



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

by Dr. Ned D. Heindel Lehigh University

Wednesday, September 19, 2007 7:30pm Phillips Hall Room 387, UW - Eau Claire



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.

About the Speaker

Dr. Ned Heindel: 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.

Gather at 6:00. Eat at 6:30 at Sweetwaters Restaurant, 1104 W. Clairemont Ave, Eau Claire (near the intersection of Clairemont (US 12) and State Highway 37). Reservations should be made by contacting Dave Lewis at 715-836-4744 or email lewisd@uwec.edu before noon on Tuesday, September 18.
