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Title: Tinctures, Tonics, and Patent Medicines: A History of Commercialized Quackery

Description: While folk medicines and natural product derivatives have, in many cases, proven a fruitful source of modern, medically accepted therapeutics, they have also proven an abundant source for quackery. From Dr. Bateman's Pectoral Drops, recommended for "rheumatism, afflictions of the stone, gravel agues, the hysterics", to Munyon's Miracle Kidney Cure, which was claimed to "cure Bright's disease, all urinary problems, and pain in the back and groins from kidney diseases", the 19th century witnessed nearly unbelievable excesses in pharmaceutical advertising. Beginning in colonial America and extending to the passage of the Pure Food and Drug Act, a plethora of quack pharmaceutical manufacturers produced and aggressively marketed home remedies of dubious origin and questionable chemical purity. Whether the ingredients were opium and ethanol or simple milk sugar, no regulations governed their manufacture or sale. Dr. Heindel will trace the birth of America's patent medicine industry in the late 18th century and its heyday of unregulated commercial success in the 19th century. The role of chemistry in the production, analysis, and eventual legal regulation of patent medicines will also be treated.

Biographical Sketch

Professional activities: President, American Chemical Society (Washington, DC), 1994; director, American Chemical Society (Washington, DC), 1985-1996; director; Council for Chemical Research, 1995-1999; Board Member, IUPAC-USA, 1995-2001; Board Member, Chemical Sciences Roundtable-National Academy of Sciences, 2001-present; director; Centcom Advertising, Ltd. (Westport, CT), 1987-1995; trustee, Northampton County Historical Society; 1989-present; trustee, Keystone Junior College (1975-89) trustee, Chemical Heritage Foundation (Board then Heritage Council), 1986-present; member, Journal Pharmaceutical Science board (to 12/90); member, Bioconjugate Chemistry board (to 12/03); chairman, Chemical & Engineering News board (1988, 1992-93; member 1994-95); consultant, Unimed Pharmaceuticals, Somerville, NJ, 1989-1995; consultant, Digestive Care, 1992-present; consultant, Bio-ProX, 1995-1997; consultant, DCV Pharmaceuticals, 1998-2000; consultant Serenix Pharmaceuticals, 1999-present; consultant, National Museum of American History, Smithsonian Institution, Washington DC; 1990-present; consultant, Air Products and Chemicals, Allentown, PA, 1991-present; consultant, Apollon Corp., Malvern, PA, 1992-1995. Education/Degrees: Lebanon Valley College, B.S. cum laude, 1959 (Chemistry/Math); University of Delaware, Ph.D., 1963 (Organic Chemistry); Princeton University, fellow, 1964 (medicinal Chemistry); Lebanon Valley College, honorary D.Sc. 1985; Albright College, honorary D.Sc., 1993. Experience: instructor, University of Delaware, 1962-63; visiting fellow, Princeton University, 1963-64; assistant professor, Ohio University, 1965; assistant professor, Marshall University, 1964-66; assistant, associate full professor of chemistry, Lehigh University, 1976-present; professor of nuclear medicine, Hahnemann University, 1971-present; director, Center for Health Sciences, Lehigh University, 1980-87. Honors: Robinson Award (1969), Brody Award (1978), H. S. Bunn Distinguished Chair in Chemistry (1985-Present), Who's Who in America (1886-present), Brady Cancer Achievement Award (1989), Henry Hill Award in Medicinal Chemistry (1997), Mosher Award for Contributions to Chemistry (1996), Ben Franklin Partnership Award for Corporate Consulting (2002).