The Woman's Remedy Company

Dr. Grace Feder Thompson, "Specialist to Women, Medical Director," is the stool-pigeon in charge of the Woman's Remedy Company, San Francisco. This is another of the W. M. Griffin frauds, similar in scope to that of his older fraud, Bertha C. Day. The method of operation seems to be identical with that of the Atlanta Remedy Company and the booklet it sends out is, with the exception of the first few pages, printed from the same plates. The booklet in this case is entitled "Woman's Home Health Book," said to be "published by the Woman's Remedy Company, San Francisco, California." The Woman's Remedy Company sends to those who write for the "free-trial treatment" a "full and complete course," for which three dollars is asked. Those who do not swallow this bait receive a series of follow-up letters, each one more insistent than its predecessor, urging that the money be sent. If these, too, are unanswered, the concern comes down in price, but does not send the three cents necessary for the return of the three-dollar treatment.

Vis-Vitæ Medicine Company

The Vis-Vitæ Medicine Company of Toledo, Ohio, sends a "free trial treatment" consisting of tablets for vaginal use. Uses the follow-up system in keeping after its victim. It is a somewhat paltry and insignificant swindle.

THE NEW ORLEANS "ITEM"

This Paper Makes New Rules for the Acceptance of Medical Advertising

The New Orleans *Item* put into effect October 1 a new set of rules governing the acceptance of advertising, with particular reference to medical "copy." The matter is commented on editorially in this issue. Here are the rules:

The New Orleans *Item* declines to accept advertising on any of the following class of articles or services:

1. Books, pictures, "rubber goods," or other devices or services, where the name of the device or the wording of the copy conveys, either directly or inferentially, that the article or service is of obscene, illegitimate, or questionable nature.

2. Medicines or methods for the cure or relief of diseases peculiar to women. This rule bars any copy containing such words or expressions as "women's diseases," "women's complaints," "ladies' friend," "tansy," "pennyroyal," "regulator," "preventive," and the like, and in general any verbiage that may be considered by the *Item* to be similarly offensive.

3. Medicines, methods, or devices for the cure or relief of diseases peculiar to men. This rule bars any copy whatever containing any such words or suggesting any such ideas as "lost manhood," "sexual weakness," "exhaustion," "impotence," "nocturnal emissions," "unnatural discharges," "gonorrhea," "impure blood," "syphilis," "gleet," "varicocele," and the like, or any copy that suggests them.

4. Medicines or mechanical devices that purport to "enlarge the bust," to "improve the figure," to make the fat thinner or the thin fatter, to restore hair to bald heads, change ugly complexions into beautiful ones, and, in general, to perform any other feats that are impossible or may be dangerous. It is not intended to bar toilet preparations of harmless composition, or legitimate massage devices that are truthfully advertised.

5. Any medicine that claims to cure or relieve diseases commonly held by medical science to be incurable in this way, such as tuberculosis, cancer and the like. This rule bars reference to such diseases by expressions designed to suggest them, such for instance, as "lung trouble" for consumption. This rule also bars indirect claims of cure or relief of such conditions, through testimonials or otherwise.

6. Any medicine that claims to cure or relieve any disease or injury whatever. This refers to *diseases*, not to *conditions*, such as constipation and the like, and does not bar harmless cathartics and other such remedies, when truthfully advertised.

7. Any medical treatment offered free.

8. Any advertisement not falling itself within the prohibition of these rules but leading to correspondence between advertiser and reader in which the principle of these rules is violated.

9. Any medicine containing a habit-forming drug of the dangerous class — opium or its alkaloids, cocaine, heroin, chloral and the like. This rule bars preparations in which alcohol is

present in quantities larger than pharmaceutical compounding requires and thus becomes one of the active agents, or the sole active agent, in the mixture. This clause, however, will not apply to "bitters" commonly known for their alcoholic content.

10. Medicine containing useful drugs or chemicals harmless in many cases, but potentially dangerous when indiscriminately administered — acetanilid and the like. Debatable cases of this sort will be settled in the discretion of the *Item*.

11. Any sort of text or illustration offensive to good taste, either in character or in appearance. This applies to all the class of grotesque, bizarre, or horrible pictures and expressions calculated to shock the reader into attention.

12. Copy that simulates in type, arrangement or otherwise, the *Item's* own reading matter.

13. Financial or commercial schemes or enterprises that the *Item* has reason to believe are fraudulent, or unsound, or exaggerated.

Correspondence

Serodiagnosis of Pregnancy

To the Editor:—The main difficulty so far in the serodiagnosis of pregnancy has been the danger of bacterial contamination. I have had no trouble since using the following precautions: 1. The prepared placenta is kept in distilled water containing a few drops of chloroform and a layer of toluol. Just before use a small piece of placenta is removed and boiled in a small quantity of distilled water. This insures sterility and also removes any chloroform present.

2. When ready the dialyzers are lowered into ordinary hydrometer jars without lips. After toluol has been added to the dialyze and the water, the jar is tightly corked. There is almost no evaporation.

3. Immediately after use the thimbles are thoroughly washed in running tap-water and drained by inverting them on a sheet of filter-paper. Just before use they are again washed and boiled in distilled water for three minutes.

S. L. CHERRY, M.D., Clarksburg, W. Va.

[COMMENT.—The importance of such careful, aseptic technique has been emphasized repeatedly by Abderhalden and his pupils. We have commented on this subject previously. (The Present Status of Abderhalden's Serodiagnosis, editorial, *THE JOURNAL*, Aug. 16, 1913.)—Ed.]

Queries and Minor Notes

ANONYMOUS COMMUNICATIONS and queries on postal cards will not be noticed. Every letter must contain the writer's name and address, but these will be omitted, on request.

CARUNCULAE MYRTIFORMES

To the Editor:—In *THE JOURNAL*, Aug. 30, 1913, p. 704, answering "Subscriber," you say: "The carunculae myrtiformes are the results of labor and not of the rupture of the hymen." Who told you so? Gray, Cunningham, Dorland's dictionary, McClellan's "Regional Anatomy" all say that the remains of the ruptured hymen are called "carunculae myrtiformes." Gerrish and Morris say practically the same, and none of them say that the carunculae are the result of labor.

C. W. COURTRIGHT, Chicago, Ill.

ANSWER.—"The hymen is usually torn at the first coitus, sometimes by gynecologic examinations or by masturbation. It is partially destroyed in labor, the remnants persisting as isolated protuberances around the vaginal orifice—the carunculae myrtiformes." Hirst: "Obstetrics," Ed. 7, p. 43, 1912, "As a result of the distention incident to the birth of the child, the hymen undergoes pressure necrosis in various places and after the puerperium the remnants are represented by a number of cicatricial nodules of varying size—the carunculae myrtiformes. Practically speaking they are infallible signs of previous child-bearing, though occasionally they may follow the marked distention and long-continued pressure incident to the removal of large tumors through the vagina." Williams: "Obstetrics," Ed. 3, 1912, p. 33.

"Usually the hymen is more or less lacerated at the first coitus. Almost without exception it is obliterated at parturi-