

Visiting physicians were mystery healers

While visiting "Dr." E.J. Rose was seeing patients at the National Hotel in late August 1895, he may have been startled upon picking up a copy of the *Bloomington Telephone* and finding that there was a competing colleague at Stockwell's Avenue Hotel.

Dr. S.T. Lameroux's ad took the sincere, no-nonsense approach: "Yours Truly . . . Confidential: Quickly Cured, No Mercury Given, Consultation in Person or by Letter FREE OF CHARGE." The text of the ad was intended to inspire confidence in his "Over twenty years' experience in the treatment of all private and chronic diseases of the male and female."

Two features of Lameroux's own particular approach to medical practice set him apart from Rose. Lameroux claimed to be able to "extract" teeth without pain and to conduct examinations without asking any ques-



Looking back

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tions, the latter a phenomenal feat of diagnosis.

Among the doctor's specialties were "diseases of the skin, nervous debility arising from excesses, producing weakness, nervousness, loss of ambition, unfitness of marriage, kidney, liver and urinary diseases, piles and flatula."

Looking back at the visiting physicians brings to mind a couple of questions: What did they know that Bloomington's physicians not know, and if they were such eminent professionals in their home communities, why

see **Physicians**. Back page