

# 19th century curealls varied

In the spring of 1894, Monroe County citizens feeling under the weather were given the opportunity of telling their troubles to Man-O-Wa, the "great Indian doctor."

An advertisement in the Bloomington *Telephone* announced that he would be at the National Hotel on March 14 and "every four weeks thereafter" for consultation.

Though Man-O-Wa called himself a doctor, he did not profess to have a medicine degree. His particular approach, stated his ad, was the use of natural medicine.

"He especially asks those who have been treated with strong, poisonous drugs to visit him and receive such treatment as nature intended should be used for the relief and cure of sickness. By the proper use of roots barks, herbs and plants more cases can be cured and more relief given than by any other method," proclaimed the ad.

Of particular interest in Man-O-Wa philosophy of treatment is the Victorian attitude expressed in his ad in regard to the common ailments of the respective sexes. He claimed to have a cure for such female banes as "that tired feeling,"



## Looking back

By Rose McIlveen

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pain in the back, hot flashes, cold hands and feet and sleepless nights.

The wording of his claims regarding masculine ailments is even more typical of the Victorian era. They included "lost manhood, specks before the eyes, dizziness, palpitation of the heart, fullness in the head resulting from secret and pernicious practices. More lives are wrecked by this vice than by all other causes combined. No time to lose. I guarantee cure in every case taken," his ad stated.

Among other ailments Man-O-Wa professed to be able to cure were epilepsy, piles, catarrh, indigestion, kidney trouble, rheumatism, consumption, asthma, neuralgia and cancer. Treatment including all medicines ranged from \$3 to \$5. His ad listed an Indianapolis address on Illinois Street.

Dr. E.J. Rose, of Cincinnati and

who held a doctor of medicine degree, dropped into Bloomington in August of the following year. He referred to the "pernicious practices" of males differently.

Said his ad, "By reason of false modesty, the youth of our land are kept in ignorance of the ruinous results which certain solitary, indiscreet practices produce. Those vices when persisted in eventually undermine the constitution, inducing nervous debility and premature decay."

Discretion surely prevented the *Telephone* from reporting whether there was a long line down the hall from Dr. Rose's room in the National Hotel or whether any of the prospective patients had sheepish looks on their faces. To allay the fears of females, he promised quick relief with free and strictly confidential consultation.

His ad proclaimed, "Delay is Dangerous . . . Your case may now be perfectly curable, but remember, every moment of neglect brings you nearer its incurable stages when, perhaps, the most skillful physician can render you no assistance. The present is ours; the future may be too late."

Next week: S.T. Lameroux, M.D.