitis was cured in a few days while lumbago was relieved at once." Dr. Cox also had "an alcoholic paralytic" who was "ultimately cured" by the Oxypathor.

Dr. Wm. W. Cook, Chicago: Dr. Cook, according to the newspaper report, "treated erysipelas, gall trouble, tonsillitis, pleurisy and lumbago" with the Oxypathor and "in every one of these cases the patient ultimately recovered." Dr. Cook was willing, it seems, to express the opinion that these benefits were directly due to the use of the Oxypathor! On cross-examination, Cook admitted that the patients who had thus been "cured" had also been given general hygienic, dietetic and other treatment at the same time that they were attached to the Oxypathor.

Dr. Joseph P. Ghio, St. Louis, Mo.: Ghio is credited with reporting a "wonderful case" of a cure of "asthma" by means of the Oxypathor. The patient had suffered "for over twenty-two years" and in spite of the best treatment among specialists in this country and abroad "she got no relief." An Oxypathor was attached and in fifteen minutes she was relieved! Dr. Ghio also cited a "case of paralysis following measles," which he cured with the Oxypathor. It developed, on further questioning, that Ghio was an agent for the Oxypathor.

To return to the memorandum to the Postmaster-General: One method by which the Oxypathor concern attempted to get testimonials was to have the agents urge certain of the victims who had purchased these devices to write the Postmaster-General protesting against the issuance of a fraud order. The Oxypathor Company went so far as to outline a letter that these persons might

write. As the solicitor's memorandum states "testimonials obtained in this way have been demonstrated to be of little probative force." The solicitor also suggests that the number of people that wrote these letters constituted but a small percentage of those who had purchased the 43,000 Oxypathors which the company has sold since 1909. To quote further from the memorandum:

"MALICIOUS MISREPRESENTATION"

In October 1913, one Warren H. Booker, Assistant Secretary State Board of Health obtained one "OO" Double OXYPATHOR from the S. J. Polak, which was opened and the contents placed in a glass bottle, and with the Polak and other attachments of the said OXYPATHOR placed in a bottle in the name of Geo. H. Simmons, M. D.

We hereby brand the contention, and statements in regard to the OXYPATHOR, contained in the article, or alleged contents and request brought forth in such articles by Geo. H. Simmons, M. D., and appearing thereafter in the Journal of American Medical Association. We further denounce the removal of the name of Geo. H. Simmons, M. D., has been publicly branded as "Malicious Lies" by The Oxypathor Company, Raleigh, N. C.

We DENY Warren H. Booker and his associates to produce any tangible proof that the OXYPATHOR is injurious when applied to any person, sick or well or that the claims we make for it are unfounded

EXPERIENCE AND FACTS vs IGNORANCE AND SKEPTICISM

In view of the fact that many persons, because of ignorance of the OXYPATHOR TREATMENT have been deceived from their purpose by actual and direct medical assistance and other approved programs, it is thought advisable to give those interested the details of something about the real value of this treatment in the various types of disease for which it is recommended.

Thanks to your attention to the use of the OXYPATHOR in actual cases treated, it is deemed fair to be concerned to refer those concerned in acquiring this information and based on twenty days' practical and honorable claims of this city who have used the OXYPATHOR in a number of cases and who wish to practice removal from records. While the results have been noticed at times, many of them will be found to be permanent in nature and all of them guaranteed of high order of intelligence and honesty. Furthermore, please see our course to the thousands of other people of equal intelligence, both in this city and in almost every portion of the State and throughout the entire world. However, the number of cases which cannot be taken care of will be adequate for any reasonable person.

Concerning the nature of the OXYPATHOR, with any other information or advice to be had, will be given without obligation.

IF YOU ARE SICK IT IS TIME YOU COMMENCED TO THINK FOR YOURSELF

LEARN THE REAL FACTS ABOUT THE OXYPATHOR FROM THESE PEOPLE WHO KNOW

Mr. C. C. F. ... Mrs. M. ... Mr. ... Mrs. ... Mr. ... Mrs. ...	Mr. ... Mrs. ... Mr. ... Mrs. ... Mr. ... Mrs. ...	Mr. ... Mrs. ... Mr. ... Mrs. ... Mr. ... Mrs. ...	Mr. ... Mrs. ... Mr. ... Mrs. ... Mr. ... Mrs. ...
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WE ASK EVERY HONEST AND FAIR MINDED MAN IN THE STATE OF NORTH CAROLINA TO INVESTIGATE BOTH SIDES OF THE QUESTION--DO NOT TAKE THE WORD OF WARREN H. BOOKER OR THE WORD OF ANY DOCTOR--DO NOT TAKE OUR WORD.

ASK THOSE WHO HAVE USED THE OXYPATHOR WHAT IT HAS DONE FOR THEM

GET FULL TRUTH LITERATURE FROM US--THERE WILL BE ABSOLUTELY NO OBLIGATION FOR THE INFORMATION.

BETTE G. SHEPPARD, Manager

CAROLINA OXYPATHOR COMPANY

184 W. North St.RALEIGH, N. C.

Greatly reduced full-page newspaper advertisement published by the Carolina Oxypathor Company in an attempt to offset the damaging exposure of the Oxypathor fraud by the North Carolina State Board of Health.

TESTIMONIALS VALUELESS

"Testimonials are notoriously of small evidentiary value in questions of this character. They are frequently obtained for instruments and alleged remedies of no value from persons suffering from chronic ailments who are prone to regard the least improvement in their condition as an indication of progress toward a cure. In many instances they were written by persons who imagined they were suffering from disease when in fact they were not, by persons whose recovery is due to nature, and by persons whose recovery is due to nature and

local hygienic treatments prescribed in connection with the alleged curative agent. I am satisfied and find that all of the testimonials filed in this case fall within one or another of the above classes.

"As to the clinical reports submitted by the physicians employed by this company to test the Oxypathor, there is nothing to show that even in these cases the use of the instrument alone effected the cure.

"The respondents did not attempt to introduce any evidence whatsoever as to the method in which the machine worked or to explain the hitherto unknown force which would be necessary to cause the body to take up unusually large amounts of oxygen through the skin, and the record is entirely silent as to the means by which any of the alleged cures are supposed to have been effected. Briefly, the position of respondents was that all the representations as to how the machine was supposed to operate were immaterial, and that the sole question to be determined at the hearing was the existence or non-existence of any therapeutic value in the instrument itself, and respondents further claimed that the only method whereby it was possible to determine the therapeutic value of the instrument was by tests upon the human body in a diseased state. Necessarily, none of the tests made by the government were made upon the human body in such a state and respondents objected to the introduction of the government's evidence showing that the machine was inert and therefore incapable of affecting the body in any way.

"Attention is invited, in this connection to the fact that all of the company's advertising matter whereby persons are induced to buy this instrument is based on the representation that increased amounts of oxygen are furnished by it to the human body. This is a specific, concrete, material representation, and there is no doubt that purchasers were induced to part with their money on the strength of this representation.

"The respondents' contention that the therapeutic value of this device can be shown in no other way than by tests upon the human body is without merit when considered in connection with the fact that the substances of which the device is made up are well known, and that they have not been shown to possess, either alone or in combination with each other, any such power as is claimed for them. No attempt was made to controvert the government's evidence as to the materials of which these instruments are composed, and no effort made to show that these substances possessed any therapeutic value except by means of the testimonials and reports above referred to. . . ."

A VICIOUS SCHEME

"In conclusion, it may be said that the defense in this case fails entirely to meet the government's charges, and is one that might be urged with equal force in defense of any fraudulent mail-order medical concern, and that in fact had this device possessed any of the power claimed for it, the respondents would not have been driven for their defense to solicited testimonials and reports and a legal technicality, but would have been able to produce some affirmative proof to meet the burden placed on them by the evidence of the government. When it is considered that the company sells this instrument for the treatment of practically every known disease, many of which if allowed to continue without immediate medical treatment may prove fatal to the patient, and that those who buy the device may be lulled into a sense of false security from all disease, necessarily resulting in many cases in a serious or even fatal outcome which might have been prevented had medical treatment been promptly resorted to, the vicious nature of this scheme becomes apparent.

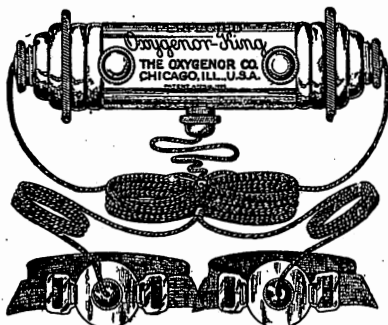
"I find that this is a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises, and therefore recommend that a fraud order be issued against the concerns and parties named in the caption of this memorandum."

On March 10, 1915, a fraud order was issued against the Oxypathor Company, *et al.* at Buffalo, N. Y., Columbus, Ohio, and Wilmington, Del. Later, evidence was presented by a postoffice inspector to the federal authorities to

show that P. K. Reynolds, Columbus, Ohio, had been made general manager of the Central Oxypathor Company in the place of W. H. Sandwick. The inspector showed further that Reynolds was receiving mail pertaining to the sale of Oxypathors. The Solicitor of the Post Office Department, on receipt of this evidence, recommended that the fraud order against the Central Ohio Oxypathor Company be extended to include P. K. Reynolds. In accordance with this recommendation, a supplemental fraud order was issued against this individual on April 20, 1915.

The Oxygenor

On June 4, 1915, the Postmaster-General of the United States issued a fraud order against the Oxygenor Company of Chicago and its officers and agents as such. This action was based on the recommendation contained in the memorandum prepared by Judge W. H. Lamar, Solicitor for the Post Office Department. According to this memorandum the Oxygenor Company was called on to show cause on or before March 31, 1915, why a fraud order should not be issued against it. At the request of W. Knox Haynes, a Chicago attorney, who appeared for the Oxygenor concern, the hearing for the case was continued to May 1, 1915, at which time Mr. Haynes withdrew from the case. The hear-



"The "Oxygenor" is an elaboration of the "Oxydonor" fake. It, also, is supposed to "oxygenate" those who use it. Twenty-five dollars (\$25.00) is asked for this piece of metal pipe filled with sand and sulphur.

ing was again continued to May 3, 1915, at the request of the respondents, at which time L. A. Gilmore, the former proprietor of the Oxygenor Company appeared in behalf of the company, and an answer was also made by Woodford M. Davis, the proprietor of the Oxygenor concern, under date of April 28, 1915. After considering the pleas of both these men, the Solicitor for the Post Office Department reported the facts as he found them. To quote in part from the memorandum:

"The respondent company is selling a device called a 'Perfected Oxygenor King' on the representation that it will cure practically every human ailment by causing the human body to absorb increased amounts of oxygen from the air, through increasing the blood's 'elective affinity' for oxygen, and thus oxygenate the blood and restore the patient to health, irrespective of the particular disease from which he may be suffering. . . ."

SULPHUR, SAND AND GAS-PIPE

"The device consists of a nickel-plated cylinder termed the 'generator,' to which are fastened wires which terminated in 'treating plates' to be attached to the ankle and wrist of the patient. The 'generator' is filled with a dull, bluish-green, odorless powder almost entirely sulphur and sand, but which the

company describes as 'a delicately adjusted but permanent combination of rare and costly metals.' Although the sand, sulphur and charcoal were in all probability the only elements intentionally introduced, a quantitative chemical analysis showed the following:

Sulphur	66.85
Sand	29.82
Lead carbonate	1.64
Charcoal	1.12
Moisture12
Brass19
Iron	trace

"The company manufactures two sizes of instruments which sell for \$25 and \$35, respectively. . . ."

"The 'Oxygenor Direction Book,' which accompanies each instrument, gives certain suggestions as to food, diet, baths, frequency and duration of application of the instrument, etc, and also contains a chart of more than a hundred complaints, running the entire gamut of human suffering from abscess to whooping-cough, with suggested arrangement of the cords with reference to certain terminals on the instrument marked 'W', 'M', and 'S,' indicating respectively weak, medium, and strong. According to the company, the range of the device in the cure of disease is 'from headache to paralysis, from blood poison to change of life, from chickenpox to varicose veins, from colic to Bright's disease, from malaria to dyspepsia.'

"The mails have been freely used by the company in the conduct of the business both for the original distribution of its literature and for subsequent dealings with purchasers who have been induced to remit money through the mails by means of the representations outlined above.

"UTTERLY WORTHLESS"

"As a matter of fact the device is utterly worthless for the treatment of disease in any form, and all of the representations as to its wonderful therapeutic value are false and fraudulent. The instrument is absolutely inert and incapable of affecting in any way any person to whom it might be attached. Tests made at the request of the inspectors who investigated the case demonstrate this beyond question."

The memorandum then details the result of the investigations that were made by the United States government in the case of the Oxypathor fraud and then continues:

"In view of the utter inertness of the device, and its absolute incapacity to generate any force of any kind, the statements to the effect that the 'force' flowing from the 'generator' may be controlled by means of changing about the 'force controlling cord' among the three terminals marked to indicate 'strong,' 'medium,' and 'weak' are evidently without any foundation and intended solely to mislead and deceive."

The Oxypathor Company made practically no defense. No attempt was made by the concern to show the existence of the alleged mysterious, potent and hitherto unknown "force" which the Oxygenor Company and the exploiters of other gas-pipe frauds claim is brought into existence by the devices. Solicitor Lamar then continues:

INHERENTLY VICIOUS

"The inherent viciousness of the scheme which the respondents are operating is apparent when it is remembered that the company sells the treatment for the cure of practically every human ailment, many of which, if allowed to continue without immediate medical treatment may prove fatal, and that those who, through the false and fraudulent representations of the respondent, buy the machine are not only defrauded but lulled into a sense of false security from all disease.

"I find that this is a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations, and promises, and therefore recommend that a fraud order be issued against the Oxygenor Company, Great Northern Building, Chicago, Illinois, and its officers and agents as such."

The order was issued.

The Oxybon

On Jan. 15, 1916, a fraud order was issued by the Postmaster-General against the Oxybon Company and Ben A. Hallgren of Chicago, because it is alleged they had been engaged in conducting a scheme for obtaining money through the mails "by means of false and fraudulent pretenses, representations and promises." The Oxybon Company, according to the complete set of advertising matter in THE JOURNAL's files, had for its "president and general manager" one Dr. G. W. Filloon and for its "secretary and sales manager," Ben A. Hallgren.

The Oxybon, which as a fake did not even have the saving grace of originality, being merely a copy of other devices of the same type, was alleged to be the invention of Dr. Filloon. So far as our records show, Filloon is not a physician. In the medical directories issued during the past thirty years the name of Filloon does not appear except that the issues of 1902 and 1904 contain the name of George W. Filloon, 546 Good Block, Des Moines, Iowa. According to the same directories, the school of graduation of George W. Filloon was the "Metropolitan Medical College" for the year 1899. The Metropolitan Medical College, it will be remembered, was a fraudulent Chicago concern that sold diplomas to anybody that would pay the price.

According to the memorandum prepared by the Solicitor for the Post Office Department for the Postmaster-General recommending the issuance of a fraud order, the Oxybon Company and Ben A. Hallgren were called on to show cause, on or before Nov. 16, 1915, why a fraud order should not be issued against them. At that time the Chicago postmaster reported that the average amount of mail received by the Oxybon Company was 140 pieces daily. On Nov. 17, 1915, the concern appeared before the Solicitor's office, through John F. Voight, a Chicago attorney, at which time the government's case was presented. At the close of the hearing the Oxybon people were allowed three weeks in which to file the brief and certain evidence in their defense, the mail addressed to the company being impounded in the meantime, pending the conclusion of the case. The evidence submitted by the government and the defense filed by the Oxybon concern were carefully considered and the Solicitor in his memorandum to the Postmaster-General reported, in part, that he found the facts to be essentially as follows:

"Ben A. Hallgren, under the name The Oxybon Company, at 208 North Fifth Avenue, Chicago, Ill., is engaged in the business of selling a certain device known as an 'Oxybon,' which consists of a metal cylinder filled with a certain compound, to each end of which is attached an insulated wire which terminates in garterlike attachments. The device is to be attached to a person suffering from disease, the cylinder at the same time being in cold water or ice, and the respondents are selling the instrument as a panacea for the cure of practically all human ailments.

"As a preliminary step to secure patients, the respondents inserted in magazines and periodicals an advertisement which reads in part as follows:

"BORROW AN OXYBON

"You may now test this wonderful curative invention in your own home.

"Great thirty-day offer.

"Have you failed to find relief? Then all we ask is that you give us an opportunity to demonstrate the worth of our treatment by trying it for 30 days.

"Oxybon is a scientific instrument that floods the body with vital, life-giving oxygen. It relieves in an astonishingly short time all manner of acute and chronic troubles.

"It may be the turning point in your life from sickness to health.

"Send for our two valuable free booklets and particulars of our great offer today."

"When a reader answers the advertisement he is sent certain circular matter by the respondents which contains representations to the effect that the Oxybon, when attached to the diseased human body in accordance with certain directions to be furnished by the respondents, will cause the body to absorb increased amounts of oxygen through the skin and pores; that the said device is a scientific instrument which floods the body with oxygen; that the said device raises the resisting power of the human body against disease; that the said device makes everyone supreme master of his own health; that the operation of the said device is in accordance with the law of diamagnetism; that the curative powers of the said device far exceed those of any known method or appliance available to the medical profession; and that through the means indicated the said device will cure practically every human ailment."

The memorandum then quoted some of the preposterous claims made in the Oxybon "literature." They may be summed up by saying that the Oxybon was claimed to be a cure for practically every known disease—and some that are unknown to medical science. The memorandum continues:

"ABSOLUTELY INERT"

"Government experts, who appeared before this office at the hearing and were subjected to cross-examination by the attorney for the respondents, agreed that the device is absolutely inert and has no power whatsoever either to cause the body to absorb increased amounts of oxygen, to generate any force or influence whatsoever when applied to the body, or to cure disease in any form.

"The contents of the cylinder, which was given a quantitative chemical analysis by the Department of Agriculture, is as follows:

"Moisture, that is volatile material at 100 C..... 6.63 per cent.

"Sulphur, as free sulphur47.92 per cent.

"Carbon and other material volatile at red heat.....12.00 per cent.

"Ash material, non-volatile at red heat.....32.65 per cent.

"The contents of the ash consist of iron, aluminum and copper, calcium, magnesium, potassium and sodium oxides, phosphates and sulphates.

"Electrical and magnetic tests made at the Bureau of Standards, Department of Commerce, under conditions prescribed in the direction book which accompanies each instrument, disclosed that although the most delicate galvanometers and other instruments were used, the instrument is both electrically and magnetically inert, and, furthermore, that even if any electrical or magnetic force were generated within the instrument, it is effectively short-circuited, so that it would be impossible for the force, if any were produced, to be transmitted to any other object. Identical results were obtained irrespective as to whether or not the cylinder itself was immersed in cold or hot water.

"PROOF" THAT FAILED TO PROVE

"Among the representations in the respondents' literature contained in a booklet entitled 'Oxybon is Life Power' is the following:

"PROOF

"Prove it on a plant. Place the treating plate in the soil of a flower pot containing a plant, and the instrument in cold water, and you will soon see the plant thrive in a surprising way, in a few days. Reverse it by putting the instrument in hot water, and the plant will wither and die. Plants have no 'imagination and no faith.' The Oxybon can no more fail to do good to the human system when rightly applied than sunshine and moisture can fail to grow vegetation, if applied at any reasonable stage."

"Dr. W. W. Stockberger, physiologist in charge of Drug Plants and Poisonous Plant Investigations, in the Bureau of Plant Industry, Department of Agriculture, who appeared at the hearing as a witness for the government, testified that the tests suggested above had been made under his direction and personal observation in one of the greenhouses at the Department of Agriculture."

Dr. Stockberger described the test that had been made under his direction and observation on plants. The Oxybon was used on a number of them accord-

OXYBON



Something New! Different! Unexpected!
Wonderful!

READ! LISTEN! DON'T MISS! INVESTIGATE!

Here is the best thing ever happened. Hundreds of years coming—here at last. So startling you may not believe it at first—yet absolutely true.

INGENIOUS DOCTOR INVENTS

A New Instrument that actually cures disease without the use of medicine

No Medicine! No Bell! No Battery! No Electricity!

Astounding, but True. Proven Facts. No Experiment. Booklet gives Full Details. Thousands Praise It. Unlike anything you've seen or heard of. It is NOT sold in drug stores.

THE OXYBON CO.

208 N. FIFTH AVENUE CHICAGO, ILL.

OXYBON actually makes nature cure disease by causing the body to absorb oxygen.

A reduced reproduction of one of the Oxybon advertising circulars.

ing to the directions, immersing the instrument in cold water. No increase in growth was shown in these experiments. The experiment was also made by immersing the Oxybon in hot water but the plants did not "wither and die" as the exploiters of the Oxybon said they would. The expert said that so far as he "could determine by careful inspection and observation the instrument had absolutely no effect whatsoever." The memorandum continues:

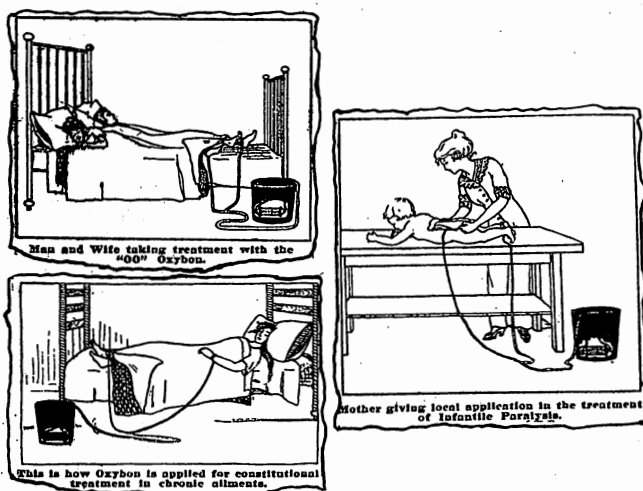
"Dr. Lyman F. Kebler, Chief of the Drug Division, Bureau of Chemistry, Department of Agriculture, also appeared at the hearing as a witness for the government, and described certain tests made of the instrument in question on a person suffering from tuberculosis. Although the instrument was applied in accordance with directions for a period of more than a month, no improvement in the patient's condition was noted, and the patient subsequently died."

"CURING" SPINAL CURVATURE AND HEART DISEASE

A prominent practicing physician of Washington, D. C., who appeared at the hearing as a witness on behalf of the government stated that, in his opinion, the Oxybon had no curative value whatever. The memorandum further detailed the result of the investigation by Inspector Honvéry, a post-office inspector who, by the way, has done excellent work in investigating various medical frauds on the public. To quote:

"Inspector Honvéry, in the course of his investigation, wrote certain test letters to the respondents describing certain ailments from which the writer was alleged to be suffering. One letter described the case of curvature of the spine in a girl of 13 years of age, and in replies thereto attempts were made by the respondents to sell or rent an Oxybon for the cure of this deformity. . . ."

"Another test letter written by Inspector Honvéry, under an assumed name, described a case of profuse and steadily protracted menstruation in a young girl 17 years of age. The respondent's reply thereto, which was not a form letter, stated that Dr. Filloon (the inventor of the Oxybon) had been person-



Reproduction of some of the illustrations (reduced) from an advertising booklet sent out by the Oxybon concern.

ally consulted and 'believes that from the way you describe your daughter's case she should get encouraging results from the use of an Oxybon, as he thinks that the trouble is principally one of weakness of the organ affected, and as soon as Nature can sufficiently strengthen the body through the use of an Oxybon she should again be restored to health,' and also that 'the Doctor thinks that it would be to your best interest to try an Oxybon on our very liberal trial offer! . . .'"

"Another test letter was addressed by Inspector Honvéry to the respondents asking for information whether the Oxybon would be of benefit in treating valvular disease of the heart. In the respondents' reply, dated Feb. 2, 1915, it was stated:

"I have referred your case to the Doctor and he informs me to write to you that we cannot tell you anything as to the results on account of the seriousness of your trouble. The only thing you can do is to try an Oxybon. Your case has been of so long standing and its progress so far gone that it may be beyond the aid of nature, and if this is the case no treatment can be of any help to you.

"However, you can never tell what this wonderful instrument is going to do until it is applied. . . ."

The government's medical expert testified that the Oxybon could have no effect in these various cases and further that the conditions described by Inspector Honvéry were none of them caused by lack of oxygen, although the Oxybon literature declared that: "disease is largely if not wholly due to a deficiency of oxygen in the blood and body." Quoting further from the memorandum:

"The respondents in defense have made no genuine attempt to meet the case made out by the evidence presented on behalf of the government, and have relied upon certain documentary evidence including affidavits from the respondent Hallgren, and from physicians and others. Hallgren affirms his own faith in the instrument as the result of alleged cures effected upon himself by its use and from statements made to him by Dr. Filloon, the inventor of the instrument.

"Other affidavits relate to tests of the Oxybon on plants and guinea pigs in Chicago. Those who made the tests did not appear at the hearing and were not interrogated by counsel for the government, and whatever inference as to any power in the Oxybon to cure disease might be drawn from these tests standing alone, which appears to be doubtful to say the least, it is clearly refuted by the testimony in behalf of the government already referred to above.

TESTIMONIALS - OF COURSE

"Copies of many alleged testimonials from those who claim to have used the Oxybon with beneficial effects are also submitted by the respondents, who say in their brief:

" . . . It would seem just to at least attach as much importance to the opinion of a man who claimed to have been sick and to be cured of his sickness and of his opinion of the value of the appliance which affected the cure as to the opinion of medical or other experts of the value of the appliance inasmuch as their opinion [the opinion of experts] is based upon an hypothesis. A man usually knows when he is sick and likewise he knows when he feels well. These letters have more weight than the guesses of experts."

"Assuming that the originals of these testimonial letters were actually received by the respondents, and assuming further that the statements contained therein are frank and sincere, the beneficial results described are doubtless due in large measure to the mental effect caused by the use of a somewhat elaborate and mysterious-looking apparatus. These testimonials may be easily described as falling into one of three classes, viz., they were written either by persons who imagined that they were suffering from disease, when in fact they were not, by persons whose recovery was due to nature, or by persons whose recovery was due to nature and local or hygienic treatment prescribed in connection with the alleged curative agent.

THE WORTHLESSNESS OF TESTIMONIALS

"In this connection, it may be stated that testimonials in general are of small evidentiary value in cases of this kind, and are often furnished in good faith by sufferers from chronic ailments who are prone to consider slight temporary or even permanent improvement, due to natural causes, as an evidence of curative value in the device or treatment for which they furnished testimonials. At the hearing it was shown that a patient's diagnosis of his own disease is of very little value.

"The defense in this case fails entirely to meet the government's charges, and is one that might be urged with equal force in defense of any fraudulent mail-order medical concern. If, in fact, this device possessed any of the power claimed for it, the respondents would not have been driven for their defense to testimonials, but would have been able to produce some affirmative proof to meet the burden placed on them by the evidence of the government.

THE DANGER OF SUCH FRAUDS

"When it is remembered that the respondents are selling the Oxybon for the cure of practically all diseases, many of which if allowed to continue without immediate medical or surgical treatment may prove fatal to the patient, and that those who buy the device are lulled into a sense of false security from all disease, necessarily resulting in many cases in a serious or even fatal outcome, which might have been prevented had medical treatment been resorted to, the absolute necessity of prohibiting any further use of the mails whatever in the sale of this device is apparent.

THE RENTAL TRICK

"Respondents place considerable reliance upon the fact that the Oxybon is sold on trial and call attention to the fact that under a certain 'lease form' entered into with patients, the latter are entitled to a refund less the sum of \$5, which is retained by the respondents as rental, in case the purchaser returns the instrument after thirty or before thirty-six days. The names of 340 persons to whom such refunds have been made are also submitted by the respondents. This arrangement in no way alters the fraudulent nature of the business of the company.

"It is well known that many who find themselves defrauded neglect to make complaint, and in any event the fact that a part of the money secured by the false and fraudulent representations above is returned upon demand is a question of degree only. In all cases the patient is defrauded of at least the \$5 which he pays as 'rental.'

"In this connection, attention is invited to the following language of the United States Circuit Court of Appeals for the Eighth Circuit in *Harris v. Rosenberger*, reported in 145 Federal 449, in which counsel for a concern against which a fraud order had been issued, among other grounds in support of a bill to enjoin the execution of the order, urged that a promise to refund the purchase price if the goods in question were not satisfactory and were returned and the fulfilment of that promise in the instances where it was requested showed that there was no intention to defraud:

"The falsity of the representations and the appellee's knowledge of their falsity being established, as they were, it was not an inadmissible view that the promise to refund the purchase price, if the goods were not satisfactory and were returned, was cleverly devised to give apparent color and support to the representations. True, it appeared that, in a few exceptional instances where customers discovered and resented the deceit which was practiced upon them, the appellee refunded the purchase price in fulfilment of his promise, but it cannot be said that this necessarily or conclusively disproved any intent to defraud, particularly when it was not questioned that in all other instances he retained the money obtained by means of the deceit which he was practicing."—*(From The Journal A. M. A., Feb. 12, 1916.)*

THE RICE RUPTURE CURE

William S. Rice, Inc., Adams, N. Y., sells what it would have the public believe is a cure for rupture. The concern sometimes advertises under its own name and address and sometimes under the name of Eugene M. Pullen, Manasquan, N. J. The latter advertisements state that Pullen has nothing to sell "but will give full information about how you may find a complete cure without operation" if you will write to him. Those who answer the Pullen advertisement receive a letter printed, in facsimile of handwriting, urging the prospective victim to "lose no time in ordering the Rice Treatment."

The Rice concern, in common with most mail-order "rupture cure" outfits, decries the use of the truss and gives the impression that what they have to

sell is something entirely different—"perfected appliances;" not trusses. The device is essentially a band of webbing with a pad and understrap. Like most mail-order "rupture cures," the Rice concern has a "patent medicine" adjunct to go with its device—"Developing Lymphol." It is claimed, either inferentially or directly, that the "Lymphol" will repair the break in the abdominal wall and thus permanently cure the rupture.

The Rice rupture cure has been advertised almost as heavily in the British Isles as it has in the United States and some time ago the British Medical Association had "Lymphol" analyzed. The chemists reported that it was an alcoholic solution containing essential oils and capsicum (red pepper), resin, the whole colored red. At the time the analysis was made Lymphol itself

IF RUPTURED TRY THIS FREE

Apply it to Any Rupture, Old or Recent, Large or Small
and you are on the Same Road that Convinced Thousands

Anyone who is ruptured, whether man, woman or child, should write at once for a free trial of a remarkable application. It is sent to you absolutely free to use and apply without cost or obligation.

Just put it on the rupture and the muscles begin to tighten; they begin to bind together so that the opening where your rupture comes out closes naturally and then the need of a truss is done away with.

This remarkable application has created a world of interesting experience. It has been the means of retaining navel ruptures that slipped out in spite of the most ingenious contrivances made. It has been the influence that has enabled large double groin ruptures that defied any kind of a support to be held easily to remain

as though they had never before been ruptured. It has afforded to heavy built men and women the only means whereby they could possibly control their rupture, cases where the abdomen was so fleshy that no kind of a truss could keep a rupture in place.

Such a record as this commands your attention. It is worth while, even if your rupture is small, doesn't particularly bother you, perhaps can be held fairly well with a truss, you ought to know about this stimulating application. You ought to try it. You can do so free.

Why run the risk of gangrene or getting strangulated from a small innocent little rupture, one that has through



Part of a full-page newspaper advertisement of the Rice "cure."

was sold at about a dollar an ounce. The British chemists reported that the estimated cost of the ingredients in one ounce of Lymphol was two and one-fourth pence (about 4½ cents).

During recent years the Rice concern, in addition to doing a mail-order business, has also sent around through some of the large centers of population what they are pleased to call their "special representatives" and "rupture experts." The names of some of these "experts" as given by William S. Rice, Inc., are:

A. R. Perkins, M.D.
C. F. Stokes
S. P. Meegan

Dr. E. C. Branch
J. A. Gilligan

Those on the Rice "sucker list" who happen to live in the larger centers which the "special representatives" visit are notified by mail when the Rice

"experts" will be in their cities and not infrequently the prospective victims are sent a "special price certificate" gaudily printed in red and green on yellow paper offering a rebate of \$3.00. In the regular mail-order transaction the Rice concern has also followed the tenets of the mail-order quack and to those prospective victims who do not bite easily a "special, confidential discount price" is made.

SANDEN ELECTRIC COMPANY

The Sanden Electric Company, 1261 Broadway, New York City, for years defrauded the public by selling so-called electric belts for the "cure" of practically all the diseases with which the human race is afflicted. On June 26, 1914, the Sanden Electric Company (also conducted under the names, the "Sanden Company," "A. T. Sanden," and "F. Hallstrom") was called on by the federal authorities to show cause why the use of the United States mail should not be denied it.

During July and August, 1914, hearings were held covering five days and the concern appeared in the persons of their attorney, Gibbs L. Baker of Washington, D. C., and G. H. McIvor, the manager of the company at New York. During the hearing, Mr. Baker withdrew from the case and the Sanden Electric Company was represented thereafter by a New York attorney, Charles A. Brodeck. During part of the hearing, A. T. Sanden himself was present, while Dr. Julius Weiss of New York appeared as an expert witness of the Sanden fakery. Inspectors Honvéry and Smith testified for the government, as did also a physician who was an expert electro-therapist. Sanden and McIvor both declined to go on the witness stand because of the indictment pending against them in the United States Court.

After the hearing the Sanden Company's attorney was given until August 24 to file a brief. After the brief was sent in and all the evidence in the case had received careful consideration, the Solicitor for the Post Office Department, Judge W. H. Lamar, declared that the concern was engaged in a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises and he recommended that a fraud order be issued against the concerns and individuals. The order was issued Nov. 6, 1914.

The Solicitor's memorandum gives in great detail the case against this fraud, and we quote from this memorandum in part. Attention is first called to the fact that the Sanden concern was engaged in selling through the mails an electric belt and in order to obtain the names and addresses of possible purchasers they advertised in newspapers and magazines making certain claims. A few of these claims are quoted:

"The new Sanden mechanical invention for the easy self use of the debilitated or enervated men, will interest a certain percentage who need that kind of aid, but the little illustrated treatise on sex, described below (sent free, by mail for the asking) is of interest to ALL MEN, young and elderly alike."

"Courage Never Forsakes the Manly Man."

"I make a little appliance that I call a vitalizer which I designed to aid just such men who seek manly strength."

"**MANHOOD RESTORED.** Every man, young or old, who is strong in VITAL FORCE, can meet any danger, any adverse condition, with complete confidence and the power to succeed. I give men this VITAL STRENGTH."

"Courage, manhood, complete nerve control, perfect health, strength and vigor are yours if you but give my HEALTH BELT a chance."

To those who answer the advertisement a circular letter, booklet and symptom blank were sent. The booklet recommended the Sanden belt for such

varied conditions as "rheumatism," "weak back," sciatica, "biliousness or liver complaint," constipation, "kidney and bladder troubles," "blood diseases," "paralysis and kindred complaints," "nervous debility," etc. Especially did the booklet play up the "weak men" element. For example:

"My efforts in writing these few pages are directed entirely in the interest of weak men—those suffering from the inevitable result of self abuse, sexual excess, or other unnatural indulgence of the reproductive organs and also those who are threatened with impotency through the exhaustive vital drain of overwork. I do not pose as a miracle worker, and have no rash promises to make; but I believe from actual experience that electricity, properly applied, will do more for you than all the drugs ever compounded."

"Seminal Emissions. The distressing malady or weakness is one of the inevitable effects of self abuse or a misuse of the sexual or reproduction organs. It is a drain upon the nervous system which few, if any, constitutions, can withstand. . . ."

"If every weak man knew of the power of the Sanden Electric Inventions to make a man of him by a perfectly natural and absolutely safe self home treatment it would be practically impossible for us to supply the demand, even at double the present price."

"The most subtle and therefore one of the most dangerous effects of self abuse or sexual excess is spermatorrhea, sometimes called the hidden drain. This disorder may exist in an apparently healthy and robust man for years without his knowledge."

"For nearly forty years I have made electricity the study of my life. I succeeded in inventing a safe and reliable system of applying this natural force to the body and thus giving to the weak and struggling organs the power to properly perform the work set apart for them by Nature. I continued to improve upon my first idea until today I have perfected an Electric Appliance which is second only to Nature herself in maintaining a condition of health and strength and vigorous action throughout the human system."

The company in its defense submitted a large number of quotations from medical works to show that electricity is beneficial in a great many diseases and conditions. On this point Judge Lamar said:

"This is a question into which, for the purposes of this case, it is not necessary to enter. The question to be decided in this case is not as to the therapeutic value of electricity when properly applied, but is whether or not the respondents intend to do the things they promise to do in order to obtain the money sent to them, or, on the other hand, are they guilty of an intentional fraud in promising, for the money, to do things which they do not intend to do and know they cannot do.

"The respondents admit that they cannot diagnose or determine from the symptom blanks used by them the cause of the symptoms but advance the defense that they are selling this belt as a tonic, and that as such they are warranted in selling it to any person who submits a symptom blank showing that he is run down or in any enervated condition. In support of this defense Dr. Weiss, who appeared for the respondents, testified that he would recommend the use of the belt upon the facts by the symptom blanks in the test cases for its tonic effect, although he could not determine the cause of the symptoms. Dr. Weiss, however, testified that electricity applied by means of this belt would be without efficacy in sciatica, paralysis, epilepsy, organic lumbago, kidney trouble, some kinds of bladder trouble, blood diseases, locomotor ataxia, some diseases of women, some kinds of spermatorrhea and some kinds of varicocele, for all of which it is recommended in the booklet used by this company, and that 'when I say it is a tonic treatment, you have it pretty nearly all.' The theory thus advanced by the respondents is clearly untenable when the representations made for the belt and with reference to the symptom blank are taken into consideration. Indeed, the symptom blank could have no function were this a true theory of the case, for all that the respondents would need to know to prescribe the belt in such event would be whether or not the patient was run down. The whole system employed admits of but one conclusion, and that is that it is the intention of these respondents to lead patrons to believe that the belt is prescribed for his or her specific complaint."

The evidence showed further that while the victims of the Sanden concern were led to believe that they would have the services of A. T. Sanden in "treating" them, as a matter of fact Sanden himself who was held out as the inventor and the man of wonderful ability was rarely, if ever, at the Sanden office. The symptom blanks were gone over and the belts sent out by others. The New York postmaster reported that the Sanden concern received on an average of 500 letters a day. Summing up the case against this company, the solicitor for the Post Office Department says:

"After a thorough consideration of all the evidence in this case I am satisfied and find that the representations made by the respondents are calculated to lead the reader to believe:

"1. That conditions present in persons of normal health are in fact symptoms of disease;

"2. That the Sanden belt when applied by their system is a curative agent of wonderful efficacy;

"3. That treatment by means of this belt is as efficacious as electricity applied by physicians or experts after personal examination;

"4. That they can and will in good faith determine whether or not the belt will cure or benefit applicants for treatments from information furnished upon certain symptom blanks;



A typical letter-head of the Sanden concern. It was on such stationery that the "follow-up" letters were written.

"5. That they have in good faith determined that the electric belt will cure or relieve conditions the symptoms of which have been submitted to them;

"6. That the inventor of the device, a man of long experience and great ability, gives his personal attention to each case;

"And that the representations so made by them are false and fraudulent."

In view of these findings the solicitor recommended the issuance of a fraud order. The order was issued in November, 1914.

Commenting on the Sanden advertisement matter as it appeared both in published advertisements, booklet, circular letter and symptom blank the solicitor for the Post Office Department says:

"It is evident that the matter quoted above is intended and calculated, first, to create the impression that the respondents have in the belt advertised a marvelous curative agent for practically all ailments, and particularly for chronic diseases peculiar to men, which generates force substantially equivalent to vitality and closely approximating the spark of life itself; second, to arouse apprehension and fear in the minds of the persons who read the advertisement and follow-up matter that symptoms having in fact little or no significance are symptoms of an underlying serious condition due to past excesses or abuses; and, third, to cause persons suffering or who believe themselves to be suffering from any of the conditions described in the advertising matter to fill out and

send in the symptom blank in the belief that the company can and will determine therefrom the cause of the symptoms and whether or not the belt will accomplish in their particular cases the results it is claimed it is capable of accomplishing."


In investigating this case the Post Office inspectors filled out and submitted to the company six symptom blanks describing various conditions. One from an

**Both Men 50:
Which One Is Young
in Vitality?**



Free Vitality Book

Fritt För Män Tills Botade.
Ej en cent i kostnadt eller på sökpriset.



Tillsammans botade.

DR. A. SANDEN.
Deo. C. B. 131 BROADWAY, NEW YORK CITY, N. Y.

Perpetual Youth
Let Me Tell You How to Regain Your Old-Time Vigor and Strength. It's "Scientific" and "Proven" - First Steps for the Attainment of Your Life's Joy - Booklet FREE if You Reply Today!



Let Me Send You This Booklet FREE

The Face-Look of a Good Woman for
Strong, Vital Man



Let Me Send You This Booklet FREE

**Gives Men This
Vitality of Youth**



Let Me Send You This Booklet FREE

Like all medical mail-order frauds the Sanden concern was able to defraud the public simply because newspapers were willing to accept the company's advertisements. Here are a few greatly reduced reproductions of the Sanden advertisements.

address in Pennsylvania described a hypothetical case of a young man whose only complaint was that he had involuntary discharges of semen during the night once or twice a month. The second hypothetical case coming from a town in Ohio was almost identical with the first, the loss in this instance being alleged as about once every month or six weeks. The third case was supposed to come from a man in Delaware who claimed that he had "not been feeling well for

some time and suffered a loss of semen at night every two or three months." In each of these three instances form letters, all practically identical, came in reply, and all, of course, recommended the purchase of the Sanden electric belt. The fourth hypothetical case purported to come from a married woman. The chief symptom described was that the menstrual discharge was profuse and continuous. The fifth also purported to come from a married woman who described as her chief symptom "pains in the bladder." The sixth case, from a hypothetical male patient, declared that physicians told him he had diabetes and the symptoms described were those of diabetes mellitus. In each of the last three cases purchase of the belts was, of course, recommended, although the company "hedged" by stating that the belts were not a specific cure for stone in the bladder or diabetes. Nevertheless, it was suggested that they would be of benefit in these cases because of their power to "build up the system."

The physician who appeared for the government testified that in all of the test cases referred to the symptoms given were common to a number of diseased conditions each of which required different treatment. He also declared that the kind of electricity applicable in any given case, the strength of the current and the parts of the body to which the electricity should be applied would vary according to conditions which could not be determined from the symptom blanks used by the Sanden concern. The physician also stated that nightly emissions once or twice a month or less frequently were no indication of disease but normal in a healthy man. The government memorandum continues:

"It is clear from this testimony and from the other evidence in the case that respondents cannot, and well know they cannot, determine by the use of the symptom blank referred to the cause of the symptoms given and therefore cannot determine whether or not the belt is applicable; and the prescribing of a belt upon the information given in the symptom blanks submitted in the test case shows an utter lack of good faith in this connection. While the respondents have shown that they do not undertake to treat such diseases as blood poison, asthma, abscesses, epilepsy, and a number of other conditions, where the symptom blank clearly states or shows conclusively that the correspondent is suffering from such disease or condition, the evidence shows beyond question that they do accept and treat cases where the symptoms may or may not indicate a condition not amenable to electric treatment, and do not even request further information in such cases.

"The result is that any benefit which may be derived from the use of a belt prescribed in this way is entirely due to chance. The way in which such a system works out is well shown by correspondence conducted by the inspectors with patrons of the company. Out of fifty-two replies to inquiries sent out by them, only six patrons expressed satisfaction and fourteen were non-committal, while thirty-two stated no benefit had been derived from the use of the appliance."

STUART'S PLAS-TR-PADS OR PLAPAO-PADS

F. J. Stuart of St. Louis sells what he used to call "Adesive Hernial Plaster Pads" but which he now calls "Adhesif Plas-tr-Pads." When sold under the earlier name, Stuart did business as "The Stuart Plaster Pad Company." His more recent trade name is the "Plapao Laboratories, Inc." The reason for this change of name is not known, but it occurred after some unenviable publicity had been given to the concern, due to a prosecution under the Food and Drugs Act. The government's case against Stuart was dismissed in the lower court on a demurrer filed by the defendant. Stuart's contention seems to have been that his plaster pad was not misbranded, as the government

charged, because he had not lied *on a label* but had confined his mendacity to a *circular* that was enclosed with the pad—and apparently the law does not prohibit falsehoods published elsewhere than on the label.

Before discussing the device itself it will be interesting to compare the claims made for it before the government commenced suit, with those made after suit had been brought. The arrangement in parallel columns of the assertions made before and after prosecution illustrates what a power for comparative righteousness is wielded by the Food and Drugs Act. The words and phrases that have been modified are put in italics:

BEFORE

"Stuart's Adhesive Plaster-Pads *Cure Rupture.*"

" . . . the Plaster-Pads will *cure almost every case.* . . ."

"Stuart's Adhesive Hernial Plaster-Pads *cure* while you work and while you sleep."

"They are made to *cure* rupture . . . and that is what every ruptured sufferer wants—a *cure* and not a mechanical support."

"This is the reason why the Plaster-Pads *effect a cure* so quickly."

"They are as *far ahead* of the truss as the great ocean steamships of today are *ahead* of the old-time sailing vessels."

"Within this pad is a reservoir or container, which is filled with *the essential curing medicine* . . ."

" . . . they *hold and cure* rupture . . ."

"The question that I am discussing is '*How to Get Cured.*'"

"I had the opportunity to be *cured* offered me . . ."

"If you want to be *cured*, do your part and order Stuart's Adhesive Hernial Plaster-Pads."

AFTER

"Stuart's Plas-tr-Pads *Give Quick and Permanent Relief.*"

"The Plas-tr-Pads will *do all we* claim for them . . ."

"Stuart's Adhesif Plas-tr-Pads *work* while you work and while you sleep."

[Omitted entirely in new booklet.—Ed.]

"This is the reason why Stuart's Plas-tr-Pads *produce results* so quickly."

"They are as different from the truss as the great ocean steamships of to-day are *different* from the old-time sailing vessels . . ."

"Within this pad is a reservoir or medicine container which is filled with an *absorbent astringent medication.*"

" . . . they *relieve* ruptured sufferers from the *dangerous misconstructed truss.*"

"The question that I am discussing is '*How to Get Rid of the Truss.*'"

"I had the opportunity to be *rid of the truss* offered me . . ."

"If you want *relief*, do your part and order Stuart's Adhesif Plas-tr-Pads."


A study of the foregoing demonstrates once more that the Food and Drugs Act has been responsible for the passing of the "lie direct" which has given place to the lie by inference. The methods of bringing the "plaster pads" to the notice of the public are those common to the medical mail-order gentry—the use of such newspapers and magazines as will accept the advertisements.

THE PADS THEMSELVES

What are Stuart's Adhesive Plaster Pads? What is this wonderful device that, according to its exploiters, does in a few days what some of the most skilful physicians and surgeons are unable to accomplish in weeks or even months? It is, to all intents and purposes, a strip of adhesive plaster with a small pad containing a simple ointment. The padded portion of the plaster is placed over the hernial opening and the plaster itself applied to the skin. Then, if we are to believe the Plapao Laboratories, Inc.—which we are not—the medicine will "contract, strengthen and restore" the "stretched out and weakened muscles" and the hernia is cured! It is not necessary to tell physicians that this "medicine" will do nothing of the sort.

It would probably have been difficult to sell merely a strip of adhesive plaster at \$2 and more a strip. By using a simple ointment of secret composi-

tion and playing it up as the essential element in the "cure," it is not so difficult to humbug the public; for the mysterious always appeals to the uninformed.




Dr. A. B. GRÍFFITHS,
Ph. D. Hon. D. Sc.

Member of the Chemical Societies of Paris, Berlin and Milan; Principal of the Brixton School of Chemistry and Pharmacy; Analytical Chemist, Assayer and Chemical Engineer; Consulting Chemist and Expert Adviser to Foreign Governments, Corporations, Colonies, Companies, Pharmaceutical and Chemical Manufacturers; Hon. Member of the Pharmaceutical Societies of Paris, Brussels, Athens and Toulon; Bacteriological and Agricultural Expert, etc.

Author of: "A Manual of Bacteriology," "Researches on Micro-Organisms," "The Physiology of the Intestines," "A Treatise on Measles," "The Diseases of Crops," "Manures and their Uses," "Special Manures for Garden Crops," "Respiratory Trinitite," "A Manual of Soaping," "The Chemistry of the Hair, Foss and Teeth," "Dental Metallurgy," "Manures for Fruits and other Trees, etc.

Chemical, Bacteriological and Army Laboratories.

LONDON, S. W. December 29th 1909



I hereby certify that Stuart's Adhesive PLASTER-PADS for the cure of rupture have been practically tested by me, the data obtained being of a most satisfactory character, and indicating them to be a valuable and skilful invention that are well suited for the purpose for which they are designed. They are unique medicinal applicators, and most effective. Their therapeutic action proves them to be the very best remedy for hernia, and renders them perfectly safe and reliable. I can strongly recommend Stuart's Adhesive Hernial PLASTER-PADS.

A. B. Griffiths.

year in order to extract fees of 20s. from applicants.

GRIFFITHS, DR. A. B., 171, Brixton-road, London.—Gives analyst's certificates to quack remedies for a fee of a guinea. Has a long string of foreign "honours" and American "degrees" attached to his name, and was at one time "President" of the egregious Society of Science, Letters and Art.

HAMILTON.—The alias of one Frederick Roberts, a swindler, who

The upper picture is a photographic reproduction of Dr. A. B. Griffith's "analysis"; the lower picture is reproduced from part of a page in *Truth's* "Cautionary List." Evidently, he is an analyst without honor in his own country!

A sample of this ointment was examined in the Association's laboratory and the chemists reported as follows:

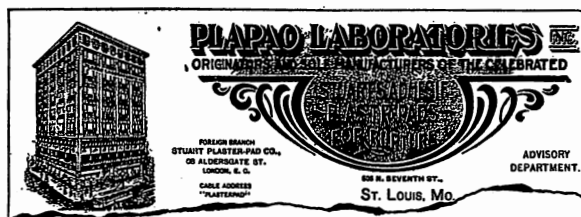
LABORATORY REPORT

"A specimen of Stuart's Plapao for Rupture consisting of a dark brown ointment, was found to be essentially a lanolin ointment containing tannic acid and perfumed with oil of pine needles, or some oil with a similar odor and colored dark brown. Neither potent alkaloids nor compounds of metals such as arsenic, mercury, aluminum or zinc could be detected."

The whole tenor of the Plapao concern's advertising matter is to the effect that the plaster pads will cure rupture—even the “most obstinate cases”—and make a truss entirely unnecessary; yet when Stuart applied for a patent on his device, he described it, not as a cure, but as a “hernia support” that was to be used alone “*or in combination with a truss.*” In fact, in some of his advertising matter the following statement appears:

“If so desired they can be worn in combination with any truss, and in severe cases this combination is especially adaptable.” [Italics ours.—Ed.]

Nor is this all. That the poor victim of hernia may be caught both “coming and going” the Plapao concern, after exhausting every effort to sell its strips of adhesive plaster, finally sends the prospective patient a price list of trusses, suspensories, “uterine supporters,” etc., which it has for sale. In other words, while Stuart can find no language strong enough to condemn trusses, he is perfectly willing to sell trusses if by no other means can he separate the sufferer from his money. The truss price list accompanies the last of a long series of follow-up letters.



Here are shown photographic reproductions of the old and new letterheads used by Stuart in selling his strips of adhesive plaster. The change of name occurred after some unenviable publicity had been given the concern through a federal prosecution.

ANALYSES AND TESTIMONIALS

Of course, the Plapao concern has testimonials. More than this, it has what purport to be chemical analyses of the ointment used in the pads. The “analyses” give no indication of the composition of the stuff—the point on which a chemist is competent to give an opinion—but do discuss its alleged curative value, a question altogether out of the province of chemical analysis.

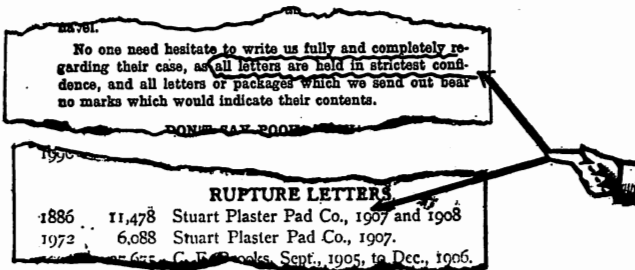
One “chemist,” whose analysis is published, is “Dr.” A. B. Griffiths, London, England. The Plapao people call particular attention to Griffiths’ analysis which they reproduce in facsimile. Griffiths’ letterhead has pictures of a number of “medals” which, according to the Plapao Laboratories, indicates “that his reputation is world-wide.” Some of our readers will remember that we have called attention to “Dr.” Griffiths before. He is a gentleman who furnishes “analyses” for various classes of medical fakers, at \$5 for each “analysis.” A widely advertised obesity cure, a cure for baldness and a fake cure for alcoholism, all American humbugs, also publish “analyses” from Griffiths.

A few of the testimonials reported to come from individuals who had been cured by Stuart's Plaster Pads, were investigated. Letters were written to physicians in the towns in which such individuals lived. The following is the result of the investigation, the initials being those of the persons who had testified to their "cure":

G. W.: Rupture now "as bad as it ever was."
 L. C. J.: Claims to be cured; could not be verified, as no examination was made.
 W. M.: Not cured; umbilical rupture; imperfectly closed.
 M. W. H.: Not cured; still wears a support.
 W. E. B.: No information obtainable.
 J. H. W.: No information obtainable.
 J. M.: Claims to be cured; could not be verified, as no examination was made.
 J. S. S.: Still ruptured.
 A. J. M.: No information obtainable.

This represents names taken at random from a list published by the "plaster pad" concern. If this is the best showing that can be made for the "adhesive plaster treatment" of hernia coming from individuals whose names are published as striking examples of the success of the treatment, what would be the result if it were possible to write to the hundreds of victims whose names will never be made public but who have parted with their money for this worthless device?

Like most advertised cures, the sale for this is stimulated by attempts to frighten the susceptible. The dangers and frequency of strangulation in



Photographic reproduction (1) of Stuart's advertising matter, where the assertion is made that "all letters are held in strictest confidence"; (2) of a portion of a pricelist issued by a firm that makes a business of buying and selling letters that have been sent into mail-order medical fakes. It will be noticed that this firm has more than 17,000 Stuart Plaster Pad Co.'s letters for sale. Confidential, indeed!

hernia are harped on throughout the advertising matter and hair-raising pictures of people in deadly peril are used to play still more on the fears of those suffering from rupture.

PRIVATE AND CONFIDENTIAL

One more point connected with this concern and we are through. The following statements appear in the advertising matter sent out by the plaster pad company:

"The utmost privacy is always maintained in all our correspondence and business relations . . ."

"No one need hesitate to write us fully and completely regarding their case, as all letters are held in strictest confidence."

In spite of this statement, we find advertised for sale by one of the largest letter brokers in the country, listed under "Rupture Letters" no fewer than 17,566 letters of the Stuart Plaster Pad Company. Privacy indeed!

To sum up, we have in the Plapao Laboratories, Inc., a concern that promises to cure rupture by means of a piece of adhesive plaster and a little ointment. Purchasers are obtained through fake analyses and misleading testimonials. Finally, individuals who have been unwise enough to answer Stuart's advertisements have had their letters sold to letter brokers to be bought by any person, anywhere, who is willing to pay the few cents necessary to obtain them. (*Modified from The Journal A. M. A., Feb. 10, 1912.*)

[How much injury has been done sufferers from hernia who have attempted to treat themselves with "Plapao-Pads" or similar devices will never be known. The average person who finds that he has been humbugged is slow to make the fact public. This is especially true in those cases in which the public treats itself for conditions that are much too serious to be self-treated.

There have come to the knowledge of THE JOURNAL of the American Medical Association two cases in which the Stuart device is alleged to have produced either death or serious injury. Both of these cases reached the courts. The first [*Weller vs. Plapao Laboratories Incorporation (Mo.), 191 S. W. R. 1056*] concerned the case of a woman who brought suit against the Plapao Laboratories to recover damages for the death of her husband from strangulated hernia after using "Plas-Tr-Pads." According to the court record, the plaintiff's husband had been suffering from hernia for some years and had been wearing steel and elastic trusses. Having seen one of the Plapao Laboratories advertisements, the sufferer from rupture ordered some "Plas-Tr-Pads." These were applied on the fifteenth of the month; on the nineteenth the man was dead from strangulated hernia.

The other case [*Harmon vs. Plapao Laboratories (Mo.), 218 S. W. R. 701*] related to a woman's experience with Plapao Pads. According to the records she purchased some Plapao Pads and applied them as directed but after using them for some time they became so painful that she was compelled to call a physician. The physician testified that on examination of the woman he found an inflammation of the tissues with sloughing and what is ordinarily known as gangrene and that there was a decided peritonitis with fever and distention of the bowels. Evidence was also submitted to show that the woman who had been troubled to some extent with hernia before purchasing Plapao Pads was in much worse condition thereafter. The trial resulted in a judgment for \$3,000 for damages in favor of the plaintiff. When the case was carried to the Court of Appeals, however, the judgment was reversed on a technicality and the case remanded for a new trial.]

THE STRENVA VACUUM FRAUD

The Strenva Company with offices in St. Louis, Detroit and Boston was the trade style used by one W. Ottignon who was engaged in the business of selling through the mails a so-called "vacuum engine" for the alleged cure of diseases of, and for the development of, the male sexual organs. Victims were obtained by means of newspaper advertisements and by circular letters. The device was submitted to a number of well-known physicians in different parts of the country for an opinion regarding its value. They were unanimous in declaring that the apparatus and method advertised were without efficacy for the purpose intended and that the method was not free from danger.

In common with medical mail-order fakes, this concern led the public to believe that its appliance was approved by the medical profession and had been endorsed and recommended by scientific authorities. Among the "endorse-

ments" used by Ottignon was one credited to the *American Journal of Health*. This sheet, the government official showed, was not a medical or health journal but a fraudulent publication printed to sell paid editorial endorsements to various medical concerns doing a mail-order business and to be then used by such concerns as an endorsement. Ottignon even admitted that the alleged endorsement reprinted by him as from the *American Journal of Health* was not of the particular device that he sold at all but of a similar device sold by another concern.

Although Ottignon and the Strenva Company were given every opportunity to submit evidence in support of the claims made for the device, no such evidence was forthcoming and on December 19, 1905, the Postmaster-General issued a fraud order denying the use of the mails to the Strenva Company and W. Ottignon.

SWOBODA'S "CONSCIOUS EVOLUTION"

Quackery is always versatile. It seeks to turn to account the latest therapeutic fads or fashions. Especially noticeable has been the tendency in the past few years to capitalize the altogether admirable trend on the part of the public toward exercise. Numerous "systems" of exercise have been advertised under claims that seem to have been limited only by the vocabularies and imagination of those exploiting them. All of these "systems" being in their essentials both old and obvious, it has been necessary to create, as "selling points," elements either of mystery or of pseudo-science which are presented with all the plausibility known to the art of advertising.

For some years Alois P. Swoboda, once of Chicago and Washington, D. C., but now of New York City, has been selling a mail-order "course" in his "System of Physiological Exercise." Naturally, the cure and alleviation of disease is part and parcel of the "system," for this may always be counted on to widen the appeal and to provide the opportunity of using the ubiquitous testimonial whose commercial value is as large as its scientific value is small.

CONSCIOUS EVOLUTION

"Conscious Evolution" is Swoboda's shibboleth. Not that it means anything, but it sounds rather scientific and can be counted on to impress both the thoughtless and that still larger class of individuals who merely think they think. Swoboda is not the first to appreciate that a meaningless phrase, if couched in pseudo-technical language, paraded frequently and solemnly with a lavish use of italics, capitals and blackfaced type, may be counted on effectually to take the place of thought or common sense.

"Conscious Evolution" seems to have been a bright afterthought, for Swoboda's present advertising booklets differ chiefly from the earlier editions in the substitution of the phrase "Conscious Evolution" for what was formerly "Swoboda's System." According to Swoboda:

" . . . Conscious Evolution. . . . IS BASED UPON A DISCOVERY IN THE CELLS OF THE BODY WHICH I MADE, AND WHICH HAS REVOLUTIONIZED THE EFFECT OF EXERCISE."

The curative claims made for the Swoboda System have undergone those changes from the "lie direct" to the "lie with circumstance," which in the past few years have characterized advertising through the whole field of quackery. Take for example, these claims made some years ago by Swoboda:

"It is the only natural, easy and speedy method for obtaining perfect health, physical development and elasticity of mind and body. ABSOLUTELY CURES CONSTIPATION, INDIGESTION, SLEEPLESSNESS, NERVOUS EXHAUSTION AND REVITALIZES THE WHOLE BODY." [Capitals in the original.—Ed.]

THE LIE WITH CIRCUMSTANCE

No longer will you find these frank and open falsehoods in the Swoboda advertising; the method of today is less direct. Note for instance the latter day substitute for his older claim that his system "Absolutely Cures Constipation":

"Regarding constipation, I wish to say that I have treated not less than 37,000 people by my System for this ailment alone, and I have yet to learn of the first failure."

I GUARANTEE to cure any or all of the following ailments

Acidity of Stomach
 Anemia
 Auto-intoxication
 Backache or Chronic Lumbago
 Biliousness
 Bad Breath
 Catarrh
 Cure—tendency to colds.
 Drowsiness—Languidness
 Debility—Muscular Nervous. Sexual
 Dizziness—Vertigo
 Dyspepsia
 Emissions
 Flatulence
 Gastritis—Chronic
 Hardening of Blood Vessels
 Headaches
 Heartburn
 Hysteria
 Impotence
 Indigestion of Stomach and Bowels
 Insomnia—Sleeplessness
 Intestinal Diseases
 Irritability—Nervousness
 Liver—Torpid and Sluggish
 Locomotor Ataxia (in early stages)
 Lumbago—Rheumatism or pains in the back
 Lack of Confidence
 Lack of Manliness
 Lack of Ambition
 Lack of Will Power
 Lack of Color
 Malaria
 Malnutrition, Malassimilation
 Melancholia—Blues
 Nausea
 Nervous Prostration
 Nervous Exhaustion
 Nervousness
 Neurasthenia
 Obesity—Overfatness
 Palpitation of Heart
 Rheumatism
 Shortness of Breath
 Sallow Complexion
 Stiffness in Joints
 Thinness
 Tuberculosis (in early stages)
 Weakness—General

Before Swoboda had developed his bump of caution his claims were of the "lie direct" type. Above is a photographic reproduction (reduced) from a booklet sent out some time ago as part of the "come-on" literature of the Swoboda "System." This long list of ailments which Swoboda "guaranteed" to "cure" no longer appears in the present advertising matter.

No longer do Swoboda's exercises "absolutely cure indigestion," but

". . . my System has been the greatest success in correcting, permanently, all forms of functional digestive troubles."

Before leaving the past it seems worth while, even if only for purposes of perspective, to quote a few of the older claims:

"You can be physically just what you wish to be. You can have reserve vitality for every emergency. I guarantee it."—(*Literary Digest*, Jan. 31, 1914.)

"My book [advertising booklet] will give you a better understanding of yourself than you could obtain from a college course. The information which it imparts cannot be obtained elsewhere at any price."—(*Harper's Weekly*, March 6, 1915.)

"The Swoboda System can make you tireless, improve your memory, intensify your will power, and make you physically just as you ought to be. I promise it."—(*Vanity Fair*, May, 1915.)

"Swoboda, the world's greatest builder of men, has discovered a remarkable system of rejuvenating the cells . . ."—(*Literary Digest*, May 6, 1916.)

It is not to be inferred from the matter quoted that Swoboda's claims have become more truthful; they are merely more cautious. Take for example the following quotations, describing Swoboda's "System," that appeared in a half-page advertisement of *Collier's* as recently as March 2, 1918, under the screaming headlines: "How to be a Giant in Energy, Health and Mind":

"A unique, new and wonderful discovery that furnishes the body and brain cells with a degree of energy that surpasses imagination."


"This new system . . . has already resulted in the complete recovery of thousands upon thousands of 'extreme' cases . . ."

" . . . it accomplishes seemingly impossible results entirely without the use of . . . exercises . . ."

" . . . this system does its revolutionizing work without asking you to do anything you do not like and neither does it ask you to give up anything you do like."

"When we lack energy and power, when we are listless, when we haven't smashing, driving power back of our thoughts and actions, when we must force ourselves to meet our daily business and social obligations, when we are sick or ailing . . . it is simply because certain cells are weak and inactive or totally dead. . . . These facts . . . were discovered by Alois P. Swoboda and resulted in his marvelous system of cell-culture."

and special offer
MEAD CYCLE CO., CHICAGO. 162 W. Van Buren St., B-196, CHICAGO, ILL.



Alois P. Swoboda teaches by mail with perfect success, his original and scientific method of Physiological Exercise without any apparatus whatever and requiring but a few minutes' time in your own room just before retiring. By this condensed system more exercise can be obtained in ten minutes than by any other in two hours and it is the only one which does not overtax the heart. It is the only natural, easy and speedy method for obtaining perfect health, physical development and elasticity of mind and body.

ABSOLUTELY CURES CONSTIPATION, INDIGESTION, SLEEPLESSNESS, NERVOUS EXHAUSTION

and revitalizes the whole body.

Pupils are of both sexes ranging in age from fifteen to eighty-six, and all recommend the system. Since no two people are in the same physical condition individual instructions are given in each case.

Write at once for full information and Booklet containing endorsements from many of America's leading citizens to

ALOIS P. SWOBODA, CHICAGO, ILLS.

A reduced reproduction of one of Swoboda's old advertisements. No longer does Swoboda claim to "absolutely cure" constipation, indigestion, etc.; his claims in this direction are now of the indirect type in which, through testimonials, the same ideas are conveyed to the public.

ANSWERING THE ADVERTISEMENT

Having read the very plausible advertisements—and Swoboda evidently spends a good deal of money not only for the space of his advertisements, but also for the "copy"—one writes to Swoboda and receives in return a form-letter so prepared as to simulate an individual communication. In this letter Swoboda says that he is enclosing his book "explaining the human body"—a mere bagatelle—and giving complete information regarding his "system." The book is entitled "Conscious Evolution," and is practically identical with a book sent out earlier by him entitled "Evolutionary Exercise." About one half of the book is devoted to testimonials. The letter explains further that Swoboda's "course" is given in six lessons with one week's interval between lessons. The charge "is always the same, \$20 for the complete course." Attention is also called to the enclosed diagnosis blank which the recipient is asked to fill out and send with the twenty dollars. Not that Swoboda calls it a diagnosis blank; "Health Statement" is the more cautious appellation.

If the first letter is not answered, a second comes in due time again urging that \$20 be sent and enclosing another diagnosis blank. This letter, if ignored, is followed by a third and it by a fourth. Should the fourth letter bring no response, a period of a few months elapses and a fifth comes marked "personal." In the fifth letter, in spite of the statement reiterated in the first four letters that the charge is never less than \$20, his letter offers for \$10 the same course "for which I have asked \$20 of you in my former letters." Should this letter also fail to bring grist to Swoboda's mill, another period elapses and the sixth letter—also marked "Personal"—arrives offering the regular \$20 course "on the following terms: \$5 in advance, and \$1 per week for five weeks. . . ." Should this persuasive letter also be ignored, the seventh "personal" epistle comes, with this postscript:

"P. S.—Just as a secret between ourselves, and because we have corresponded for such a long time, and to prove to you that I am more than willing to meet you half way, you may have my entire \$20.00 course, complete, for only \$5.00, provided you send your money and health statement by return mail. Borrow the money if you must."

SOME SWOBODA QUESTIONS ARE ANSWERED

Two of Swoboda's "Health Statements" were filled in and sent to him with the required fee. They purported to come from two individuals, Mr. A. and Mr. B. In order to appraise Swoboda's diagnostic abilities, these blanks were so filled that wherever Mr. A. answered a question in the affirmative Mr. B. answered it in the negative. To give our readers a clear idea of the character of the questions, we reproduce a few of them and the replies sent in by the hypothetical Messrs. A. and B.:

QUESTIONS	MR. A	MR. B
Is it necessary to drive yourself into performing your duties?	No	Yes
Are you inclined to be languid?	Yes	No
Are you inclined to be listless?	Yes	No
Are you inclined to be lazy?	No	Yes
Are you inclined to be weak?	No	Yes
Are you inclined to be tired?	Yes	No
Are you ambitious?	Yes	No
Are you full of vitality?	Yes	No
Do you desire greater mental and physical energy?	Yes	No
Do you fear to meet and talk to people?	No	Yes
Are you nervous when in a crowd?	No	Yes
Are you mentally sluggish?	No	Yes
Is your memory poor?	No	Yes
Are you too thin?	No	Yes
Are you drowsy after your meals?	No	Yes
Are you generally run down?	No	Yes
Do people tell you that you look the picture of health?	Yes	No
Are your lips red and full of blood?	Yes	No
Have you a desire for food on arising?	Yes	No
Do you have distress after eating?	No	Yes
Do you get dizzy?	No	Yes
Have you pimples on face and body?	No	Yes
Headaches?	No	Yes
Nauseated?	No	Yes
Is your tongue coated?	No	Yes
Breath bad?	No	Yes
Are you nervous?	No	Yes
Does your heart palpitate long after any excitement?	No	Yes
Do you feel weak and exhausted after excitement?	No	Yes
Are you impatient?	No	Yes
Do you feel refreshed upon arising?	Yes	No
Do you have catarrh of the nose and throat?	No	Yes
Do you urinate frequently?	No	Yes
Are you troubled with rheumatism?	No	Yes
Is there any tendency to tuberculosis in your family?	No	Yes

SWOBODA'S DIAGNOSIS

Mr. A. and Mr. B. each received a letter acknowledging the receipt of the money for the course and stating that before finishing the letter Swoboda would give his "opinion of your condition." According to Swoboda, here is what ailed Mr. A.:

"Your trouble is due to your inability to eliminate poisons from your system sufficiently rapid. This is due to inactivity of those nerve centers which preside over this function. Consequently there is an accumulation of waste and poison in your blood, which, in turn, weakens the tissues (both muscular and nervous) of your body, thus decreasing your nervous force, and deranging at times all the functions of the body."

Needless to say, according to Swoboda, his "system" would correct these various conditions. Mr. B.'s condition was thus diagnosed:

"Your difficulty is due to periodic congestions of the cells of your body and brain. By disciplining these cells and rendering the entire organism more alive, not only will you cease to be congested, but the cells will be able to develop more energy for you, and you will become thoroughly well. It will be impossible for you to feel depressed, melancholy, blue or discouraged. On the other hand you will feel hopeful, enthusiastic, full of life, and happy, and all the difficulties which you may have, in consequence of life being inferior within your body, will be overcome."

I positively guarantee to restore youth to you, regardless of how old you may be. I guarantee to eradicate old age completely and permanently, I guarantee to give you perpetual youth.

I guarantee Conscious Evolution to cure all functional disorders of every character, regardless of how long standing.

I guarantee to overcome any weakness in any part of your body and to bring into normal use those tissues and organs which are not fully alive. I guarantee thus to give you perfect health—The Swoboda-kind of health, energy and youth.

Photographic reproduction (reduced) from Swoboda's advertising in 1918. Evidently Ponce de Leon looked in the wrong place for the fountain of youth!

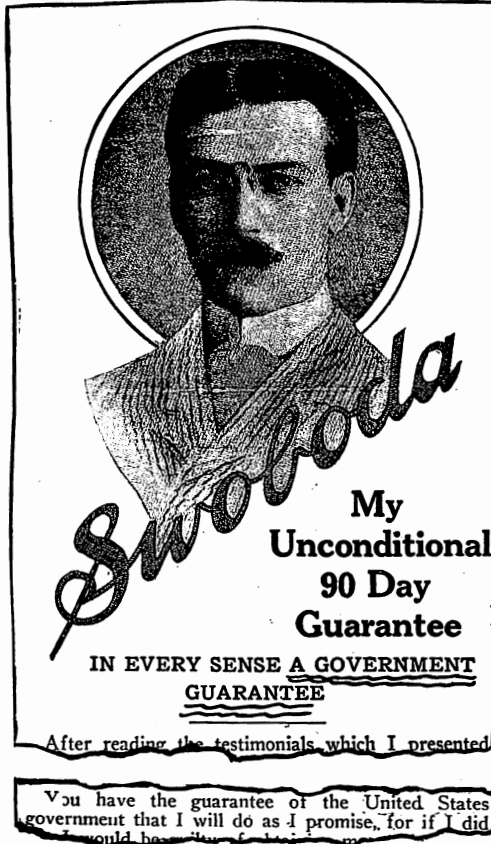
This happy condition was to be produced, of course, by Mr. Swoboda's "System."

THE SWOBODA "COURSE"

The "Course" itself consists of six lessons. Each lesson comprises a single page of paper (letter size) on which are typewritten instructions for certain exercises. On the margins are somewhat crude cuts, obviously put in with a rubber stamp, illustrating the positions assumed in the respective exercises. As the lessons bear the copyright date of 1901, the presumption is that they are the same as those Swoboda was selling seventeen years ago. Lesson I comprises five exercises; Lessons II, III, IV and V, three exercises each and Lesson VI, two exercises. The exercises themselves are elementary.

The "Lessons" received by Mr. A. and Mr. B. were identical! The first exercise in Lesson I consists in standing with the arms held close to the body and then flexing the forearms alternately. Mr. A. was instructed to do this sixteen times and Mr. B. to do it twenty times. The second exercise of

the same lesson is performed by holding out the arms horizontally and laterally, palms up, and then flexing the forearm. Mr. A. was to do this ten times; Mr. B., fifteen times. In the third exercise of the first lesson the arms are extended laterally, palms forward, then brought forward until the palms meet. Mr. A. was told to do this fifteen times and Mr. B. twenty times. The fourth and fifth exercises of the first lesson are equally simple, and Mr. A. and Mr. B. were each to perform them exactly the same number of times.



Swoboda

**My
Unconditional
90 Day
Guarantee**

**IN EVERY SENSE A GOVERNMENT
GUARANTEE**

After reading the testimonials which I presented

You have the guarantee of the United States government that I will do as I promise, for if I did I would have...

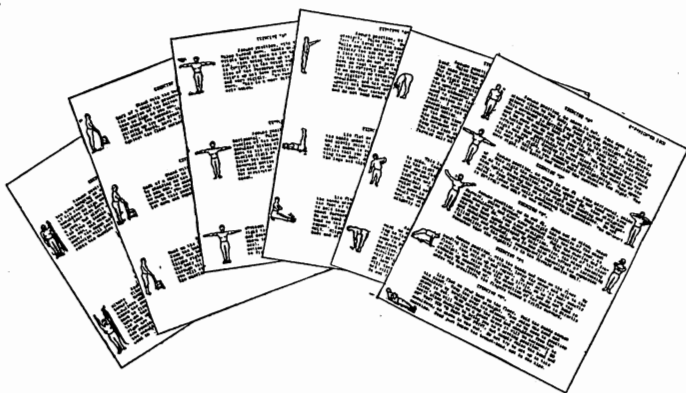
For some years Swoboda conveyed the impression that the United States Government stood back of his claims. Later he seems to have dropped this false and misleading statement. Why?

Lesson II, as has already been said, consists of three exercises. In the first exercise the arms are held out horizontally and laterally with the palms down and the hands tightly shut, then the wrists are bent up and down, slowly and rigidly. In the second exercise the arms are held out laterally and horizontally with the palms down, then with the muscles of the shoulders and upper back rigid the shoulder blades are drawn close together and the arms down to the sides, keeping the muscles rigid on the downward motion. In the last exercise of this lesson the arms are extended laterally and hori-

zontally, palms up, the muscles of the arms and shoulders made rigid and the arms then drawn up straight above the shoulders, keeping the muscles rigid on the upward motion only.

Each of the three exercises of Lesson II was to be performed twelve times by Mr. A. and sixteen times by Mr. B. All of the rest of the exercises in Lessons III, IV, V and VI, respectively, were to be performed *exactly the same number* of times by Messrs. A. and B.

An analysis shows, then, that if you are inclined to be languid, listless, tired and ambitious, as was Mr. A. (*vide* "Health Statement") and wish to overcome this condition you should flex your arms sixteen times. Should you, however, be mentally sluggish, of poor memory, too thin, drowsy after your meals and generally run down, as was Mr. B. (also *vide* "Health Statement") the arms should be flexed twenty times. Should you have a desire for food on arising; should you have lips that are red and full of blood and should people tell you that you look the picture of health, then flex the



Swoboda's "Course" consists of six "lessons" containing in all nineteen exercises. The "lessons" are typewritten and crudely illustrated by means of figures obviously put in with a rubber stamp. Above is a greatly reduced facsimile of the "Course"—price \$20, \$10 or \$5, according to the ease with which you part with your money.

forearm ten times. But should you have distress after eating, get dizzy, have pimples on face and body, headaches, nausea, coated tongue and bad breath, then flex the forearm fifteen times. Should you suffer from catarrh of the nose and throat, urinate frequently, be troubled with rheumatism and have a family tendency to tuberculosis, then bend the wrists up and down sixteen times as against twelve times if you are not troubled in any such way.

If Mr. Swoboda is not too busy taking in the easy money obtained by imparting his secret of the "discovery in the cells"—should it be "sells"?—he must get a vast amount of amusement out of his diagnosis and the prescriptions he offers therefor. We surmise, however, that a sense of humor would long ago have unfitted Mr. Swoboda for his business.

THE "DISCOVERY IN THE CELLS"

What, one may ask, constitutes the wonderful "discovery in the cells of the body" which Swoboda claims to have made and "which has revolutionized the effect of exercises"? What is the "principle" of the "Swoboda System"? Let the booklet answer:

"This principle is the scientific antagonization of the energies and forces residing in the positive and negative cells of the brain, nervous system and muscles."

This is a little vague, but one must not expect clarity in "come-on" literature. After the money has been sent for the complete course the first "lesson" clears up the mystery. The sum and substance of Swoboda's "System" is that of "using one muscle to resist or antagonize another." For example, in the first exercise of the first lesson, which consists of nothing more unusual than flexing the forearm on the arm, he tells his "pupils"—or "patients"—to attempt to contract the triceps muscles at the same time that the biceps are contracted for the purpose of producing flexion. This in brief is what Swoboda has labeled "Conscious Evolution" or the "Swoboda System." As one of the letters puts it:

" . . . the antagonism of the muscles is, in reality, more than 95 per cent. of the potential element of my system."



The picture on the left will be recognized as the one used by Swoboda in his advertising. Until about 1918 there was nothing to indicate that it did not represent the Swoboda of today. Then Swoboda seems to have added to his *circular matter* an additional picture of himself. This is reproduced (reduced) on the right. In his booklet Swoboda explains that the picture on the left represents him as he was twenty years ago, while the other picture represents him as he is now.

A comparison of the two pictures is interesting, in view of the fact that Swoboda "guarantees" to "give perpetual youth" to those who take his "course." Obviously Swoboda has failed to stem the ravages of time in his own case—at least in so far as loss of hair is concerned.

SUMMARY

It is hardly necessary to tell physicians that there is nothing new in the principle of resistive exercises. Such "tension exercises" or "static exercises" have been used for years and more than a third of a century ago the Schotts of Nauheim were regularly employing "self-restraining gymnastics" (*Selbhemmungs-gymnastik*) in their treatment of chronic diseases of the heart. That the exercises may be of value in selected cases is readily admitted, but it is obvious that Swoboda is neither competent to determine, nor, even if he were competent, capable, under his mail-order plan, of deciding in what cases the exercises may be harmful. The claim that Swoboda has made that his "instruction is entirely individual" and "just as personal as if you were my only pupil," is pure buncombe.

The objection to Swoboda's business lies, not in what he sells, but in the way he sells it. As a commercial undertaking, it would be impossible to sell the typewritten instructions for the simple exercises which constitute Swoboda's "course" if the public knew what it was going to get for its money. The reason Swoboda is able to purchase high-priced space in magazines to exploit his "System" is that he deceives the public into believing that he offers something not to be obtained elsewhere.

When Swoboda says that he will "positively guarantee to restore youth to you, regardless of how old you may be," he falsifies. When he says that he will "guarantee to eradicate old age completely and permanently" and "give you perpetual youth," he falsifies again. When Swoboda says that he will "guarantee Conscious Evolution to cure all functional disorders of every character, regardless of how long standing," he talks like a quack, and when he says that he will "guarantee to overcome any weakness in any part of your body" and "to give you perfect health," he is a quack. In brief, the case against the so-called Swoboda System may be summed up by saying that "Conscious Evolution" is a meaningless phrase whose apparent use is to obtain money by misleading and deceiving the public; that the Swoboda exercises are neither new nor original; that the entire Swoboda scheme is quackery of the "physical culture" type.—(From *The Journal A. M. A.*, March 16, 1918.)

A Letter.—To the Editor: In the history of medicine and surgery, especially of the Egyptians and the old Hellada, exercise or physical culture went hand in hand with the healing arts for centuries up to the present so-called modern education. As believers in healthy, strong, proper living and of all systematic efforts of development of our bodies and minds, you cannot blame us if we always welcome your articles in the Propaganda for Reform department justly attacking quackery, pseudo-science, *et tuti quanti*. In the last issue you gave us the best in regard to the humbugs in advertising of so-called systems of gymnastics, home physical culture, etc. Swoboda's "Conscious Evolution," his daring and all his nonsense with all the refinement for selling was known to us for years and since 1890 as he started to "humbug" the others in Omaha, as the active member of our gymnastic association of Sokols. He soon found out that he could not stay with us and went finally to Chicago, Washington and New York. Right here he connected his advice of a medical character, on the mail-order plan, with a "Course" or six lessons of simple exercise, free calisthenics, as he learned them in our gymnasiums or he is selling, for \$20, our groups of selected exercises which have been used in our schools since 1862 as his "original wonderful discovery." We have exposed this and similar concerns in our paper many times and congratulate you on your article in the same direction. Will you be kind enough to allow us to translate the article on this Swoboda business, which was accepted even in the advertising columns of the best of our magazines, not only to the detriment of the pocketbooks of their readers, but also with all the dangers of quackery to their health.

DR. J. RUDIS-JICINSKY,
Editor, *Sokol Americkey*, Chicago.

Swoboda's Advertising.—This, from the opening paragraph of a heart-to-heart letter of Swoboda—the gentleman who will "guarantee to give you perpetual youth"—to a prospective sucker:

"You will never forgive me, and I could never forgive myself, nor could the creative forces of the Universe forgive us, if I failed to bring you to the point of evolutionizing, consciously, progressively, and intensively."

As an advertising blurb, this ranks high. Although possibly the fourth paragraph from the same letter is almost as good:

"Through Conscious Evolution, I convert weakness into strength, illness into health, fear into confidence, timidity into courage, worry into optimism, a negative personality into a positive personality, and old age into youth."

And the production of super-men no longer is to be confined to the Central Empires, for:

"Conscious Evolution has made possible for everyone the possession of super-health, super-vitality, super-courage, super-aggressiveness, super-mental power, and super every power."

And this is the sort of stuff which staid and respectable publications are willing to advertise, and even, if necessary, editorially defend. Evolution, we are told, has taken a million years to make a man out of a monkey; modern advertising reverses the process in a day.—(*From The Journal A. M. A., Sept. 28, 1918.*)

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PAMPHLETS ON THE NOSTRUM EVIL AND QUACKERY

Prepared and Issued by the Propaganda Department of The Journal
of the American Medical Association

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