



*The KALAMAZOO Section
presents*

Professor Ned Heindel

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

6:30 pm, Tuesday, March 22

4th Floor Presentation Center
Kalamazoo Area Math & Science Center
600 W. Vine Street, Kalamazoo

Park in the lot in back of the building and enter through the Dutton Street entrance

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.

Dr. Heindel is the Howard S. Bunn Professor of Chemistry at Lehigh University and a past President of the American Chemical Society (1994).