

# Patent medicine, quack cures, and snake oil: Why do we keep falling for it?

Teaching  
American  
History

March 2014

Cynthia W.  
Resor



# Do we still have a “patent medicine” problem?

- Video

- <http://www.screencast.com/t/VmN8qbM1cP>

- Captured parts of on-line videos (with sound) with Snag-it

- <http://www.techsmith.com/snagit.html>
- 15 days free
- \$30 a year for teachers

- Holistic Healing Arts (10)
- Holistic Herbs (24)
- Holistic Nutrition (26)
- Lose Weight Systems (22)
- Natural Health Foods (25)
- Natural Health Remedies (9)
- Natural Pet Care (8)
- Nutritional Supplements (9)
- Organic Gardening (6)
- Pregnancy (15)
- Relaxation Techniques (8)

- Alternative Medicine (16)
- Ayurvedic Medicine (32)
- Body Detoxification (10)
- Body Mind Spirit (9)
- Children's Health (10)
- Eco Friendly Products (3)
- Energy Medicine & Healing (21)
- Fitness Training Programs (37)
- Green Super Foods (7)
- Gym and fitness directory (4)
- Healing Travel Tours (4)

- FEMALE LIBIDO ENHANCERS
  - Natural Breast Enlargement Products
  - Intivar Vaginal Tightening Gel
  - Yeast Infection and Thrush Cure
  - Idol Lip Gloss & Plumper
  - Idol EyeLash Growth Enhancer
  - Idol Sunless Tan – Self Tanning Lotion
- Best Natural Weight Loss Resource
  - Best Appetite Suppressants
  - Best Fat Burner Diet Pills
  - Best Carb Blockers – Fat Blockers
  - Best Fat Binders
  - Best Slimming Diet Patches

- MALE ENHANCEMENT PRODUCTS
  - Penis Enlargement Pills
  - Penis Enlargement Patches
  - Complete Penis Enlargement
  - Instant Penis Erection Oils
  - Natural Sex Boosters – Boost Libido
  - Premature Ejaculation Cure
  - Sperm Volume & Motility
  - Slap Happy Masturbation Creams
  - Nexus Pheromones – Attract Women Easily

# Why do we keep buying this stuff?

- Many have the view the God or Nature has provided the remedies for the ailments of humans and even give clues to humans to find the right thing
- Ignorance
  - Can't tell the difference in proven medical practices and quackery
- placebo effect
  - People believe it works; sometimes it has a therapeutic effect, causing the patient's condition to improve.
- regression fallacy
  - Certain "self-limiting conditions", such as warts and the common cold, almost always improve
  - patient may associate the usage of alternative treatments with recovering, when recovery was inevitable

## 2. Why do we keep buying this stuff?

- Distrust of conventional medicine
  - Many people, for various reasons including the risk of side effects, have a distrust of conventional medicines, the regulating organizations themselves such as the Food and Drug Administration (FDA), or the major drug corporations
- Conspiracy theories
  - Anti-quackery activists ("quackbusters") are accused of being part of a huge "conspiracy" to suppress "unconventional" and/or "natural" therapies, as well as those who promote them
  - believe the attacks on non-traditional medicine are backed and funded by the pharmaceutical industry and the established medical care system for the purpose of preserving their power and increasing their profits.
- Fear of side effects of pharmaceutical medications
- Cost
  - cannot afford conventional treatment, and seek out a cheaper alternative

# 3. Why do we keep buying this stuff?

- Desperation
  - People with a serious or terminal disease, or who have been told by their practitioner that their condition is "untreatable," may react by seeking out treatment, disregarding the lack of scientific proof for its effectiveness, or even the existence of evidence that the method is ineffective or even dangerous.
- Pride
  - Once a person has endorsed or defended a cure, or invested time and money in it, they may be reluctant to admit its ineffectiveness, and therefore recommend the cure that did not work for them to others.
- Fraud
  - fraudulent scientific studies and medical test results are provided, thereby confusing any potential consumers as to the effectiveness of the medical treatment.

# Patent Medicine: Defined



A. DANFORTH'S  
Great Vegetable  
PAIN DESTROYER  
Prepared by A. Danforth & C  
Rushville, Ohio.

# READ!

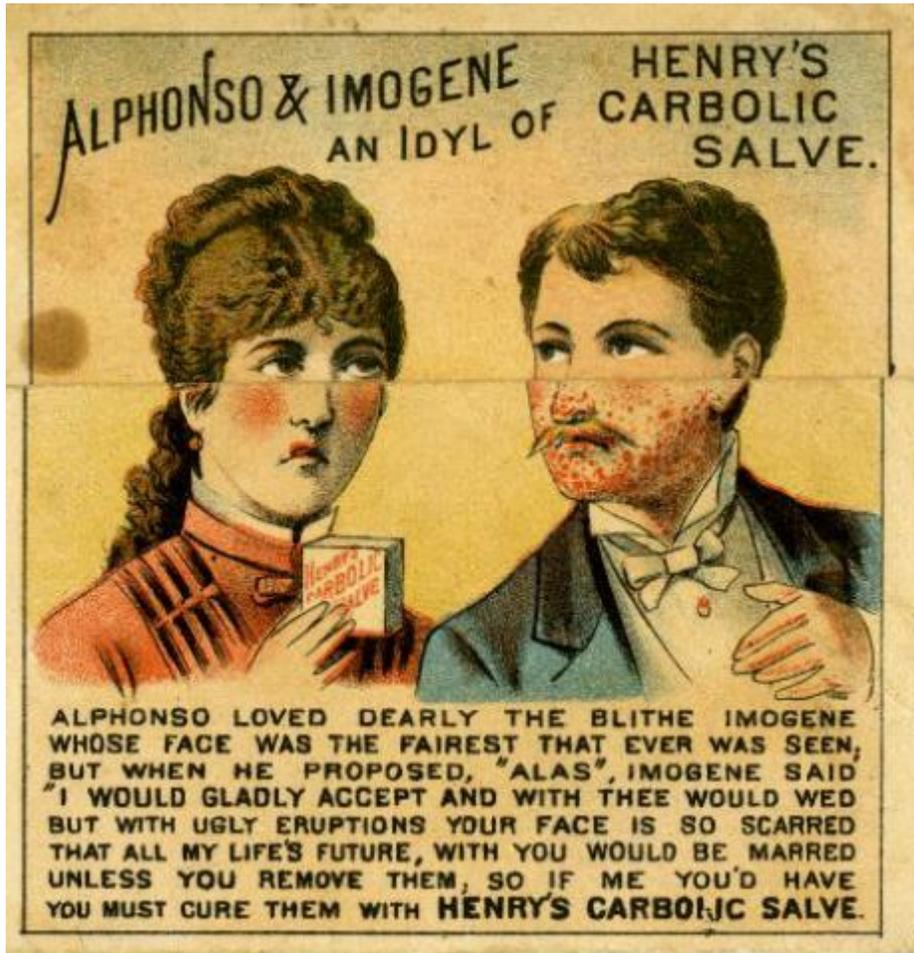
—:o:—  
A. DANFORTH'S VEGETABLE PAIN DESTROYER has been the recognized Standard Remedy for all Affections of the Bowels, as the many hundreds of thousands of persons—in all parts of the world—who have used it, will testify. With such a record, why should any one neglect to keep it at hand for ready use in sudden attacks of Cholera Morbus, Summer Complaint and Colic, and the debilitating ailments of Diarrhoea and Dysentery, to which all are liable during our hot seasons. It will afford quick relief, check the tendency to violent action, and soothe and calm the stomach and bowels. For Cramps it gives immediate relief, and for Asiatic Cholera it is a reliable stand-by,—acting promptly, allaying irritation, and removing soreness in the parts affected. It is pleasant and equally effectual with young or old, according to the dose, and being pleasant to the taste, is easily administered to children.

# Patent Medicine . . . .Defined

- compounds promoted and sold as medical cures that don't work as promised
- Usually associated with drug compounds in the 18th and 19th centuries, sold with colorful names and even more colorful claims.
- In ancient times, patent medicine was sometimes called *nostrum remedium* ("our remedy" in Latin).
- One group of patent medicines — liniments that allegedly contained snake oil, supposedly a panacea — made **snake oil salesman** a lasting synonym for a **charlatan**
- "**quack**" derives from the archaic word "quacksalver", of Dutch origin, literally meaning "hawker of salve"
  - In the Middle Ages the word quack meant "shouting". The quacksalvers sold their wares on the market shouting in a loud voice

- Also known as proprietary medicines, these concoctions were, for the most part, trademarked medicines but not patented
  - the recipes of most 19th century patent medicines were not officially patented
  - But packaging and containers might be copyrighted or have a protected trademark
- Originating in England as proprietary medicines manufactured under grants, or "patents of royal favor," to those who provided medicine to the Royal Family, these medicines
- Exported to America in 1700s
  - Some of the first British medicines sold in America
    - Daffy's Elixir Salutis for "colic and griping"
    - Dr. Bateman's Pectoral Drops
    - John Hooper's Female Pills
  - Sold by postmasters, goldsmiths, grocers, tailors and other local merchants.





- claimed to cure or prevent nearly every ailment
  - venereal diseases, tuberculosis, colic in infants, indigestion or dyspepsia, cancer, "Female complaints"
  - Also claimed to cure things we don't recognize today (or we use different words)
    - Scrofula, [MORE HERE](#)
    - Catarrh - inflammation of the mucous membranes in one of the airways or cavities of the body
- Contained all sorts of herbs, plant extracts that may or may not have had medicinal uses
- Also contained alcohol, morphine, opium, cocaine, and mercury (calomel)



**ANTIKAMNIA TABLETS**  
*Pac-Smile*  
**1909**

	MO	TU	WE	TH	FR	SA	SU
<b>JAN</b>	1	2	3	4	5	6	7
<b>FEB</b>	1	2	3	4	5	6	7
<b>MAR</b>	1	2	3	4	5	6	7
<b>APRIL</b>	1	2	3	4	5	6	7
<b>MAY</b>	1	2	3	4	5	6	7
<b>JUNE</b>	1	2	3	4	5	6	7
<b>JULY</b>	1	2	3	4	5	6	7
<b>AUG</b>	1	2	3	4	5	6	7

**WHEN TO TAKE THEM**  
**ALL PAIN—**(No matter where)  
 Dose:—Two tablets.  
**COLD-IN-THE-HEAD**  
 Dose:—Two every three hours.  
**DISSIPATION—EFFECTS**  
 Dose:—One every two hours.  
**FACIAL NEURALGIA**  
 Dose:—One every hour.  
**FEVER—**(Feverish Conditions)  
 Dose:—One every two hours.  
**HEADACHE—**(Indigestion)  
 Dose:—Two, repeat 3 hours.  
**HEADACHE—**(Menstrual)  
 Dose:—Two, repeat 3 hours.  
**HEADACHE—**(Nervous, Indoor)  
 Dose:—Two, repeat 2 hours.  
**HEAT EFFECTS—**(Sun-Stroke)  
 Dose:—Two every 3 hours.  
**HICCUGH, FLATULENCY**  
 Dose:—One upon the tongue.  
**NEURALGIA—**(All Kinds)  
 Dose:—One every two hours.  
**OVERWORK, EXCESSES**  
 Dose:—One every two hours.

**Antikamnia & Codeine Tablets**  
*Pac-Smile*

**TO TREAT A COUGH**  
 Antikamnia & Codeine Tablets are most useful. It matters not whether it be a deep-seated cough, tickling cough, hacking cough, nervous cough, or whatever its character, it can be brought under prompt control by these tablets.  
 To administer Antikamnia & Codeine Tablets most satisfactorily for coughs, advise patients to allow one or two tablets to dissolve slowly upon the tongue and swallow the saliva. For night coughs, take one on retiring.

**WHEN WOMEN SUFFER**  
 For the relief and removal

# Patent Medicines in America



**TOOTHACHE, EARACHE**  
 Dose:—Two every 3 hours.  
**VOMITING—**(Pregnancy)  
 Dose:—Two every 3 hours.  
**WOMEN'S PAINS**  
 Dose:—Two tablets.  
**WORRY—**(Nervousness)  
 Dose:—One or two tablets.

	1	2	3	4	5	6	7
<b>NOV</b>	1	2	3	4	5	6	7
<b>DEC</b>	1	2	3	4	5	6	7

are the remedy for the conditions generally known as "Women's Aches and Ills."  
 A Duplicate Copy of "Purity" Mailed on Receipt of 4c, (Three 2c Stamps).

**Address. The Antikamnia Chemical Company**  
 ST. LOUIS, MO., U. S. A.

# American quackery first documented - 1630

- In the records of the Massachusetts Bay Company
  - Nicholas Knopp was fined 5 pounds, or was whipped, for selling as a cure for scurvy “a water of no worth nor value,” which he “solde att a very deare rate.”
- Most patent medicines came from England
  - but not promoted in ways as sophisticated as England
- Maybe the first American patent medicine in American
  - Tuscarora Rice for women
  - for consumptive and other sickly people; made from Indian corn
  - 1711 - Mrs. Sybilla Masters and her husband when to England and got the patent

# Metallic Tractors

- First American made product by Dr. Elisha Perkins (1741 – 1799)
  - took out a 14-year patent on February 19, 1796
- The tractors consisted of two 3-inch metal rods with a point at the end
  - made of steel and brass, Perkins claimed that they were made of unusual metal alloys
  - applied the points on the aching body part and passed them over the part for about 20 minutes.
  - Supposed to cure inflammation, rheumatism and pain in the head and the face
  - Perkins claimed they could "draw off the noxious electrical fluid that lay at the root of suffering".



1801-Caption: "just arrived from America, the Rod of Aesculapius. Perkinson in all his Glory—being a certain Cure for all Disorders, Red Noses, Gouty Toes, Windy Bowels, Broken Legs, Hump Backs. Just discover'd, the Grand Secret of the Philosopher's Stone with the true way of turning all Metals into Gold. Pro bono publico."

- The Connecticut Medical Society condemned the tractors as "delusive quackery", and expelled Perkins from membership on the grounds that he was "a patentee and user of nostrums"
  - BUT Perkins convinced 3 US medical faculties that his method worked
  - George Washington bought a set.
  - Perkins boasted of 5,000 cured cases. The cures were certified to by eight professors, forty physicians, and thirty clergymen.
- Shortly before his death Elisha Perkins also invented antiseptic medicine and used it for dysentery and sore throat
  - In 1799 he went to New York to try his methods during a yellow fever epidemic but died of the disease himself four weeks later.



- Popularity of tractors declined in America SO Benjamin Perkins (son of Elisha) went to England
- In 1798, Benjamin published *The Influence of Metallic Tractors on the Human Body*
  - sold thousands of tractors in England
  - Full text  
<https://play.google.com/books/reader?id=zlcUAAAAQAAJ&printsec=frontcover&output=reader&authuser=0&hl=en&pg=GBS.PR1>
- “Advertising”
  - 1803, Thomas G. Fessenden published his poem “Terrible Tractoration” in favor of Perkins and as a satire on other physicians. ( a down on his luck Yankee in London)
  - Sold quickly
  - Terrible Tractoration!! A Poetical Petition Against Galvanising Trumpery, and the Perkinistic Institution (1804)
  - full text:
    - <http://collections.nlm.nih.gov/bookviewer?PID.nlm:nlmuid-2554013R-bk>
- Benjamin Perkins died in 1810 - the popularity of the tractors begin to wane.

# After 1815 – more die from epidemics

- After 1815 - mortality began to rise despite better control of smallpox
- Increasing:
  - Tuberculosis
  - typhoid
  - Typhus
  - yellow fever
  - 1831 – cholera outbreaks began
- Fertile ground for all types of quackery



**Schenck's Pulmonic Syrup,**  
*The best and most positive cure for Consumption, Coughs, Sore Throat, Hoarseness, Whooping Cough, and all other diseases of the throat, lungs and respiratory organs.*

**Schenck's Seaweed Tonic,**  
*For Dyspepsia and Debility. This Tonic mixes with the gastric juices, aids digestion, and creates a healthy appetite.*

**Schenck's Mandrake Pills,**  
*For all diseases of the Liver and Stomach. These pills contain no calomel, and are exclusively vegetable. They act directly upon the liver, and are valuable in all cases of Sick headache, Indigestion, and all other bilious disorders. See Schenck's Almanac, which can be had gratis of all druggists.*

—

All of Dr. Schenck's Medicines are for sale by

**B. M. Magill,**  
**DRUGGIST**  
Cor. 17th & Columbia Avenue,  
**PHILADELPHIA**

# Cures for EVERY problem

- pulmonic syrups
- pectoral lozenges
- Medicated Fur Chest Protector
- Anti-Consumptive Cork Soles

A tom-cat sat on a back yard fence,  
With an aching heart and a soul intense,  
Rigged out in a style in every sense,  
Immense!  
He was musing upon his lonely lot,  
And said to himself, "She cometh not!"  
What a terrible heart-ache I have got,  
Great Scott!



**Dr. Morse's Indian Root Pills.**  
The Best Family Pill in use.  
FOR SALE EVERYWHERE.

## Read what the People Say:

*Lucas, Dunn Co., Wis., July 1, 1886.*

W. H. COMSTOCK.

Dear Sir: I have sold all the COMSTOCK'S DEAD SHOT PELLETS for Worms you sent me, and they give good satisfaction. D. W. Day, aged forty years, believing that he was troubled with worms, bought one box, took five of them, and followed them with a dose of DR. MORSE'S INDIAN ROOT PILLS. Result—a dislodgment or evacuation of six feet of tape-worm. Health much improved.  
Z. BLISS.

## A MARVELLOUS CURE.

*Whitmore, Surry Co., Va., April 30, 1886.*

W. H. COMSTOCK.

Dear Sir: Your DR. MORSE'S INDIAN ROOT PILLS have made one of the most remarkable cures. A colored woman near me has been suffering with the gravel for five (5) years. At times her sufferings were so great that she was expected to die. Last fall she went to Petersburg, Va., where she had the stone taken from her, which was a very large one. In a short time she was as bad as before the operation, so much so that her friends said she would never leave her bed again. I sent her one of your pamphlets, and she read of the wonderful cures they had made. Next day her mother came to my store and purchased a box of Pills for her. Before she had taken the whole contents of the box she walked to my store. She has taken about three boxes of your Pills, and she says she is as well as she ever was, only she has not quite gained her strength.

C. W. WHITMORE.

## MORSE'S PILLS CURED HIM.

*New Buda, Decatur Co., Iowa, Dec. 13, 1886*

Dear Sir: Your MORSE'S PILLS are the best I ever used for Bells and Eruptions of the Skin. They cured me, and I weigh more than for many years past.

ANDREW PATTERSON.

# Related term - Pseudo-Science

- a claim, belief or practice which is presented as scientific
  - BUT does not adhere to a valid scientific method
  - lacks supporting evidence or plausibility
  - cannot be reliably tested

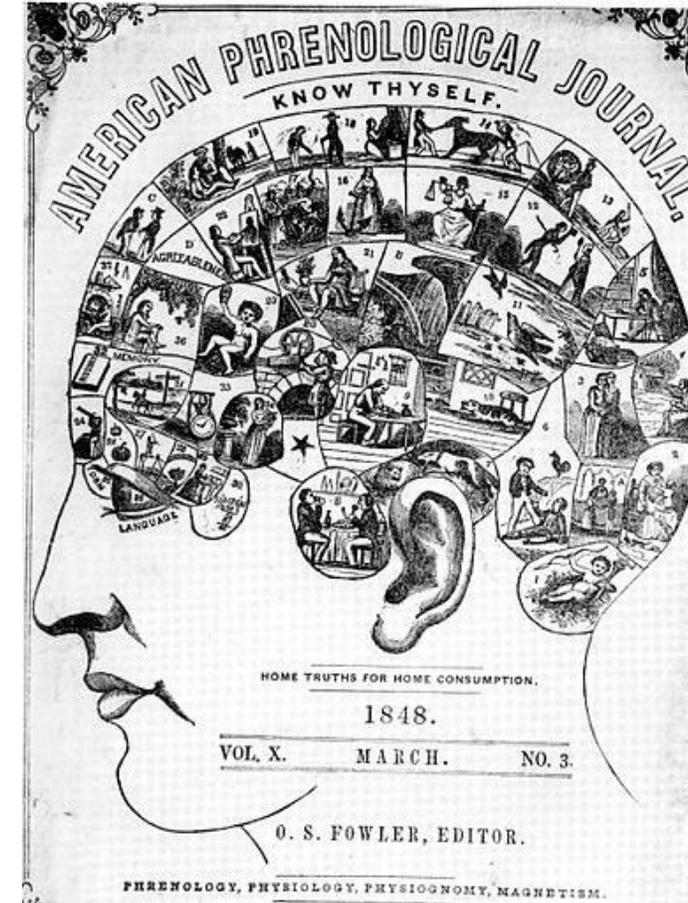


# Pseudo-Sciences of the early 1800s



# Phrenology

- Phrenology - focused on measurements of the human skull
  - based on the concept that the brain is the organ of the mind
  - certain brain areas have localized, specific functions or modules
  - brain was made up of 27 individual organs that determined personality, with the first 19 of these 'organs' believed to exist in other animal species
- Developed by German physician Franz Joseph Gall in 1796
  - very popular in the 19th century, especially from about 1810 until 1840
  - BUT Gall's assumption that character, thoughts, and emotions are located in localized parts of the brain is considered an important historical advance toward neuropsychology.

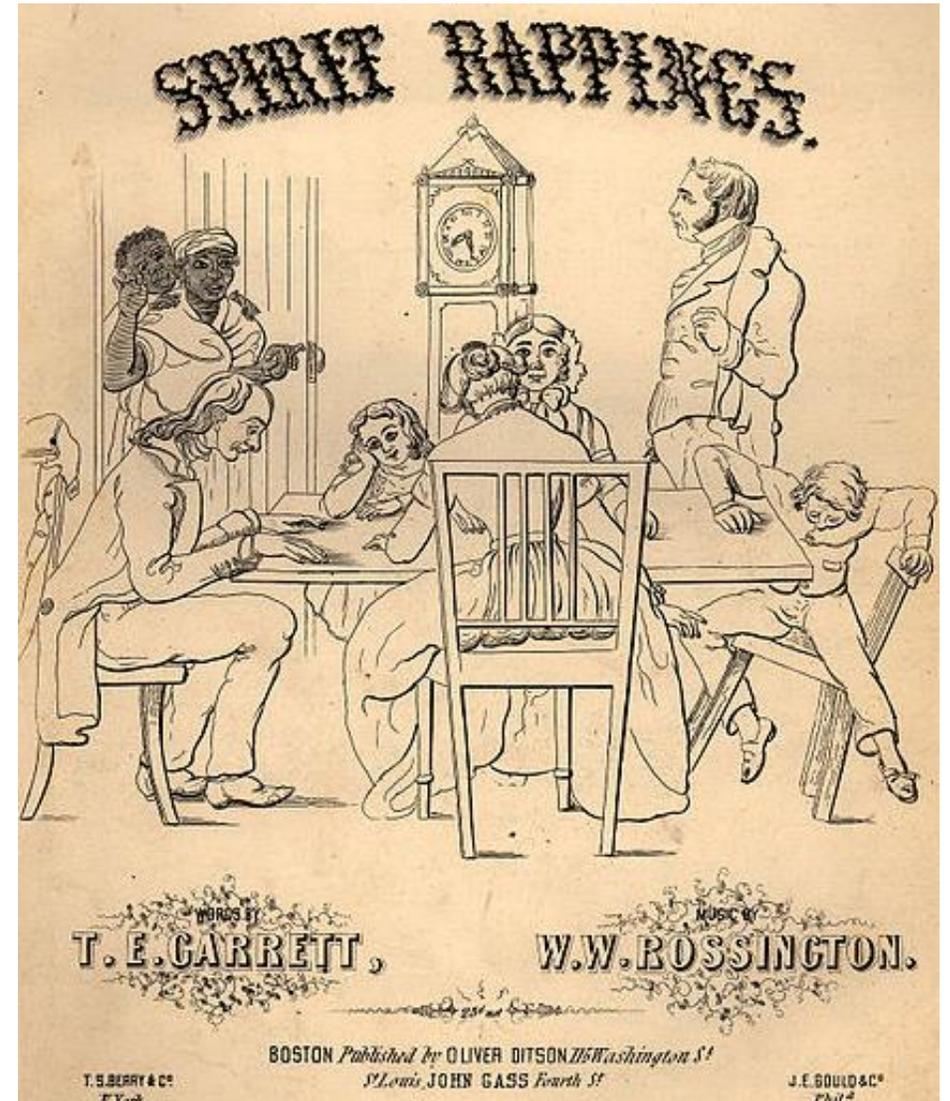


# Mesmerism

- Franz Mesmer (1734–1815)
- a magnetic force or "fluid" within the universe influences the health of the human body
  - Mesmer experimented with magnets to impact this field in order to produce healing
  - By around 1774, he had concluded that the same effect could be created by passing the hands in front of the subject's body, later referred to as making "Mesmeric passes."
- The word "mesmerize", formed from the last name of Franz Mesmer, was intentionally used to separate practitioners of mesmerism from the various "fluid" and "magnetic" theories included within the label "magnetism"

# Spiritualism

- belief that spirits of the dead residing in the spirit world have both the ability and the inclination to communicate with the living
- reached its peak growth in membership from the 1840s to the 1920s, especially in English-speaking countries.
- By 1897, believed to have 8 million followers in the United States and Europe
  - mostly from the middle and upper classes.



(Sheet music cover page, for voice and piano) Rossington, W. W. and Garrett, J. Ellwood (Lyricist) Spirit rappings. Boston; St. Louis, Massachusetts; Missouri, Oliver Ditson & Co.; John Gass, 1853

# Spiritualism - the origin

- 1848 – Margaret and Kate Fox, New York
- Famous for public séances in New York in 1850
  - attracted notable people including William Cullen Bryant, George Bancroft, James Fenimore Cooper, Nathaniel Parker Willis, Horace Greeley, Sojourner Truth and William Lloyd Garrison.
  - Lots of imitators - hundreds of people claimed the ability to communicate with spirits.
- Andrew Jackson Davis (1826 –1910), American Spiritualist
  - In 1843 he heard lectures in Poughkeepsie on animal magnetism (hypnotism)
  - found that he had remarkable clairvoyant powers
  - became known as "the Poughkeepsie Seer"
- Davis was much influenced by the Shakers
  - They mentioned Davis in the official book about Ann Lee - *Sketch of Shakers and Shakerism* (1884)
- Edgar Allan Poe was inspired by Davis (attended Davis' lectures)
  - "The Facts in the Case of M. Valdemar" (1845).

# Hydropathy

- Silesian peasant Vincent Priessnitz (born 1799) noticed the use of cold water compacts in sprains, bruises and tumors on horses' hoofs
  - 1816 – injured while baling hay – kicked in face by horse and run over by the wagon – lots of injuries including two broken ribs and bruised left arm
  - Physician said he couldn't work again
  - Applied wet cloths as bandages, drank lots of cold water – 10 days later he was out of bed; later was working again
- SO he developed 3 main ways to treat medical problems:
  1. Applications of water to whole body through bath or shower
  2. Apply water to particular parts of body
  3. Internal use of water – drinking, enemas
- Established a hydropathic institute in 1826 (in Germany)
- Thousands of patients – spread around Europe and USA



# Success of Hydropathy

- Very attractive founder in the age of the common man
  - Americans always willing to accept anything new
  - Americans had always taken water with their meals – a habit which Europeans tolerated only in the interest of international goodwill.
- In just a few years after its introduction – several water-cure journals began to be published, 2 medical schools of hydropathy opened, and many practitioners
- Hydropathic outfit – the “wet dress” – a gown with extra wide sleeves which was dipped in cold water
  - A model for the bloomer costume – introduced by Elizabeth Smith, daughter of an abolitionist – a loose fitting dress or coat reaching below the knees and puffy trousers gathered at the ankles – for female bathers; no petticoats or corsets
  - Because of frequent bathing – wearers often cut their hair short – this hydropathic costume suffered when it was adopted by suffragettes.
- By 1850s – the water cure had reached its crest – merged with a general hygienic cult

# No everyone believed in hydropathy

- It's water, water everywhere,
- And quarts to drink, if you can bear:
- 'Tis well that we are made of clay
- For common dust would wash away!
  - In *The Knickerbocker* magazine (year unknown)



# Homoeopathy (also spelled Homeopathy)

- 1796 – popularized by Samuel Hahnemann
  - doctrine of like cures like
    - A substance causes the symptoms of a disease in healthy people will cure similar symptoms in sick people
- Homeopathic practitioners rely on two types of reference when prescribing remedies:
  - *materia medica* and repertories
  - A homeopathic *materia medica* is a collection of "drug pictures", organized alphabetically by "remedy," that describes the symptom patterns associated with individual remedies.
  - A homeopathic repertory is an index of disease symptoms that lists remedies associated with specific symptoms.
- Primary source example from 1927-  
<http://www.homeoint.org/books/boericmm/index.htm>

# Shared assumptions of 19<sup>th</sup> century pseudo-sciences

- Complimented Americans' believe in the special place of America in history
- Denied the distinction between the body and mind, material and spiritual,
- Confirmed what other reformers were saying that health and happiness is accessible to humans
- Had a unified view of knowledge and human nature
- Rationalistic, egalitarian, utilitarian
- Seemed scientific at the time
  - Many used scientific methods of the time; only appear to be pseudo science today
  - For example – Homoeopathy “researchers” used a process of testing called “proving” in which the person took the medicines and recorded every symptom

# Spread of pseudo sciences

- Many attend lectures on these topics
  - Remember, early 1800s – lectures were also entertainment
- Many public figures submitted to Phrenological exams and their results were often published in the *American Phrenological Journal*
  - PT Barnum, the Siamese Twins, Amelia Bloomer, Brigham Young, Andrew Carnegie, Thomas Edison, Henry Ward Beecher
  - Many writers included the concepts in novels, stories
- Many others attended spiritualism séances
  - William Lloyd Garrison, George Ripley, Horace Greeley, Lydia Maria Child, James Fenimore Cooper
- Advocates of mesmerism:
  - Charles Dickens; Harriet Martineau – 1844 – successfully treated for polypous tumors and prolapses uteri
  - Margaret Fuller – spinal curvature and headaches
  - Daniel Webster, Henry Clay, Sam Houston signed petition to get famous lecturer to lecture on it in Washington.
- Hydrophatic spas or a course of water cure:
  - Harriet Beecher Stowe, Henry W. Longfellow, George Eliot, the Dickenses, Tennyson
- Homoeopathically treated
  - Henry W. Longfellow , William Lloyd Garrison, Louisa May Alcott, John D. Rockefeller, Washington Irving

# Syncretic phenomenon

- People picked out the elements of the different pseudo sciences that they liked the best –made new combinations of beliefs
- Grahamites – vegetarianism, phrenology, mesmerism and hydropath
- Amelia Bloomer (women's rights and temperance) followed phrenology and hydropathy
- Robert Owen – labor reformer, utopian – impressed with spiritualism
- Utopian communities LOVED many of these ideas
  - Bronson Alcott – physiognomy (the assessment of a person's character or personality from his or her outer appearance, especially the face) and metempsychosis
  - John Humphrey Noyes – Oneida Community – used phrenological works to formulate his utopian theories



# These beliefs were a part of the 19<sup>th</sup> century reform movements

- Questioned and challenged the assumptions that people had about injustice, disease, social unrest and crime
  - Davis (mesmerism) – against drunkenness, violence, racial and sexual injustice and war
- All supported women's rights movement
- Phrenology – believed that brain could be modified through exercise and will in order to reform just about everything
  - If this is true – humans could fix
    - Health (temperance, anti-tobacco, Bloomerism, water-cure, vegetarianism)
    - prisons, education, treatment of insane, sexuality, religion and politics
- To liberals and conservatives alike
  - phrenology appeared to offer a solution to the problem vexing Jacksonian America
  - how can humans be made to act morally responsible with minimal external authority to monitor their behavior?

**WARNING: Following section  
may not be appropriate for  
middle school or high school  
students**



# Human sexuality could even be reformed!

- 1830 – 1900 – many, many reformist sex and marriage manuals
- Eugenics - scientific breeding
  - would create the cultural ideal of the perfect man and women
- In late 1800s - Devices sold to men to cure 2 problems for contemporary sexual confusion
  - 1. a way to overcome Victorian fears that masturbation caused irreversible physical decline
  - 2. A way to believe, in the face of women's increasing sexual demands, that the male body remained sexually superior

# Sexuality and the Pseudo-Sciences

- 1862 – “truths of the age . . . in their chronological order”
  - “Reformed Medical Practice, Phrenology, Magnetism, Woman’s rights, and Spiritualism.”
  - Eugenics should be added to her list
- Reformers believed that there were “laws” of personal and racial improvement
  - formulas to perfect the body and spirit
- Victorian reformers lamented the perceived physical decline of their contemporaries when compared to the supposed superior condition of their ancestors
  - this decline was thought to be a sign of moral decay
- To halt the racial decline and upgrade the population - -
  - the selection of the best qualified parents who would breed using prescribed “laws”
- In some ways – this was a liberating force
  - helped to demystify the sexual processes and enabled women to demand at least some control of their sexuality

# Sexuality and the Pseudo-Sciences

- A.J. Ingersoll – operated a marriage and sex “cure” in Corning New York
- His basic assumptions
  - 1. female diseases were caused by a woman’s repressed sexual desires
  - 2. these problems could be cured by a faith in Jesus and by a woman’s cheerful submission to their husbands
    - And they would be “born again sexually” and their husbands would become more loving and devoted because they would want less sex but the sex they had would be much better – and produced better children
  - 3. Children born of infrequent but ardent sex would be superior
- John Humphrey Noyes –The Oneida Perfectionist Utopia
  - “Male Continence” – pamphlet –
  - Described “scientific procreation”
  - Others adapted his views in different forms

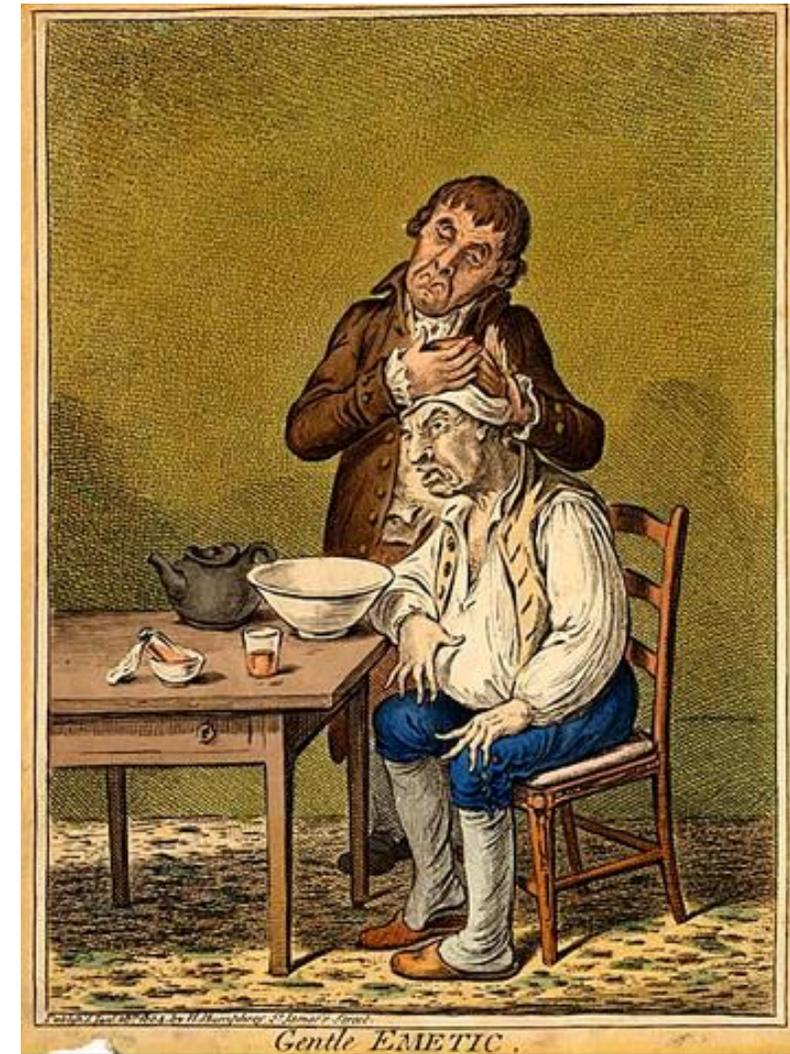
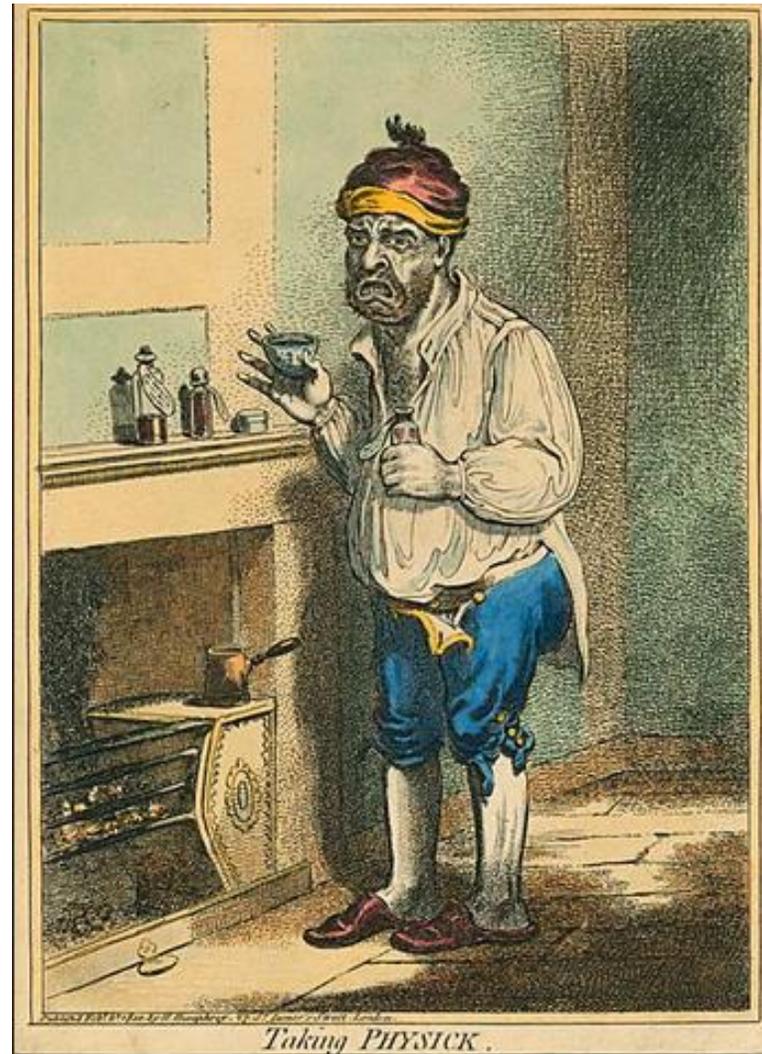
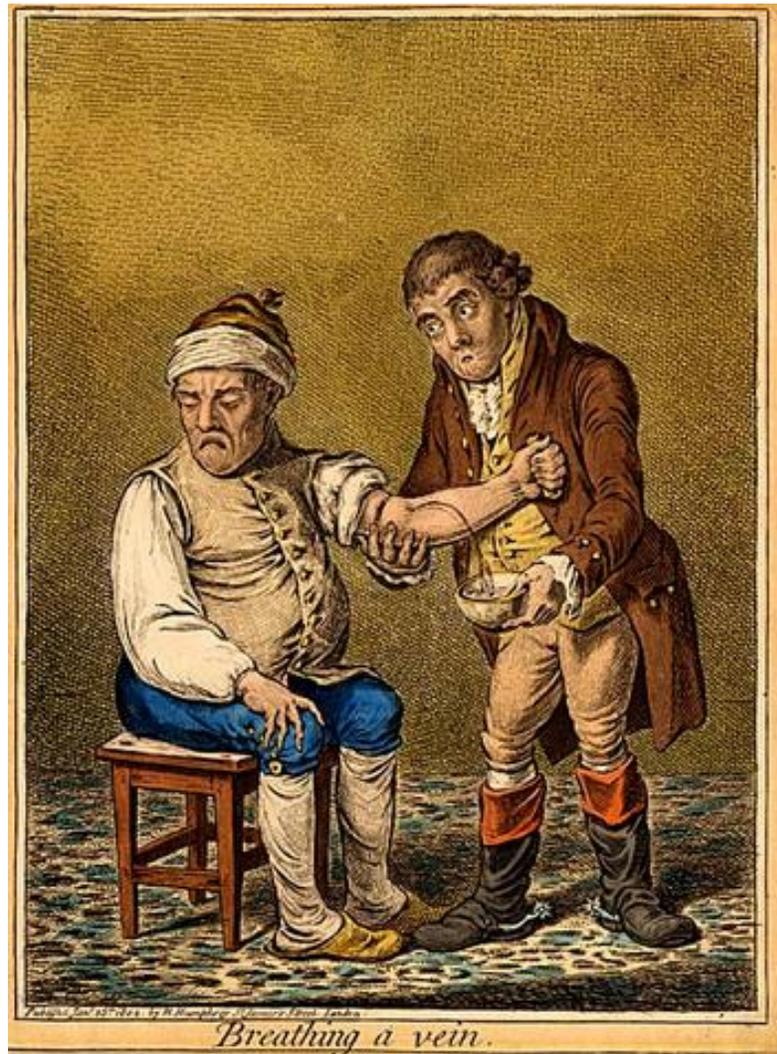
# Sexuality and the Pseudo-Sciences

- Fowler brothers – phrenologists
  - Most prolific preachers of eugenic sexual reform from 1830s- 1860s
  - Thousands of pages of books, pamphlets and magazine articles
- Lorenzo Niles Fowler
  - *The Principals of Phrenology and Physiology, Applied to Man's Moral Nature*
  - best seller – *Marriage: Its History and Ceremonies* - <https://archive.org/details/60510580R.nlm.nih.gov>
  - Expressed a main eugenic principle – the mental condition of the parents, especially the mother, is transferred during pregnancy to the child
- Orson Squire Fowler – *Love and Parentage* – he called it a “missionary volume from God”
  - <https://archive.org/details/loveandparentag01fowlgoog>
  - Said that by repairing the damage to the humans through eugenic planning could bring on the Christian millennium
  - Responsible parents should bottle up their sexual passions even during marriage to have big volcanic baby-begetting sex – that will improve the offspring
  - When a woman wanted sex – it meant that she was ready to be pregnant

# Decline

- Most of these pseudo-sciences did not last past early 1900s (except homoeopathy)
- Aggressive salesman (many just for the money) and entertainment lectures tarnished the scientific and healing “truths”
- People began to realize that maybe the therapies didn’t work
- The public in the 19<sup>th</sup> century was very skeptical of medical doctors (rightly so)
  - but as medicine modernized – more trusted it
- The reforming nature of Americans changed
  - Civil War shocked them out of their old reform system in which individual moral regeneration was possible
- The new economic, urban, and political problems could only be solved legislatively or institutionally
  - not just by having individuals reform

# The problem with medical doctors



# Heroic medicine

- aggressive medical practices or methods of treatment used until the mid-nineteenth century
- educated professional physicians aggressively used
  - bloodletting – venesection
  - intestinal purging - laxatives, enemas
  - Vomiting – emetic (often used tartar emetic)
  - profuse sweating (diaphoretics)
  - Blistering
- Tartar emetic was used in the late 19th and early 20th century in patent medicine as remedy for alcohol intoxication
  - first ruled ineffective in the United States in 1941, in *United States v. 11 1/4 Dozen Packages of Articles Labeled in Part Mrs. Moffat's Shoo-Fly Powders for Drunkenness*.
  - This case was one of the first actions taken by the United States Food and Drug Administration.

# Benjamin Rush (1746 - 1813)

- Founding Father from Pennsylvania
  - physician, writer, educator, humanitarian
- America's leading proponent of heroic medicine
- In his report on the Philadelphia Yellow Fever Epidemic of 1793, Rush wrote:
  - "I have found bleeding to be useful, not only in cases where the pulse was full and quick, but where it was slow and tense. I have bled twice in many, and in one acute case four times, with the happiest effect. I consider intrepidity in the use of the lancet, at present, to be necessary, as it is in the use of **mercury** (*also called calomel*) and jalap, in this insidious and ferocious disease.
  - Rush did acknowledge the failure of two treatments for yellow fever - sweats in vinegar-wrapped blankets accompanied by mercury rubs, and cold baths.

# Dr. Rush – advisor to Lewis and Clark

- Dr. Rush was friend of Thomas Jefferson
- Lewis purchased the medical supplies needed for the expedition using Rush's recommendations
  - Herbal Cathartics:
    - medicines which act on the intestines to stimulate the bowels, these were also called purgatives. Medicines in this category included **Dr. Rush's Bilious Pills**, Calomel, jalap, rhubarb, and Galuber's Salts.
  - Emetics:
    - medicines which produce vomiting. In this category Lewis purchased ipecacuan, and antimony-potassium.
  - Topical analgesics:
    - Medicines used on the skin to ease pain. Drugs like gum camphor, tragacanth, and calamine ointment were used. Ingredients for eyewash were also taken, and would be especially helpful in treating the natives of the Columbia River Valley.
  - Pain relievers:
    - Medicines used to reduce pain or "nervous excitement". Lewis packed one half pound of Turkish opium, in addition to laudanum (an alcoholic tincture with about 10% opium content), and 30 gallons of medicinal wine (in addition to the whiskey taken for the men).
  - Fever Reducers:
    - Medicines to combat ague (intermittent fever and chills, probably malaria). Lewis took Peruvian bark, which contained quinine.

Making money

**THE GREAT  
MEDICINE  
SHOW**

**MARCH 24<sup>TH</sup>  
&  
25<sup>TH</sup>**

**AN UNRIVALED ARRAY OF  
BRIGHT AND CATCHY  
ENTERTAINMENT**

**MARCH 24<sup>TH</sup>  
&  
25<sup>TH</sup>**

**ONE CONTINUOUS ROUND OF PLEASURE**

**AT THE MEDICINE PARK WAGON CAMP**

**BUFFALO  
ELIXIR**

**CLEVER COMICS · MUSIC  
DISCOVER YOUR FUTURE WITH  
MADAM SEESALL  
MARVELOUS ENTERTAINMENT  
ALL TO DELIGHT YOU**

**BUFFALO  
OIL  
BALM  
BATH**

The poster is a vibrant, vintage-style advertisement for a medicine show. It features a central illustration of a bison in a dynamic, running pose, set against a dark blue background with a red border. The text is arranged in a structured, eye-catching layout, with the main title at the top and dates in circular frames on either side. The bottom section highlights the entertainment and products offered, including 'Madam Seesall' and 'Buffalo' brand items. The overall aesthetic is reminiscent of early 20th-century promotional art.

# What helped patent-medicine sales?

- Advertising!!!
  - Spread of newspapers
    - Between Jefferson and Lincoln – 200 newspapers increased to 4,000
  - rural weeklies in small towns across the west
    - 1800 – 20 daily papers
    - By 1860 – 400 daily papers
- Cheaper paper, larger presses using steam power
- More people could read
- In 1840s – Congress enacted lower postal rates
  - Newspapers could be sent free within the county of publication
  - More subscriptions – more ads
  - AND could mail more brochures, simulated newspapers, and “direct mail” promotion

- The laissez-faire spirit in medicine in the age of Jackson – democratic age
- Federal gov. helped out – 1793 – the patent law could apply to “medicines”
  - Very lax – applicant did not have to show the novelty or the utility of his product
  - 75 patents granted for various medicines until new, tougher law passed in 1836
- Sometimes the unique container was what was actually patented
  - Secured copyrights on the label OR the promotional literature wrapped around the product, OR the display posters
  - A copyright, under a federal law of 1831 – lasted for 28 years and could be renewed for 14 more
  - Also – could get trade-marks
    - Not a part of federal law yet – but could be defended in court under common law

# Promoting a product was much more difficult than actually producing the product

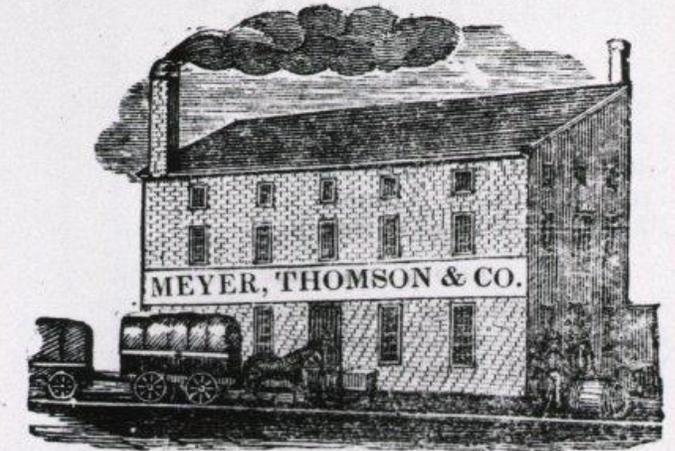
- Large-scale patent medicine maker in early 1800s blazed the mass marketing trail
- Patent-medicine sellers were:
  - 1<sup>st</sup> American manufacturer to seek out a national market
  - 1<sup>st</sup> to help merchants who retailed his products
  - 1<sup>st</sup> to test psychological lures to get people to buy
  - 1<sup>st</sup> to use vivid advertising

# Samuel Thomson - the steam doctor

- b. 1769 – d. 1843
- hated “heroism” of bloodletting and massive mineral doses
  - In reality - his own torrid baths and vigorous botanicals weren’t much better
- Thomson’s ideas not complex or new
  - Disease was caused by cold – heat was the remedy
  - Like the Greeks – bodies are made of earth, air, fire and water
  - imbalances diminished “the power of heat” and brought illness
  - had to “restore heat to its natural state”
- At 1<sup>st</sup> – Thomson thought one plant could cure everything
  - really liked *lobelia inflata*– caused vomiting
- *Lobelia inflata* has a long use as an entheogenic (a psychoactive substance used in a religious, shamanic, or spiritual context) and emetic (vomit) substance.
- widely used in the New England even before the time of Samuel Thomson, who was credited as discovering it.
- Indian Tobacco, also known as "pukeweed", is still used today



- Patented a system – the democratic approach to health
  - Every person could do their own treatment
- Thomson sold, or had agents sell, family rights to use his system
  - For \$20 – the family could buy a book of directions and the privilege of preparing and using the remedies describes
  - Thomason tried to maintain a monopoly of the sale of the basic botanical ingredients
  - Purchasers in an area belonged to a Friendly Botanic Society
  - could share experience and counsel
  - but no member was to give away the secrets to non-members
- Full text of his works –
  - [https://archive.org/stream/cihm\\_01684#page/n5/mode/2up](https://archive.org/stream/cihm_01684#page/n5/mode/2up)



**WHOLESALE & RETAIL  
THOMSONIAN  
BOTANIC MEDICINE STORE.**

The subscribers have the largest and most valuable collection of

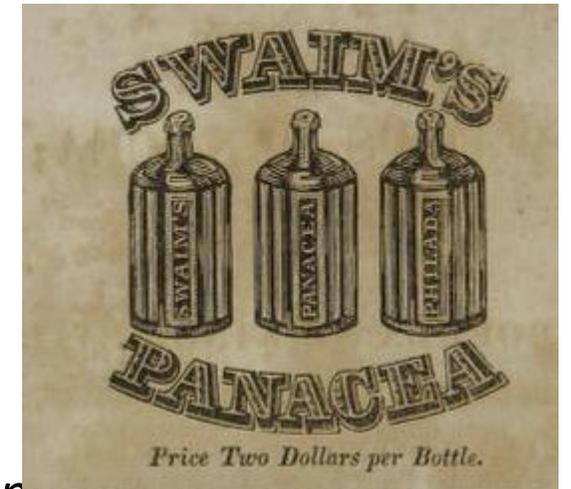
**BOTANIC MEDICINES**

in the United States, comprising all the compounds and crude articles recommended by Dr. Samuel Thomson, part of which is as follows:

African Cayenne	Lobelia,—do. Seed
Balmomy	Nerve Ointment
Barberry	Nerve Powder
Butter Nut Syrup	Pond Lily
Cancer Plaster	Poplar Bark, coarse and fine
Clivers	Prickly Ash
Composition	Raspberry Leaves
Conserve of Hollyhock	Slippery Elm
Cough Powder	Woman's Friend or Females'
Ginger	Bitters
Golden Seal	Unicorn Root
Gum Myrrh	Wake Robin, &c. &c. &c.

# William Swaim - Swaim's Panacea

- starting in 1822
- Perfected the technique of advertising literature
  - published series of small books about his wonderful product
  - *A Collection of Cases Illustrating the Restorative and Sanative Properties of Swaim's Panacea*
  - backs up his claims with lengthy tributes from doctors from the United States and beyond
  - full text- <https://archive.org/details/101136239.nlm.nih.gov>
- Describes patients who have been cured
  - Many are miraculous —
  - Nancy Linton (on the cover)
    - Linton “was attacked with scrofulous swellings of the glands of the neck” at 12
    - condition worsened to the point of permanent debility even after the application of Swaim’s medicine.
    - He mourns the fact that the dose was not more timely “when she might have been restored a useful member to society, and a prop to her aged and destitute mother.”



One of the most extraordinary Cures ever  
recorded in the Annals of Medicine.



NANCY LINTOX.

The representation, and her actual appearance after  
having been Cured by the use of Swaim's Emacea.

A TREATISE  
ON  
**SWAIM'S PANACEA;**  
BEING  
A RECENT DISCOVERY  
FOR THE CURE OF  
**SCROFULA OR KING'S EVIL,  
MERCURIAL AND LIVER DISEASES,  
DEEP-SEATED SYPHILIS, RHEUMATISM,  
AND  
ALL DISORDERS**  
*Arising from a contaminated and impure state of the  
Blood.*

WITH CASES ILLUSTRATING ITS SUCCESS.



*Hercules destroying the Hydra.*

PHILADELPHIA:  
1828.

full text-  
<https://archive.org/details/101136239.nlm.nih.gov>

# What was in it Swaim's Panacea?

- 1. syrup of sarsaparilla (root)
  - believed by regular doctors to have great healing properties – especially syphilis, scrofula, ailments of the skin
  - Today - Sarsaparilla has been used for treating syphilis, leprosy, psoriasis, and other ailments.
- 2. oil of wintergreen – tasted good
- 3. unspecified 3<sup>rd</sup> ingredient – ‘air of mystery and concealment’
  - later found out to be corrosive sublimate – a rigorous medical form of mercury

# Benjamin Brandreth - Brandreth's Pills

- b. 1809–d. 1880
- a pioneer in building brand awareness to create a mass market for his product
- created and published a wide variety of advertising material for his pills, including a 224-page book entitled:
  - *The Doctrine of Purgation, Curiosities from Ancient and Modern Literature, from Hippocrates and Other Medical Writers.*
  - Full text - <https://archive.org/details/doctrineofpurgat00bran>
- became one of the best selling patent medicines
- A congressional committee in 1849 reported that Brandreth was the nation's largest proprietary advertiser
  - Between 1862 and 1863 Brandreth's average annual gross income surpassed \$600,000..."
- Brandreth pills were so well known they received mention in Herman Melville's classic *Moby-Dick*.

# Brandreth Pill Factory

- Ossining, New York
- National Register of Historic Places in 1980



Women working in packing room  
at Brandreth Pill Factory, Ossining,  
NY, USA c. 1900

# Lydia E. Pinkham's Vegetable Compound

- Lydia Estes Pinkham (1819 –1883) marketed a herbal-alcoholic "women's tonic" meant to relieve menstrual and menopausal pains.
- Mass marketed from 1876 on
  - skill was in marketing her product directly to women
  - Her own face was on the label
  - Company used testimonials from grateful women.
- Women urged to write to Mrs. Pinkham
  - They did, and they received answers., even after Mrs. Pinkham's death
  - These staff-written answers combined talk about women's medical issues, advice, and, recommendations for the company product

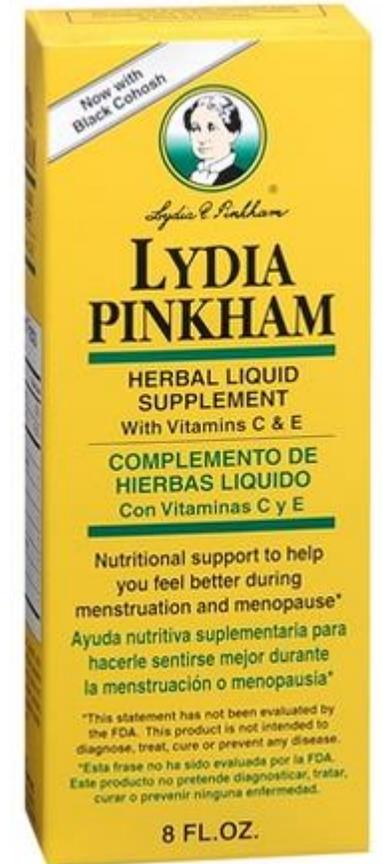


The original formula for Lydia Pinkham's Vegetable Compound was:

- Unicorn root (*Aletris farinosa* L.)
- Life root (*Senecio aureus* L.)
- Black cohosh (*Cimicifuga racemosa* (L.) Nutt.)
- Pleurisy root (*Asclepias tuberosa*)
- Fenugreek seed (*Trigonella foenum-graecum* L.)
- **Alcohol (18%)**

• As of 2004, Numark Laboratories of Edison, New Jersey markets a similar product named "Lydia Pinkham Herbal Compound". The product is carried by the Walgreens, CVS and Rite Aid drugstore chains. Ingredients listed in this product are:

- Motherwort (*Leonorus cardiaca*)
- Gentian (*Gentiana lutea*)
- Jamaican dogwood (*Piscidia erthrina*)
- Pleurisy root (*Asclepias tuberosa*)
- Licorice (*Glycyrrhiza glabra*)
- Dandelion (*Taraxacum officinale*).



# The Ballad of Lydia Pinkham

<http://sniff.numachi.com/~rickheit/dtrad/pages/tiLYDIAPNK;ttLYDIAPNK.html>

- Let us sing (let us sing) of Lydia Pinkham
- The benefactress of the human race.
- She invented a vegetable compound,
- And now all papers print her face,
- 
- O, Mrs Brown could do no housework,
- O, Mrs Brown could do no housework,
- She took three bottles of Lydia's compound,
- And now there's nothing she will shirk (she will shirk),
- 
- Mrs Jones she had no children,
- And she loved them very dear.
- So she took three bottles of Pinkham's
- Now she has twins every year.
- Lottie Smyth ne'er had a lover,
- Blotchy pimples caused her plight;
- But she took nine bottles of Pinkham's—
- Sweethearts swarm about her each night.
- 
- Oh Mrs Murphy (Oh Mrs Murphy)
- Was perturbed because she couldn't seem to pee
- Till she took some of Lydia's compound
- And now they run a pipeline to the sea!
- 
- And Peter Whelan (Peter Whelan)
- He was sad because he only had one nut
- Till he took some of Lydia's compound
- And now they grow in clusters 'round his butt.

# 1901 - Title: Treatise on the Diseases of Women

- Author: Lydia E. Pinkham
- Full Text:
  - <http://www.gutenberg.org/files/29612/29612-h/29612-h.htm>

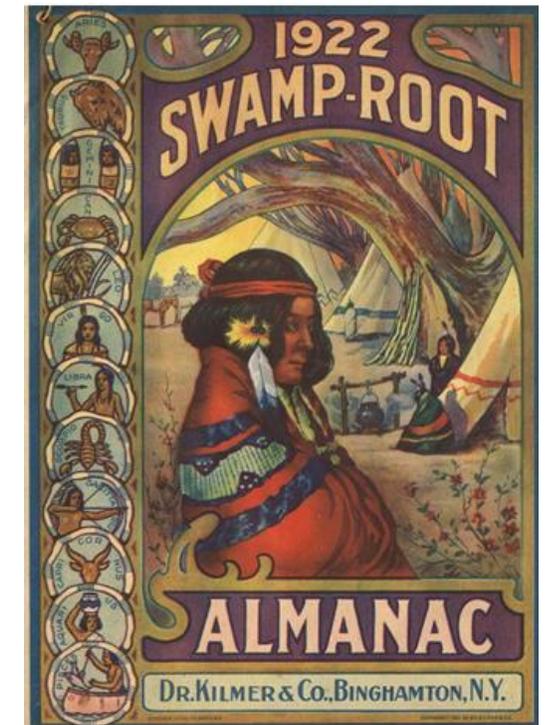
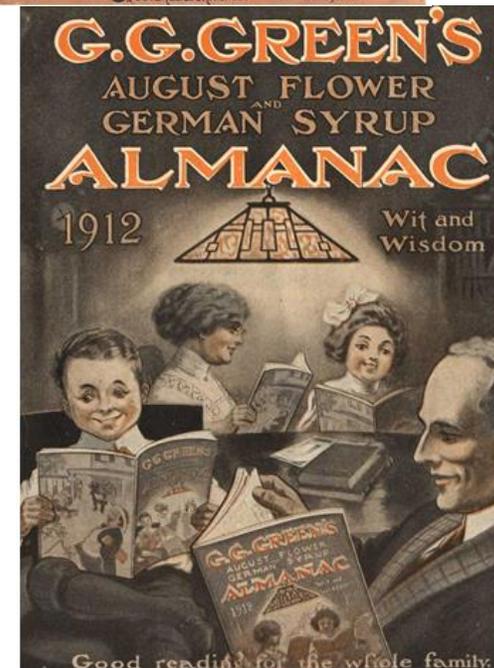
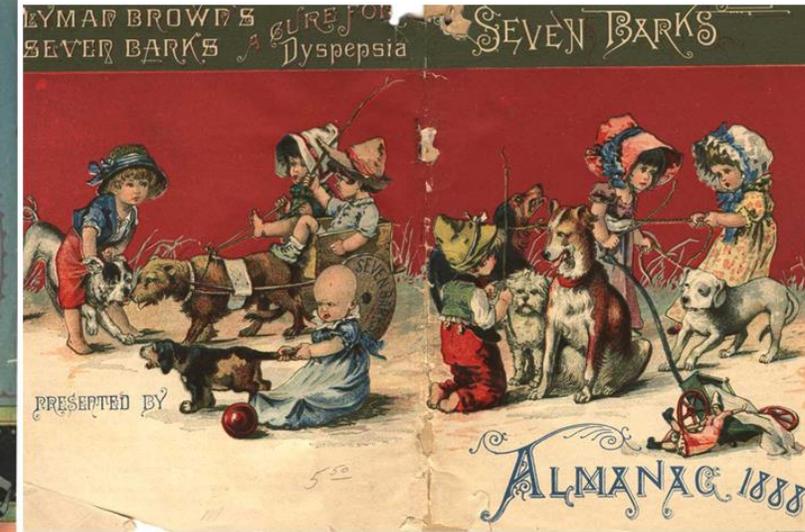
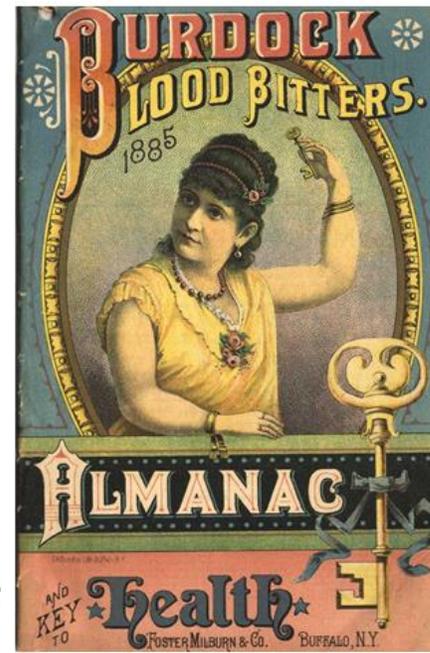
## Table of Contents

Chapter I.	A WOMAN BEST UNDERSTANDS A WOMAN.
Chapter II.	WHAT SHALL THE FUTURE GENERATION BE?
Chapter III.	REPRODUCTION.
Chapter IV.	THE REMEDY THAT CURES.
Chapter V.	THE FEMALE PELVIS AND ITS CONTENTS.
Chapter VI.	MENSTRUATION.
Chapter VII.	DISORDERS OF MENSTRUATION.
Chapter VIII.	DISEASES OF THE UTERUS AND OVARIES.
Chapter IX.	DISEASES OF UTERUS AND OVARIES (Continued).
Chapter X.	PREGNANCY, ITS SYMPTOMS, DISEASES, ETC.
Chapter XI.	PROBLEMS IN NURSING.
Chapter XII.	TO PREVENT CONVULSIONS AT CHILDBIRTH.
Chapter XIII.	DYSPEPSIA, CONSTIPATION, GENERAL DEBILITY, SLEEPLESSNESS.
	Foreign Languages
	Testimonials

# Patent Medicine Almanac

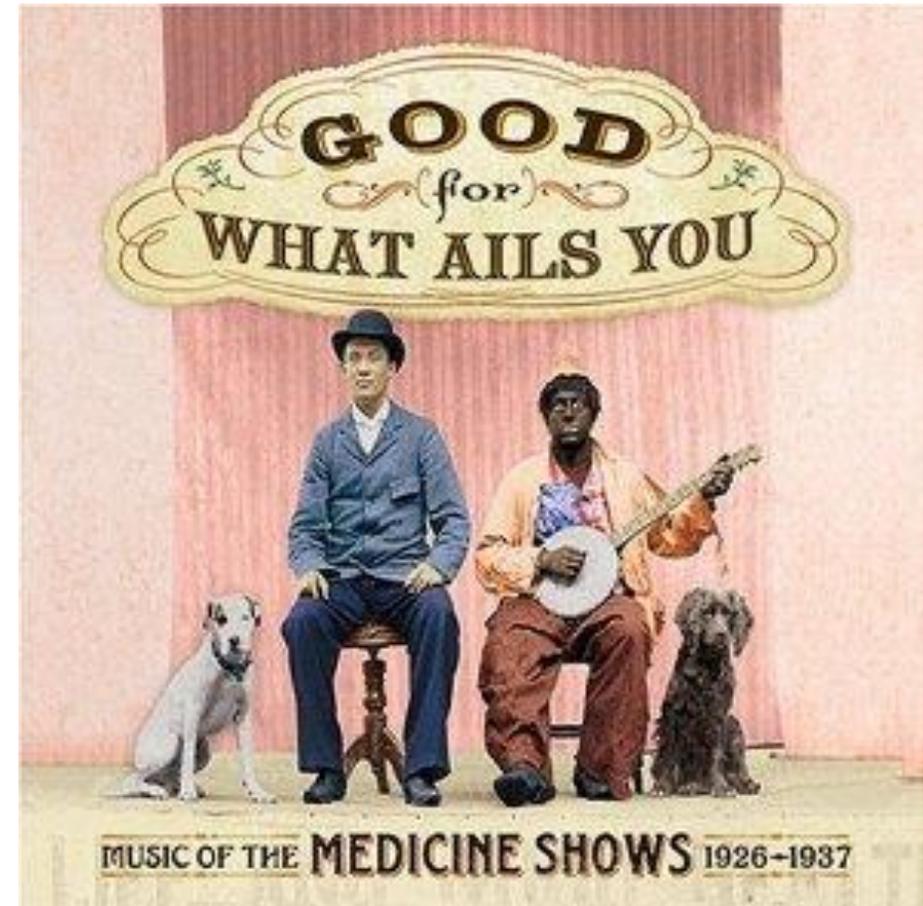
- 1843, C.C. Bristol of Buffalo, N.Y., introduced their own almanac to advertise Extract of Sarsaparilla
- By late 1800s – many patent medicine companies published almanacs
  - at least one patent medicine almanac was printed for every two Americans.
  - included the main elements of the traditional almanac BUT the primary purpose was to sell patent medicines
  - covers featured attractive subjects such as idealized rural scenes, rosy-cheeked children, pretty young women or suggested the natural medical practices of the Indians.

- <http://www.nlm.nih.gov/hmd/almanac/heyday.html>



# Medicine shows

- traveling horse and wagon teams which peddled "miracle cure" medications and other products between various entertainment acts
- common in the 19th century United States, especially in the Old West era
  - continued up to World War II
- Entertainment often included a freak show, a flea circus, musical acts, magic tricks, jokes, or storytelling



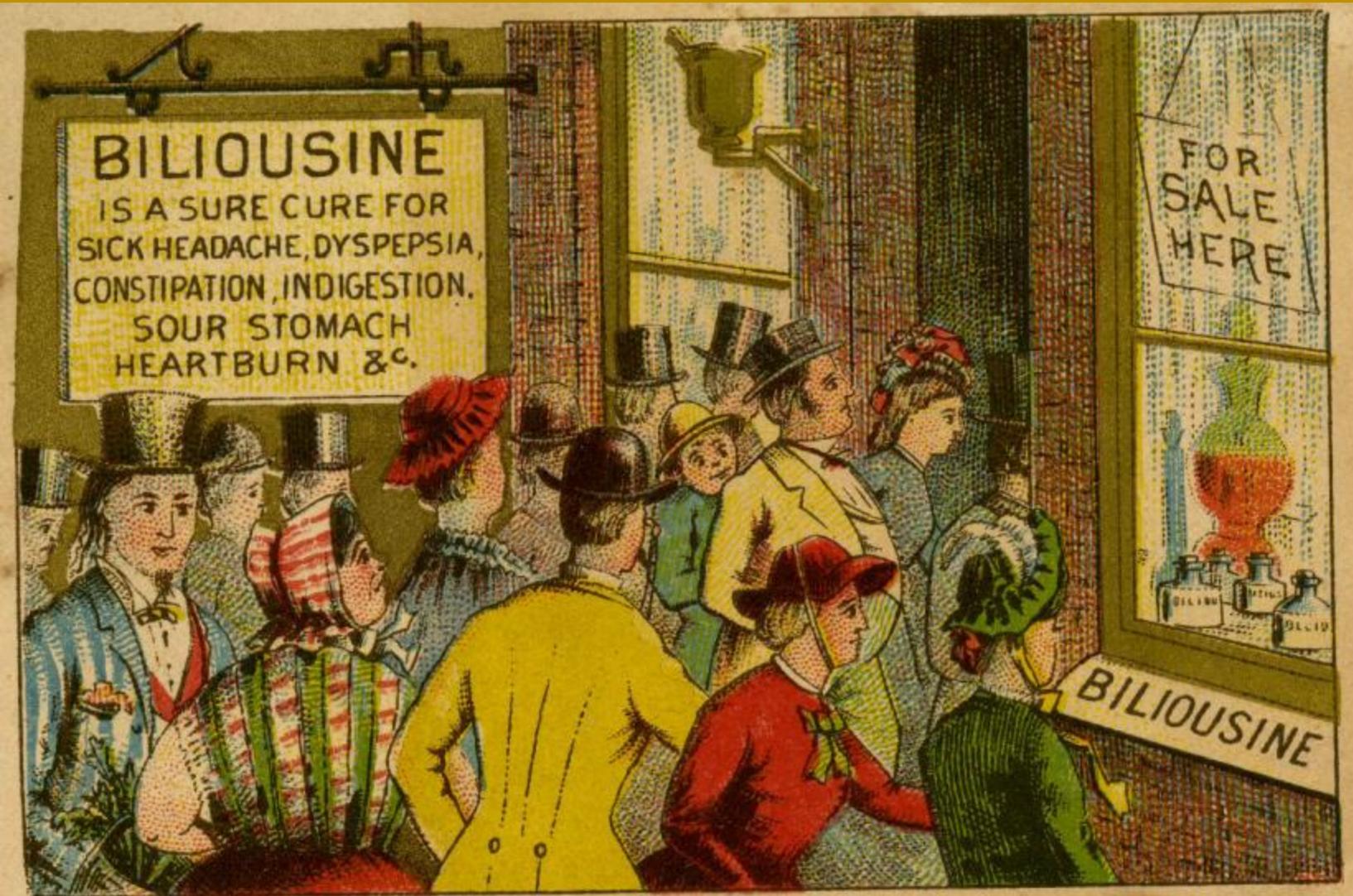
Good For What Ails You: Music of the Medicine Shows 1926-1937 (Digipak with 72-page booklet)  
Pink Anderson | Format: Audio CD

# Too profitable to stop

- A tax was placed on patent medicines during the Civil War to raise funds for the war effort.
- In 1859, yearly sales of nostrums topped \$3.5 million
- by 1904 yearly sales - - - - - \$74.5 million

# New Problems – New Quackery

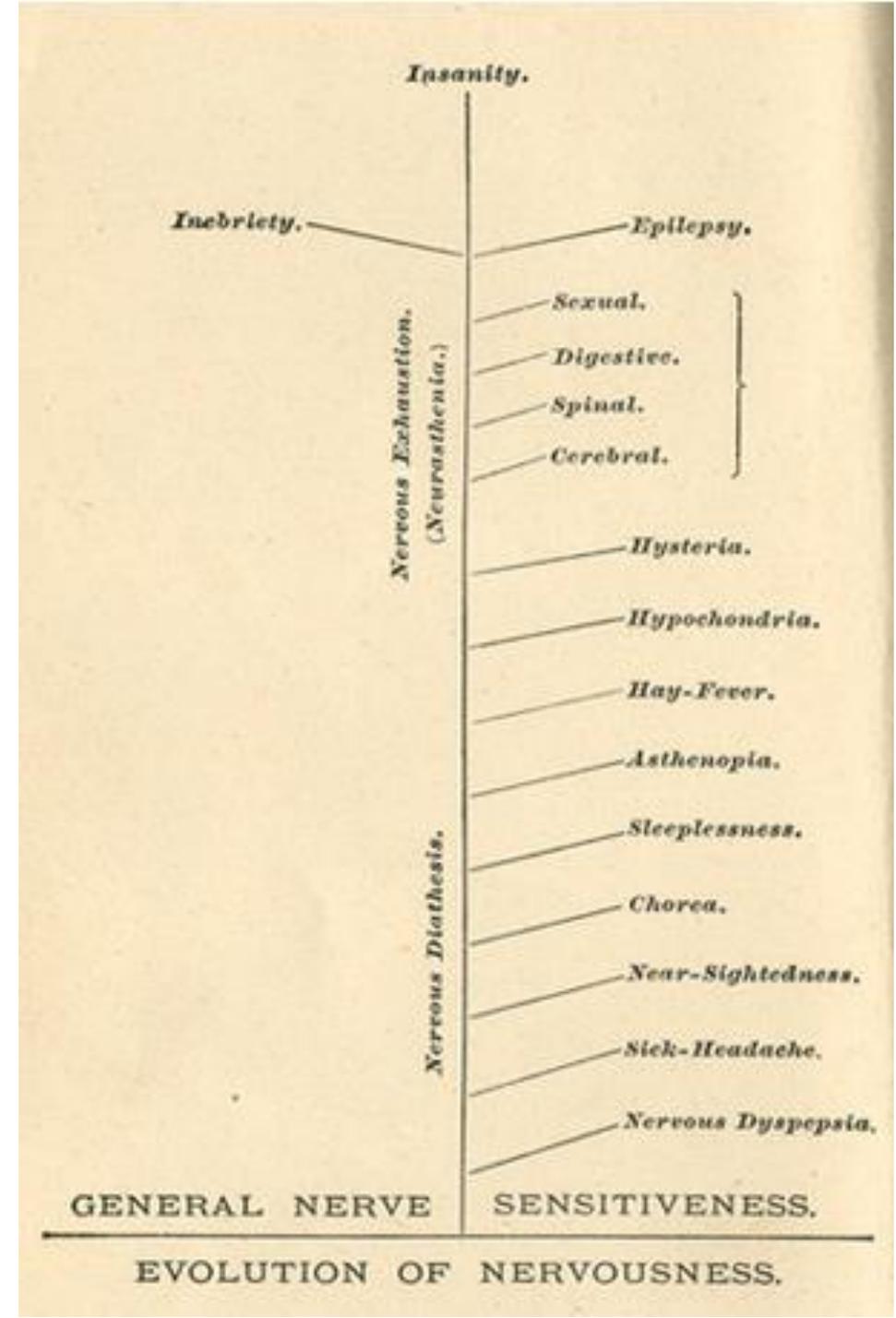
Late 1800s, early  
1900s



# Neurasthenia - nervous exhaustion

- first described in 1881 by George Miller Beard, M.D
- based his ideas on a theory of “nervous energy”
- The body’s energy was finite
  - everyone has a certain amount of energy at birth and it is used over the lifetime
- If this energy was depleted or abused, the person fell into nervous exhaustion and its debilitating conditions
- migraines, poor digestion, fatigue, depression, and even complete mental collapse in alarming numbers
- Beard’s best known books were
  - American Nervousness, With Its Causes and Consequences (1880)
    - <http://www.nlm.nih.gov/theliteratureofprescription/education/educationAssets/digitalDocsPDFs/American-Nervousness-ALL.pdf>
  - Practical Treatise on Nervous Exhaustion (1884)
    - <https://archive.org/details/apracticaltreat03beargoog>

- Caused by the hectic, fast-paced life in American cities
- exhausted modern city dweller was more likely to get “wasting” diseases such as consumption, fatigue, nervousness, impotence, heart problems
- Beard believed that the nation’s leaders in business, government, and the arts were made ill by the stress and strain of modern life
  - Became a badge of social status
- The only cure
  - withdrawal from the pressures of urban life, rest, and a simpler, healthy lifestyle.
  - diagnosis and treatment for neurasthenia were distinctly American
    - but soon became part of standard medicine in Great Britain, France, Germany, the Netherlands
    - Became a badge of social status



# Who got Neurasthenia? What was the cure?

- the more sensitive and cultured a person was, the more at risk he or she was for nervous exhaustion.
  - ‘Brain work’ was especially draining
- women were considered constitutionally weaker than men
  - their reproductive systems placed special strains on their bodies; constantly at risk of collapse
  - Treatment:
    - complete bed rest for six to eight weeks in dim rooms, sometimes without books or substantive conversations, and with only soothing activities
    - time alone, without interruption by children, other family members, or friends
    - rest, live quietly, read uplifting literature (and avoid depressing reading), and take light exercise such as walking
    - By the early 1900s, women were also prescribed vigorous exercise in natural areas
- Men in business and government, who did mainly ‘brain work,’ were at great risk
  - Physicians prescribed for men vigorous, even strenuous exercise in natural areas
    - Work on cattle ranches, ride through the plains, hike in the Alps
    - Rugged camps, such as the Muldoon Hygienic Institute in western Pennsylvania, were created
    - Men in weaker health prescribed the rest cure – complete retreat and rest
    - Teddy Roosevelt and western artists Frederick Remington, Charles Russell, and Thomas Moran were all sent west to recover from neurasthenia
    - Owen Wister, went to Wyoming in search of a cure to his neurasthenia and wrote *The Virginian* in 1902

# “The Yellow Wallpaper” (1892) by Charlotte Perkins Gilman

- S. Weir Mitchell, M.D. (1829-1914) developed the rest cure for women in the 1880s
  - VERY RESPECTED during his life
- Charlotte Perkins Gilman wrote a semi-autobiographical short story “The Yellow Wallpaper” (1892) by Charlotte Perkins Gilman
  - Gilman condemned the rest cure and by extension the harmful treatment of women by physicians, most of whom were men at the time. The woman in Gilman’s story is prescribed a strict rest cure, during which she gradually becomes insane
- His treatment was also used on Virginia Woolf
  - She wrote satire of it: "you invoke proportion; order rest in bed; rest in solitude; silence and rest; rest without friends, without books, without messages; six months rest; until a man who went in weighing seven stone six comes out weighing twelve"

# Neurasthenia tonics and elixirs

- As neurasthenia began to spread to the lower classes who could not afford the rest cures
  - pharmacists and patent medicine manufacturers created and began to sell dozens of tonics and elixirs for nervous exhaustion and nervous anxiety.
  - For example - Moxie soda, a carbonated drink today, began as a nerve tonic in the 1880s.
    - Moxie originated as "Moxie Nerve Food" and "Beverage Moxie Nerve Food" in 1876

# From Neurasthenia to the American Vacation

- The rest cure and exercise treatments for neurasthenia changed the way Americans thought about leisure and travel
- From the 1880s onward, more and more people travelled to mountains, forests, lakes, and the seashore to spend leisure time in hotels, boarding houses, or even camping
- Mountain lodges such as those at White Sulphur Springs, West Virginia, or seaside hotels such as Hotel Hygeia near Norfolk, Virginia, or those at Atlantic City or Cape May, New Jersey, welcomed trainloads of middle class Americans who came to restore their nerves and keep up their health.
- <http://exhibits.hsl.virginia.edu/nerves/>

# Neurasthenia – Can I get it in 2014?

- Neurasthenia is no longer an official diagnostic category in Western medicine
  - modern physicians recognize different conditions, such as clinical depression, fibromyalgia, post-traumatic stress disorder, postpartum depression, and perhaps chronic fatigue syndrome and mononucleosis

Patent Medicine enters  
the modern age:  
machines, electricity  
and radium

ALL IN SEARCH OF HEALTH.  
Should Wear

**HARNESS**  
FOR WEAK MEN

**ELECTROPATHIC BELTS**  
FOR DELICATE WOMEN

Scientifically Constructed

FOR NEW LIFE AND VIGOR

CURES DEBILITY

CURES HYSTERIA

PAMPHLETS AND CONSULTATIONS FREE AT THE

**ELECTROPATHIC & ZANDER INSTITUTE**  
52, OXFORD ST. LONDON W.

M. C. B. HARNESS, PRESIDENT

**WEAKNESS OVERCOME**

**HARNESS ELECTROPATHIC BELT**

HEALTH RESTORED WITHOUT PHYSIC  
EVERY MAN AND WOMAN SUFFERING FROM  
Nervousness, Debility, Emaciation, Exhaustion, Sciatica,  
Lameness, Tapped Liver, Organic Weakness, and Kindred Affections.  
Should call or write at once for particulars. Home only Address—

**THE MEDICAL BATTERY CO. LTD.**

**52. OXFORD ST. LONDON W.**

**A BOON TO SUFFERERS**

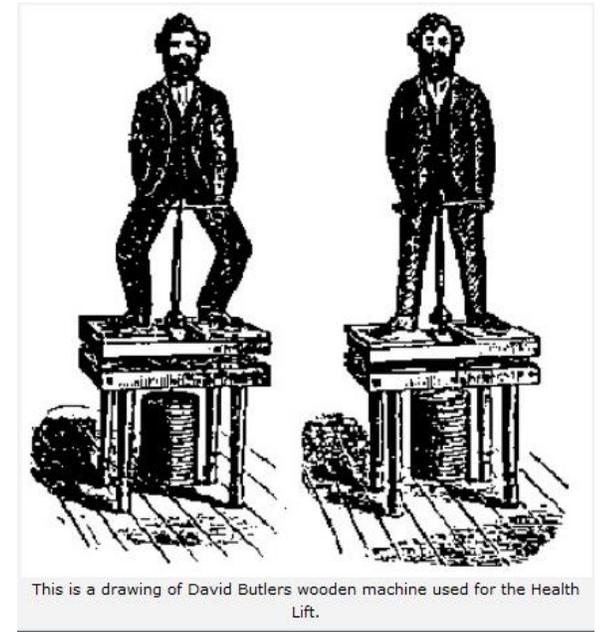


# 3 categories of health “machines”

- 1. Muscle-building machines
  - Sold in late 1800s to today
  - Example: The Health Lift
- 2. Electric invigorators
  - belts, vibration devices, electric oxygenators, magnetic collars
  - sold from 1870 – 1930
  - Example: I-ON-A-CO belt
- 3. Radioactive elixirs
  - sold between 1910 and 1930s
  - Example: Radithor drink
- All 3 promised to “energize” the body (electric devices)
  - by “unblocking” energy trapped in the body’s system (health machines);
  - “transfer” energy from an external source to the body,
  - or “create” new energy within the body itself.

# Muscle-building machines

- 1871 – Henry Ward Beecher wrote a letter the editor (to advertise) a recent cure he had found for nervous exhaustion – the Health Lift Machines
- Beecher was a famous preacher – the “great popular phenomena of the era”
  - Praised for his athleticism – exemplified “Muscular Christianity”
  - Muscular Christianity is a Christian commitment to piety and physical health, basing itself on the New Testament, which sanctions the concepts of character (Philippians 3:14) and well-being (1Corinthians 6:19–20)
- Beecher often used as a model of education, religion, morality



This is a drawing of David Butlers wooden machine used for the Health Lift.

**Disease and Weakness Supplanted by Health and Strength!**  
**Mann's Reactionary Lifter.**

The adjustment of this Apparatus for lifting is so simple that a child can readily understand and manage it, and so easy as to require neither time nor effort. Its range of weight is from 20 pounds to 1200 pounds.

**THE HEALTH-LIFT.**  
A THOROUGH GYMNASTIC SYSTEM IN TEN MINUTES ONCE A DAY.

Lifting, as found in the System of the Health-Lift Company, and as practiced on the Reactionary Lifter, is a harmonious and an all-inclusive exercise of the whole body. Every muscle is brought into use, and each in proportion to its relative strength. No distributed is this that there is no danger of injurious strains or ruptures.

This Exercise affords positive and permanent relief in cases of Dyspepsia and Indigestion, Neurular and Nervous Debility, Neuralgia, Rheumatism, Imperfect and Debilitated Circulation of the Blood, Torpor of the Liver, Bowels, Etc.

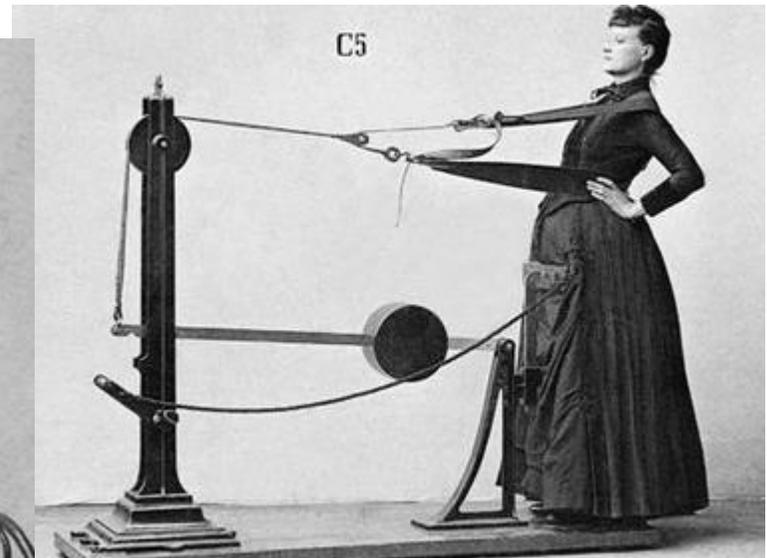
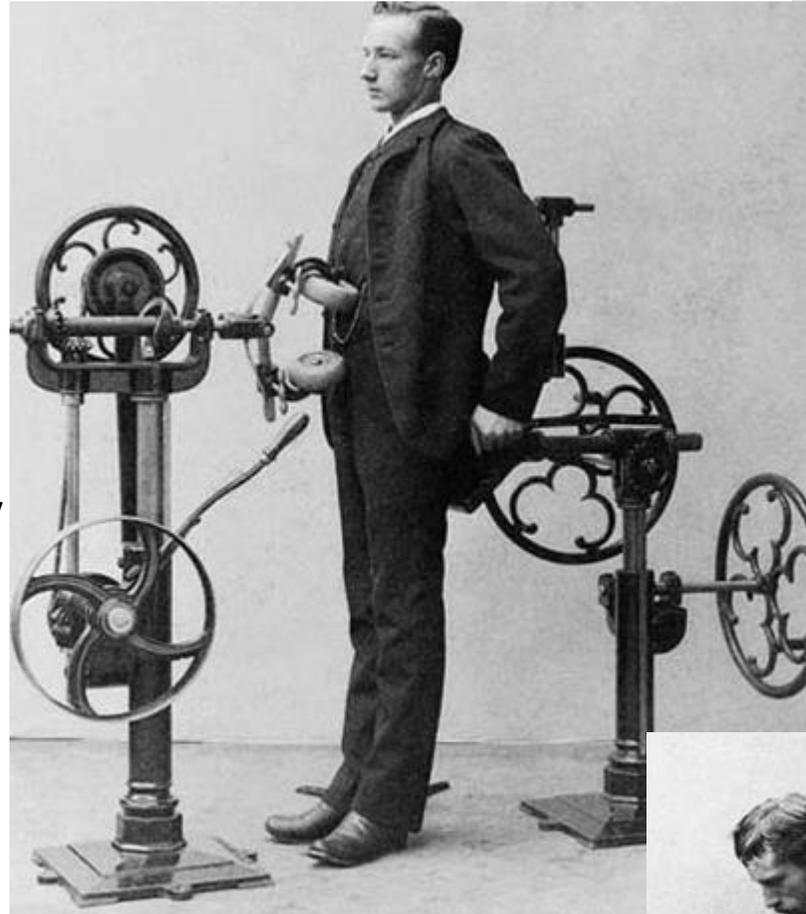
Its Action upon the Muscles of the Throat and Chest, renders it invaluable to Singers and Public Speakers.

**Central Agency, Exercise and Salesroom,  
178 BROADWAY,  
NEW YORK.**  
(Bet. Maiden Lane and John Street, -first floor.)

REFERENCES BY SPECIAL PERMISSION:  
Hon. James Fowler, "Equestrian" Building, 100 Nassau Street, N.Y.  
Hon. John C. Carter, Esq., No. 9 Nassau Street  
Hon. Luther K. Marsh, No. 120 Broadway.  
Hon. H. Loring, Esq., President Bank of the Republic, corner Broadway and Wall Street  
J. R. Ames, Esq., President Canton Insurance Co.

# Zander Machines

- Jonas Gustav Vilhelm Zander (1835 -1920) Swedish physician, one of the originators of mechanotherapy
- Invented a therapeutic method of exercise (1860S) carried out by means of a special apparatus
- In the 1970s Arthur Jones, invented machines known as Nautilus to aid with High Intensity Training
  - Nautilus workout machines were very similar to Gustav Zander's exercising machines
  - Jones insisted that he made these discoveries without any knowledge of Zander's discoveries



Heilgymnastik. (Medikomechanische Apparate von Zander.)

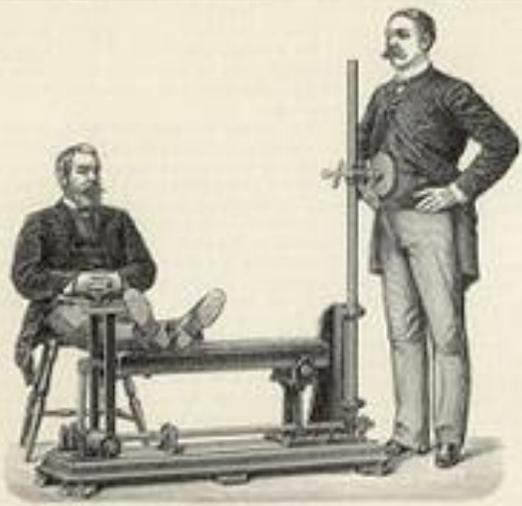


Fig. 1. Drehleiste.



Fig. 2. Handtischleiste.



Fig. 3. Kniebogen.



Fig. 4. Brustschub.



Fig. 5. Hüftkreisel.

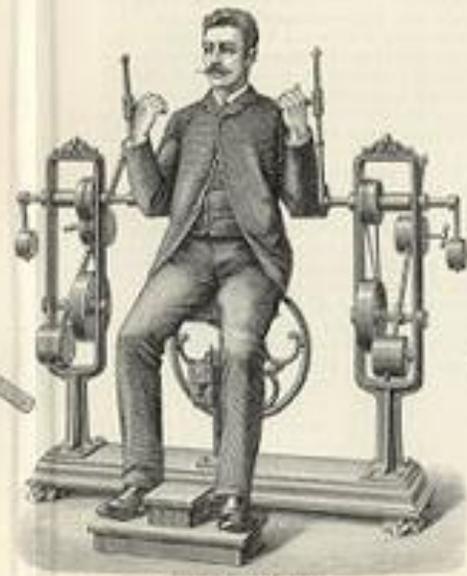


Fig. 6. Extremitäten.



Fig. 7. Armstreck- und -Beugen.



Above: Early nautilus machine

# Side bar about Henry Ward Beecher



# Rev. Henry Ward Beecher – the Social Darwinist

- “The general truth will stand, that no man in this land suffers from poverty unless it be more than his fault – unless it be his *sin*.”
- Believed that economic success was evidence of God’s will and natural selection

# What did Rev. Henry Ward Beecher think about strikers in late 1800s?

- 1877 – highly paid minister of a New York City Congregational Church
  - Had recovered from the national publicized sex scandal
    - Had wife, Eunice, the mother of his 10 children
    - a friend's wife, Elizabeth Tilton, admitted she had an adulterous affair with Beecher
    - The jilted husband told Elizabeth Cady Stanton of his wife's confession
    - Stanton told the story to other women's rights leaders and they published the story of that America's most renowned clergyman was secretly practicing the free-love doctrines which he denounced from the pulpit.
    - the trial began in January 1875, and ended in July when the jurors deliberated for six days but were unable to reach a verdict

# After the strikes, Beecher preached . . .

- Lectured the workers for disrupting the nation's peace with their irrational strike and fancied grievances
- Questioned the manhood of workers that could not be content on bread and water
- "God has intended the great to be great, and the little to be little."
- Government regulation of industry is "insane" while government aid to the is "communistic" and "un-American"
- His very popular sermon was published nationwide
  - Many Christian newspapers agreed that this was no time to show charity and mercy toward the poor
  - Another popular preacher said strikers were violent communists, loafers and enemies of the human race

# Electric invigorators

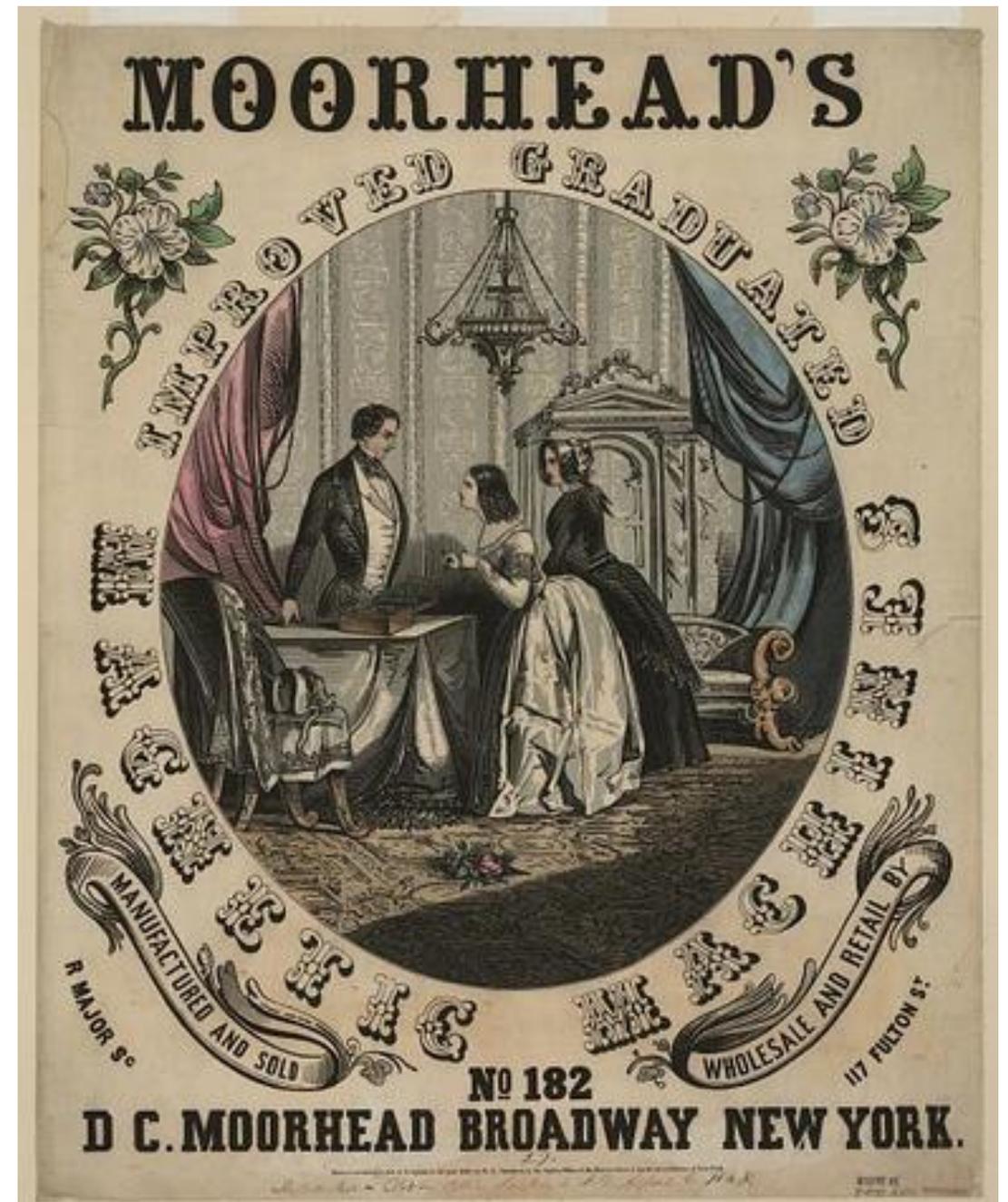
- Concept influenced by ideas of mesmerism – sometimes called magnetism
  - Mesmer's cure for disease involved moving his hands in a circular pattern over patients' bodies or directly touching them to move internal electrical force
- By 1880 – electrotherapy manuals said that physicians could cure everything from poor eyesight to sexual dysfunction with a small battery-powered device
  - Today we know that electric currents were ineffective cures for most conditions
  - Can remove pain or restore sensation temporarily, but cannot rebuilt damaged tissue
- By late 1800s
  - Electric energy devices were much more available to the average person (unlike expensive gym equipment)
  - Simple, more portable, less expensive - even working class consumers could buy one

# 1880 – 1920 – “Golden Age of Electrotherapy”

- By 1880s
  - Electric energy devices were much more available to the average person (unlike expensive gym equipment)
  - Simple, more portable, less expensive - even working class consumers could buy one
- In 1880s – Beard had blamed Neurasthenia partly on electrical lighting in cities
  - BUT – thought it could also generate power in the body
- Physicians used it more and more
  - an entire practice (legitimate or not) could be built around electrical treatment
  - Coincided with the “Golden Age of Electrification” in USA
- So popular that in 1887 – in Congress:
  - a primitive electrical device was rigged up in the capital’s engine room that allowed lawmakers a direct, invigorating connection to the power behind the building’s lights, heat, and machines
  - Felt like a rapid succession of tiny pinpricks through the hand and up the arm
- By 1890s – electricity changing urban life
  - Upper class had electric lights in their homes
    - middle class not until after WWI; many farms not until the 1930s – 40s

# The Graduated Magnetic Machine

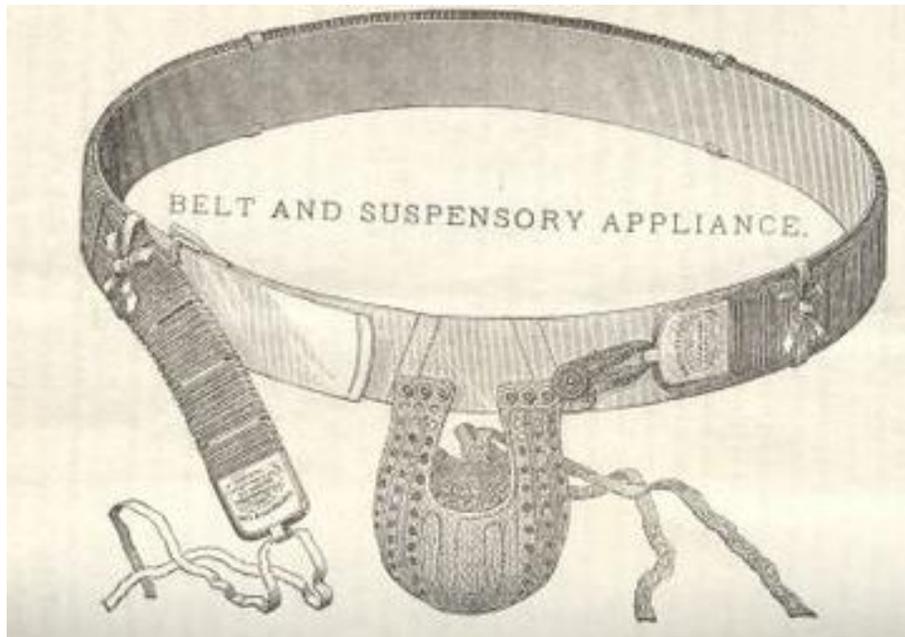
- The same basic thing that physicians could purchase from a medical supply catalog – but
  - Regular people could buy this through the mail
  - Sold for 20 years
- 
- Image – 1848 - <http://www.loc.gov/pictures/item/97514997/>



- Faradization treatment
  - to stimulate or treat (muscles or nerves) with induced alternating electric current (distinguished from galvanize)
- Galvanization treatment – used batteries
  - to stimulate or treat (muscles or nerves) with induced direct current (distinguished from faradize)
- 
- By 1900s – popular culture was full of electric facts, fads, follies and fantasy
- Phrases such as “recharging my batteries” or “short circuiting” crept into colloquial speech



- Many electric gadgets for the private parts of the body
  - Electric prostate massagers, belts that went around the male privates, medical vibrators
- These were aimed primarily at men
  - Gave the modern man sexual vigor – electrical power



SEARS, ROEBUCK & CO. (Inc.), Cheapest Supply House on Earth, Chicago. CATALOGUE No. 110. 39

No. 6485  
Order by Number

**....OUR \$8.00 HEIDELBERG ELECTRIC BELT....**

**THIS ELECTRIC BELT PRODUCING A 40-GAUGE CURRENT OF ELECTRICITY**  
comes complete with stomach attachment and spiral suspensory, it also has the automatic lever power regulator for adjusting to six different powers.

**OUR \$8.00 BELT** with its 40-gauge alternating current of electricity is recommended for the electric treatment of all diseases. If you are over worked, nervous and weak, poor circulation and generally run down,

**ORDER OUR \$8.00 BELT ON 10 DAYS' FREE TRIAL,**  
and if you do not get immediate relief return it at our expense and **....DON'T PAY ONE CENT....**

We give more battery, more current, more evenly divided surface, and a better system of regulation than in any other belt made.

No. 6485 Our price.....\$5.00

**ORDER ANY BELT MADE. TRY BOTH BELTS**  
and if you do not receive more benefit from our **BELT IN ONE DAY** than from any other belt in ten days, return our belt at **Our Expense, and DO NOT PAY ONE CENT.**

**OUR..... \$12.00 Heidelberg Electric Belt.....**

**NEXT TO OUR 80-GAUGE, \$18.00 GIANT POWER, THE MOST POWERFUL BELT MADE.**

**THIS 60-GAUGE HEIDELBERG ELECTRIC BELT** is one of the best electric belts possible to produce. Has all the advantages of all other belts made, with the defects of none. **EVERY KNOWN IMPROVEMENT** is embodied in this \$12.00 belt, and next to our

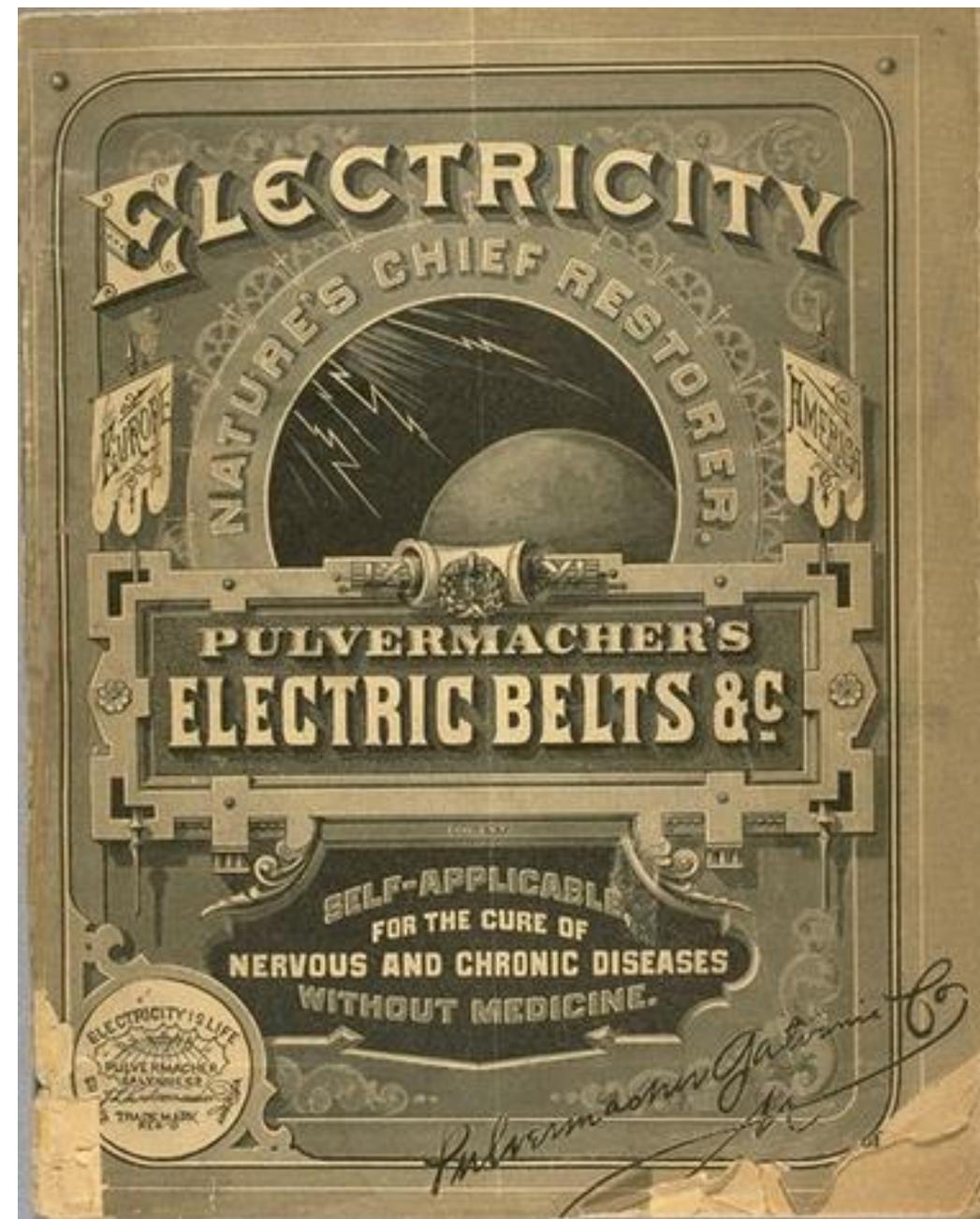
**\$18.00 GIANT BELT IS THE BEST ELECTRIC BELT MADE. For Nervous Diseases of all kinds. Weakness of any kind.....**  
through the alternating electric current produced by this belt you will find immediate relief, when all others have failed.

**OUR FREE 10 DAYS' TRIAL OFFER**  
GIVES YOU A CHANCE TO TRY THIS BELT WITHOUT PAYING US ONE CENT, and if it doesn't help you, if it does not prove to be just what you have been looking for, you can return it to us at our expense. No money out.

No. 6457 Our price.....\$12.00

**Free 10 Days Trial.**

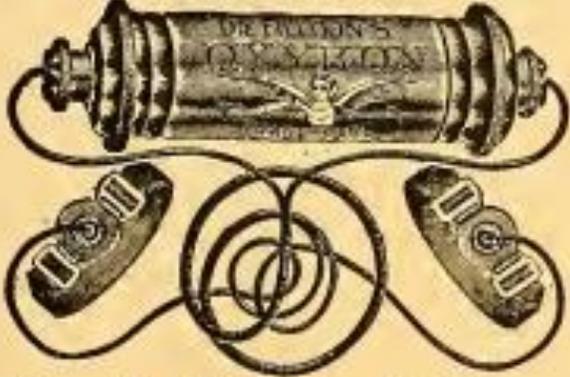
- Late 1800s – early 1900s -Electric Ozone generators and violet-ray machines- sold to women – to wash away Victorian germs, disease and decay
- **From Consumer Reports – 2009**
- Makers of ozone generators often target home users with claims that the devices reduce allergens such as dust, smoke, pollen, germs, and mold using "highly activated oxygen" or "super oxide ions," leaving the fresh scents of thunderstorms and waterfalls in their place.
- The U.S. Environmental Protection Agency warns that relatively low levels of ozone can cause chest pain and shortness of breath.
- Ozone may also worsen asthma and compromise the ability of the body to fight respiratory infections. The EPA regulates outdoor ozone levels, but there is no federal agency that regulates indoor levels or air purifiers. As we went to press, California banned the sale of ozone generators for most uses.



[ca. 1890]

- Oxypathors – 45,000 sold between 1909 – 1914
  - Also sold as Oxypathor and Oxygenor and other similar names
- A device with no curative properties
  - A metal cylinder from which a cord called a conductor fastened to the wrist or ankle
  - User put the cylinder in water, attach the band to the body and wait for a “profound, restful slumber” that accompanied the body’s internal restoration

**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 Belt! No Battery! No Electricity!**

Astonishing, 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.

- Early 1900s - Glands and hormones got stylish
  - Pituitaries, thyroids, and other parts of the endocrine system were believed to exert “mastery and control of the entire body” and were the key to physical, personal, sexual, even spiritual success
- By the late 1920s – no method of treating disease had more popularity and glandular therapy
- **Have we changed in 2014???**

So... is Hormone Replacement right for YOU?

Feel Young  
and Get Back  
in Shape!

- ▶ Greater Sex Drive
- ▶ More Lean Muscle
- ▶ More Energy
- ▶ Less Body Fat
- ▶ More Stamina

Do you suffer from any of these?



- Low Energy
- Low Sex Drive
- Moodiness
- Increased Body Fat
- Erectile Dysfunction
- Decrease in Muscle
- Hot Flashes
- Decreased sense of well-being

# Radiomania

- Radium - discovered by Marie Curie and Pierre Curie in 1898
- 1900 – 1940 – radium inspired 1,000s of articles, popular songs, fictional stories, “medicinal” fortunes, parlor games and even meals.
- It was new and wonderful!
  - it was believed to be able to transform the body – killing damaged and renewing depleted cells
  - Called “liquid sunshine”
  - People travelled to see radium samples glow
  - It was invisible, ingestible, seemingly infinite
- Versions of the “cocktail” story ran in newspapers and popular press –
  - Guests drank glowing glasses with tiny vials of radium in them – glowed like fireflies

# Radium Products

- When many Americans began to consume radium products in the 1920s – it was largely due to the promotion by the popular press for the past 20 years.
- Food products made with radium water
  - Radium Schokolade chocolate bar manufactured by Burk & Braun
  - Hippman-Blach bakery's Radium Bread
  - discontinued in 1936
- The Radiumscope, a toy sold as late as 1942
- Toothpaste with radium and thorium (radioactive element)
- Tho-Radia cosmetics- included powders and creams that promised to rejuvenate and brighten the skin
- suppositories, heating pads and radioactive coins (used to “charge” small amounts of water), all intended to treat rheumatism, weakness, malaise
- treatment for impotence
  - radioactive “bougies” – wax rods inserted into the urethra
  - athletic supporters containing a layer of radium-impregnated fabric
  - Radioendocrinator was a booklet that contained a number of cards coated in radium, which were worn inside the undergarments at night. (The Radioendocrinator's inventor died of bladder cancer in 1949.)

# Radium Waters – 1915 – 1925

- American spas claimed to have radium in the spa water
- radium water - machines to make it at home were sold throughout the 1920s
  - Revigator (patented in 1912)
    - Revigator sales reached several hundred thousand, a remarkable record in view of its relatively high price, \$29.50 (in 1929)
    - "radioactive water crock." A jar made of radium-containing ore, it held several gallons of water, came with its own spigot, and had the following instructions on the side: "Fill jar every night. Drink freely . . . when thirsty and upon arising and retiring, average six or more glasses daily." The radon produced by the radium in the ore would dissolve overnight in the water. In effect, it served as a "perpetual health spring in the home."
    - Although the water contained higher levels of radon, the health risk from radiation was low. But the water also contained arsenic, lead, vanadium, and uranium.



# Why didn't they see the problems with radium?

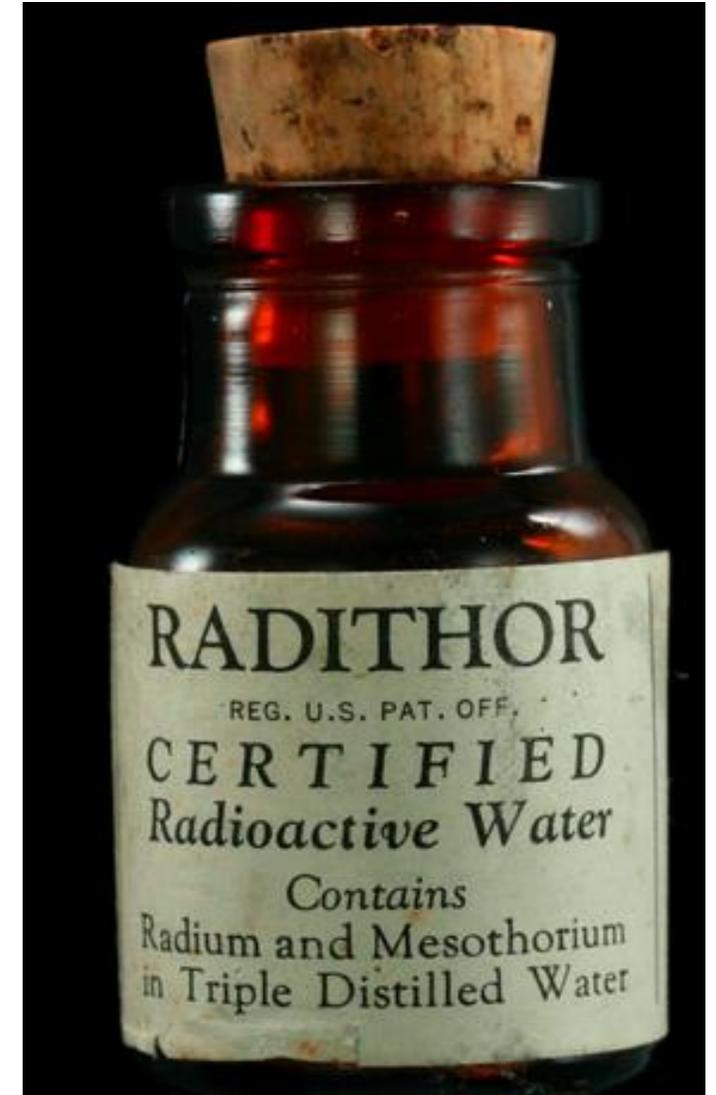
- Marie Curie (died in 1934)
  - throughout her slow decline that suggested cancer – persisted in denying that radium had any detrimental effect
- Henry Green – respected radium researcher
  - thought that his ability to work for years without fatigue was due to radium's stimulating effect
  - Even after his skin began to darken and slough off in 1908, and his hands ulcerated, he continued his research
  - Convinced that if he stopped working with radium, he would die

# Radium Girl" dial painters

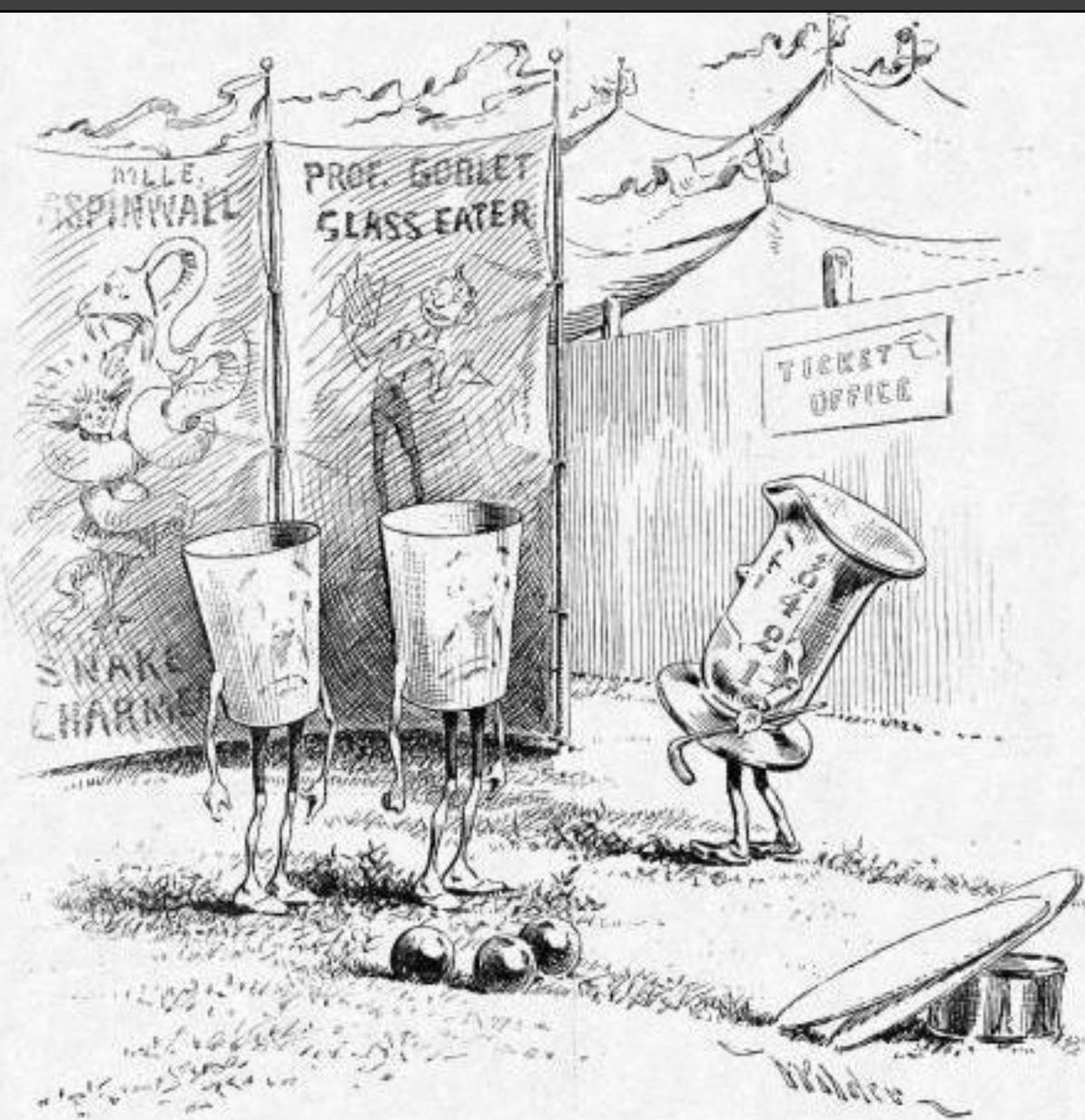
- Radium was used in self-luminous paints for watches, nuclear panels, aircraft switches, clocks, and instrument dials
- In the mid-1920s, a lawsuit was filed against the United States Radium Corporation by five dying "Radium Girl" dial painters who had painted radium-based luminous paint on the dials of watches and clocks
  - The painters routinely licked their brushes to give them a fine point, thereby ingesting radium
  - Their exposure to radium caused serious health effects which included sores, anemia, and bone cancer
- the company's scientists and management had taken precautions to protect themselves from the effects of radiation, yet did not protect their employees
  - The company insisted the Radium Girls were suffering from syphilis

# Radithor

- Eben Byers, a wealthy high-profile American socialite, athlete, industrialist and Yale College graduate
  - died from Radithor radiation poisoning in 1932
  - Had been sick for 18 months
- He believed Radithor was the fountain of youth
  - Had been taking daily doses for years and sent friends cases of it as gifts
  - He tripled his dosage beyond the recommended amount – kept taking it even after he started getting sick
  - 1<sup>st</sup> Bone fractures and skin abscesses 2<sup>nd</sup> – developed actual holes in his skull
  - When he died he weighed 92 pounds; had lost all but 2 teeth
  - Official cause of death – anemia, brain abscess, advanced jaw decay
- Byers's death led to the strengthening of the Food and Drug Administration's powers and the demise of most radiation-based patent medicines.
  - BUT even after Byer's death – in the 1930s, radium was still portrayed positively in the press – positive articles out numbered negative 3 to 1



# Critics



NOT IN THEIR SET.

"See him go past with his nose in the air!"

"Yes, just because he's a pharmaceutical graduate, he feels above us ordinary tumblers."

## Not In Their Set

"See him go past with his nose in the air!"

"Yes, just because he's a pharmaceutical graduate, he feels above us ordinary tumblers."

August 14, 1897

*Harper's Weekly*

Illustrates the transition in American medical history from the hucksterism of patent medicine to the professionalism of the pharmacy. The two tumblers (the name of both a type of glass and an acrobat) dispense their patent medicines as part of a traveling circus. Their rival is a beaker, whose enumerated form designates scientific accuracy, while his walking stick and attitude convey a sense of superiority.

# Critics

- physicians and medical societies were critical of patent medicines
  - argued that the remedies did not cure illnesses
  - discouraged the sick from seeking legitimate treatments
  - caused alcohol and drug dependence
  - BUT MANY of the treatments of physicians were just as dangerous!
  - 1827, the New York Medical Society formed a committee to study quack medicines
    - The medicines became more suspect as they became highly profitable
- Critics in the temperance movement of the late 19th century protested the use of alcohol in the medicines
- end of 1800s, Americans favored laws to force manufacturers to disclose the remedies' ingredients and use more realistic language in their advertising.

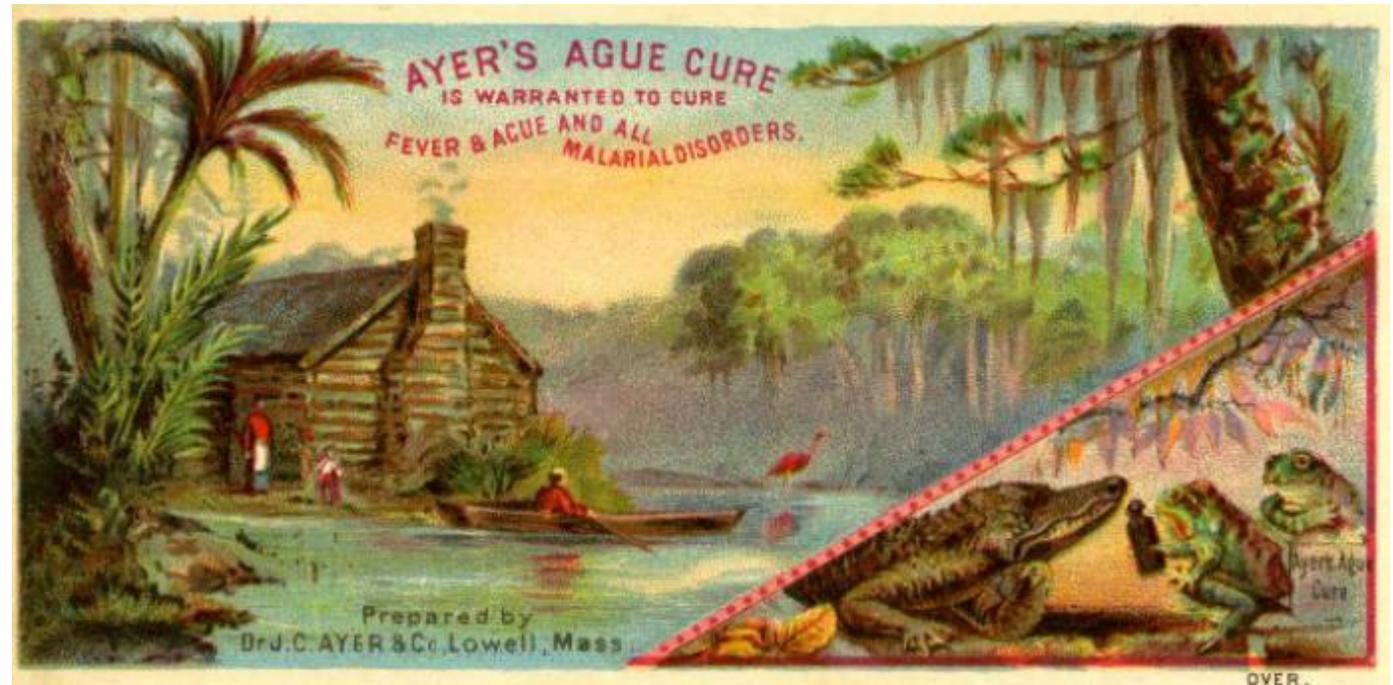


# Resistance

- 1881 - The Proprietary Association, a trade association of medicine producers was founded
- The Association was aided by the press, which had grown dependent on the money received from remedy advertising
- The pivotal event occurred when North Dakota passed a limited disclosure law, which included patent medicines
  - Proprietary Association members voted to remove their advertisements from all state newspapers.
  - Finally, with support from President Theodore Roosevelt, Temperance supporters and muckraking journalists
    - 1906 - a Pure Food and Drug Act was passed by Congress
    - public health action could be taken against unlabeled or unsafe ingredients, misleading advertising, the practice of quackery, and similar rackets.

# What happened to the Proprietary Association?

- changed its name to the Nonprescription Drug Manufacturers Association in 1989
- 1998, nutritional supplement manufacturers and distributors were allowed to join the association
  - name was changed to the Consumer Healthcare Products Association
- CHPA also engages in lobbying and public relations activities on behalf of its members



# Regulation

- Pivotal Event

- 1905 -North Dakota passed a limited disclosure law, which included patent medicines
- Proprietary Association members voted to remove their advertisements from all state newspapers.
- Finally, with support from President Theodore Roosevelt, Temperance supporters and muckraking journalists
  - 1906 - a Pure Food and Drug Act was passed by Congress
  - public health action could be taken against unlabeled or unsafe ingredients, misleading advertising, the practice of quackery, and similar rackets.

2

## Ayer's Ague Cure.



Ayer's Ague Cure is a purely vegetable bitter and powerful tonic, and is, with a positive knowledge of its effects, warranted a speedy and certain cure for Fever and Ague, Intermittent, Remittent, and Bilious Fevers, and for all disorders peculiar to malarious, marshy and miasmatic districts. The accumulated evidence for more than twenty-five years abundantly shows how much Ayer's Ague Cure excels all other preparations, not only in its certainty to cure, but also in the fact, which is its crowning excellence, that no injurious effects can follow its use.

It is a startling fact that most of the "Fever and Ague preparations," "Ague Pills," "Specifics," "Syrups," "Febrifuges" and "Tonics" in the market contain quinine, arsenic, zinc, or other poisonous substances, which, although they may break the chill, do not cure, but leave the malarial poison and their own drug poison in the system, producing Quinism, Congestion, Deafness, Neuralgia, and other disorders more formidable than the disease they were intended to cure. **Ayer's Ague Cure** thoroughly neutralizes and eradicates from the system these noxious poisons, and always cures the severest cases, leaving the patient as well as before the attack. It contains no quinine, mineral, or anything that will injure the most delicate patient, and we warrant it when taken according to directions. A thorough trial will convince the most doubting that it is absolutely certain and harmless. Where disorders of the liver and bowels have occurred from miasmatic poison, it removes the cause of them and they disappear. If taken occasionally by patients exposed to malaria, it will expel the poison and protect them from attack. Travellers and temporary residents in Fever and Ague localities are thus enabled to defy the disease.

For **Liver Complaints** it is an excellent remedy.

Prepared by **Dr. J. C. Ayer & Co., Lowell, Mass., U. S. A.**

Sold by all Druggists and Dealers in Medicine.

# “The Great American Fraud” By Samuel Hopkins Adams

- In a series of eleven articles he wrote for *Collier's Weekly* in 1905, "The Great American Fraud", Adams exposed many of the false claims made about patent medicines
  - The series had a huge impact and led to the passage of the Pure Food and Drug Act of 1906.
- In 1911, the Supreme Court ruled that the prohibition of falsifications referred only to the ingredients of the medicine.
  - This meant that companies were again free to make false claims about their products.
  - Adams returned to the attack, and in another series of articles in *Collier's Weekly*, Adams exposed the misleading advertising that companies were using to sell their products.
- Full text - <http://www.gutenberg.org/ebooks/44325>

Collier's  
THE NATIONAL WEEKLY



DEATH'S LABORATORY

*Patent medicines are poisoning people throughout America to-day. Babies who cry are fed liniments under the name of drops. Women are led to injure themselves for life by reading in the papers about the missing of husbands. Young men and boys are robbed and contaminated by vicious criminals who lure them to their doom through seductive advertisements.*

DRAWN BY G. W. KEMBLE

# Patent medicine still sold today:

- their ingredients may have changed and the claims made for the benefits they offer seriously revised
  - Bromo-Seltzer
  - Carter's Little Liver Pills
  - Doan's Pills
  - Geritol
  - Goody's Headache Powder
  - Luden Brothers Cough Drops
  - Phillips' Milk of Magnesia
  - Lydia E. Pinkham's Vegetable Compound
- once marketed as patent medicines; now used for non-medicinal purposes
- original ingredients may have been changed
  - Angostura Bitters
  - Bovril
  - Coca-Cola
  - Dr. Pepper
  - Hires Root Beer
  - Moxie brand soda
  - Tonic water

# Regulation today – the FDA – a VERY short version

- LOTS of revisions since 1906
- June 1938 - President Franklin Delano Roosevelt signed the new Food, Drug, and Cosmetic Act (FD&C Act) into law
  - increased federal regulatory authority over drugs by mandating a pre-market review of the safety of all new drugs, as well as banning false therapeutic claims in drug labeling without requiring that the FDA prove fraudulent intent.
- And many more
- [http://en.wikipedia.org/wiki/Food\\_and\\_Drug\\_Administration](http://en.wikipedia.org/wiki/Food_and_Drug_Administration)
-

# Teaching your students to see quackery!

**Making the past – present connection**

# How can you find out if it really works?

- Quackwatch - <http://quackwatch.org/>
  - Combats health-related frauds, myths, fads, fallacies, and misconduct
- The National Council Against Health Fraud - <http://ncahf.org/>
  - private nonprofit, voluntary health agency that focuses upon health misinformation, fraud, and quackery as public health problems
- Chiropractic OR Quackopratic?

## **Position Papers and Other Task Force Reports**

- [Acupuncture \(1990\)](#)
- [Amalgam Fillings \(2002\)](#)
- [Chiropractic \(1985\)](#)
- [Diet and Criminal Behavior \(1983\)](#)
- [Diploma Mills \(1986\)](#)
- [Herbal Remedies \(1995\)](#)
- [Homeopathy \(1994\)](#)
- [Multilevel Marketing of Health Products \(2003\)](#)
- [White House Commission on Complementary and Alternative Medicine Policy](#)

# Use Quackwatch.org in your class!!!

- Quackery

- [How Should It Be Defined?](#) (updated 4/23/08)
- [How It Sells](#) (updated 1/20/05) **FEATURE**
- [26 Ways to Spot It](#) (updated 12/9/12) **FEATURE**
- [How It Harms Cancer Patients](#) (posted 5/29/97)
- ["Health Freedom"](#) (updated 9/27/97)
- [More Ploys That May Fool You](#) (updated 1/17/07)
- ["Research" Associated with Promotion of Questionable Methods](#) (
- [Seven Warning Signs of Bogus Science](#) (posted 3/5/03)
- [Common Misconceptions](#) (updated 8/30/99)
- [Why People Are Vulnerable](#) (updated 1/20/05)
- [How People Are Fooled by Ideomotor Action](#) (posted 8/26/03)
- [Endorsements Don't Guarantee Reliability](#) (posted 2/12/03)
- [The Power of Coincidence](#) (posted 8/31/00)
- [Distinguishing Science and Pseudoscience](#) (posted 5/30/01)
- [Why Science Needs to Combat Pseudoscience](#) (posted 12/13/98)
- [Why Health Professionals Become Quacks](#) (posted 12/11/98)
- [Why Quackery Persists](#) (posted 12/7/01)
- [Victim Case Reports \(32\)](#) (updated 5/26/12) **FEATURE**
- [Nonvictim Case Reports \(4\)](#) (updated 6/28/00)
- [Ten Ways to Avoid Being Quacked](#) (posted 4/24/97)
- [Signs of a Quack Device](#) (posted 9/23/00)
- [Signs of a "Quacky" Web Site](#) (updated 9/6/06)

- [My Visit to a "Straight" Chiropractor](#) (updated 9/11/98)
- [Inside View of a Chiropractic Office](#) (posted 7/14/97)
- [Applied Kinesiology](#) (updated 3/10/09)
- [Contact Reflex Analysis](#) (updated 8/27/09)
- [What a Rational Chiropractor Can Do for You](#) (link to Chirobase)
- [Does the Bad Outweigh the Good?](#) (posted 3/23/01)
- ["Veterinary Chiropractic"](#) (link to Chirobase)
- [Chiropractic Victim Support Group](#) (posted 6/13/98)
- [Colloidal Minerals](#) (posted 12/11/98)
- [Colloidal Silver](#) (updated 10/10/02)
- [Colon Therapy and Related Quackery](#) (updated 8/4/10)
- [Craniosacral Therapy](#) (updated 9/21/04)
- [Dentistry: Dubious Care](#)
  - ["Holistic Dentistry" / "Biologic Dentistry"](#) (updated 5/26/08)
  - [The "Mercury Toxicity" Scam](#) (updated 3/2/06)
  - [Neuralgia Inducing Cavitation Osteonecrosis \(NICO\)](#) (updated 2/3/08)
- ["Detoxification" Schemes](#) (posted 8/15/97)
- [DHEA: Ignore the Hype](#) (updated 10/12/98)
- [Dietary Supplements, Herbs, and Hormones](#) (index to many articles) **FEATURE TOPIC**
- [Dubious Diagnostic Tests](#) (index to many articles) **FEATURE TOPIC**
- [Ear Candling](#) (updated 4/15/05/03)
- [Electrodiagnostic Device Quackery](#) (updated 9/14/08) **FEATURE TOPIC**
- ["Ergogenic Aids"](#) (updated 8/14/00)
- [Eye-Related Quackery](#) (updated 9/13/07)
- [Fad Diagnoses](#) (updated 12/14/08) **FEATURE TOPIC**
- [Faith Healing](#) (updated 12/27/09)
- [Genetic Testing Scams](#) (updated 1/22/03)
- [Gerovital](#) (posted 2/24/11)
- [Glucosamine and Chondroitin for Arthritis](#) (updated 12/14/08) **MAJOR UPDATE**



# Sources for images

- <http://www.mc.vanderbilt.edu/biolib/hc/nostrums/cards.html#>
- <http://www.nlm.nih.gov/hmd/almanac/heyday.html>
- <http://digital2.library.ucla.edu/viewItem.do?ark=21198/zz0002gwzg>



**H A M ' S**

**“Oil of Gladness”**

Is a NICE CLEAN and PLEASANT remedy for the many aches and pains that are constantly occurring in every household. It is *pleasant* to the senses being aromatic, and limpid as pure water. It is more efficacious than the many nasty sticky preparations with which people torment themselves and children, in the foolish idea that the worse a dose tastes the more good it will do. Diseases of Children yield to “HAM'S OIL OF GLADNESS” at once, while disorders of mature years are easily dispated under its benign influence.

It is used INTERNALLY and EXTERNALLY, full directions in English and German accompany each bottle. Price 25c., 50c. and \$1.00 per bottle, great saving in buying large size. The agent who presents this card will supply you.

**L. VAN CLEAF.**

Presented by

**L. HAM, Proprietor,**  
ALBANY, N. Y.

# Sources

- *Pseudo-Science and Society in Nineteenth-Century America*
  - Arthur Wrobel, Editor (1987)
- *The Body Electric, How Strange Machines Built the Modern American*
  - Carolyn Thomas de la Pena (2003)
- *The Toadstool Millionaires: A Social History of Patent Medicines in America Before Federal Regulation*
  - by James Harvey Young (1972)
- Music
  - Good For What Ails You: Music of the Medicine Shows 1926-1937 (Digipak with 72-page booklet) - - Audio CD

# Agrarian update . . . .

- Preserving tobacco barns

- <http://www.kentucky.com/2014/03/08/3129937/tobacco-barns-no-longer-in-use.html>

- Farm Bill

- [http://www.nytimes.com/2014/03/09/us/politics/farm-bill-reflects-shifting-american-menu-and-a-senators-persistent-tilling.html?\\_r=0](http://www.nytimes.com/2014/03/09/us/politics/farm-bill-reflects-shifting-american-menu-and-a-senators-persistent-tilling.html?_r=0)
- a significant shift in the types of farmers who are now benefiting from taxpayer dollars, reflecting a decade of changing eating habits and cultural dispositions among American consumers.
- Organic farmers, fruit growers and hemp producers all did well in the new bill.
- An emphasis on locally grown, healthful foods appeals to a broad base of their constituents, members of both major parties said.

