

Princeton

American Health Quackery

Collected Essays by James Harvey Young

James Harvey Young, the foremost expert on the history of medical frauds, finds quackery in the 1990s to be more extensive and insidious than in earlier and allegedly more naive eras. Modern quacks aren't outrageous-looking hawkers of magic remedies operating out of carnival wagons, but they know how to use antiregulatory sentiment and ingenious promotional approaches to succeed in their bizarre "trade."

In *The Toadstool Millionaires* and *The Medical Messiahs*, Young traced the history of health quackery in America from its colonial roots to the late 1960s. This collection of essays discusses more recent health scams and reconsiders earlier ones. Liberally illustrated with examples of advertising for

patent medicines and other "alternative therapies," the book links evolving quackery to changing currents in the scientific, cultural, and governmental environment.

67 illustrations.

Cloth: \$24.95 ISBN 0-691-04782-0



New paperback edition, with a new afterword by the author

The Medical Messiahs

A Social History of Health Quackery
in Twentieth-Century America

James Harvey Young



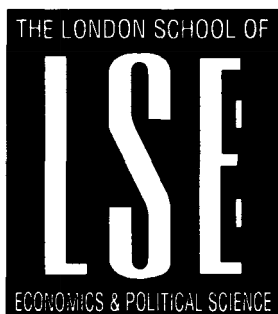
"This book is written in tight, graceful prose that reflects thought rather than substitutes for it. Done with a sure feel for the larger political, social, and economic background, it demonstrates that historians who would make socially relevant contributions need only adhere to the best canons of their art."—Oscar E. Anderson, Jr., *The American Historical Review*

Paper: \$16.95 ISBN 0-691-01523-6

Princeton University Press

41 WILLIAM ST. • PRINCETON, NJ 08540

ORDERS: 800-777-4726 • OR FROM YOUR LOCAL BOOKSTORE



GRADUATE STUDIES IN ECONOMIC HISTORY

□ **MSc.** *Three examined courses and a 10,000 word thesis,* □
over one year full-time (two years part-time)

*The Sources and Historiography of the Economic
History of Early Modern England*

Perspectives on the Industrial Revolution

The Economic Analysis of North American History

Economic History: Interpretation and Analysis

The Economy and Society of London, 1600-1800

The World Economic Crisis, 1919-45

*Interpreting Modern Business: The USA, Europe
and Japan*

British Labour History, 1815-1939

Argentinian Economic Development since 1870

Economic History of Western Europe since 1945

*Japanese Economic Development since the
Late Nineteenth Century*

Cobden, Free Trade, and Europe, 1846-82

History of Accounting

History of Economic Thought

*Growth, Poverty and Policy in the Third World
since 1850*

*Latin America: Welfare, Equity and
Development since 1920*

*The Economics of Less Developed Countries
and their Development*

Sociology of Development

*African Economic Development in Historical
Perspective*

□ The Department of Economic History at LSE has a staff of thirteen and admits over forty new graduates each year. The doctoral programme of research, led by Professor Leslie Hannah and Professor Alan Milward, offers supervision on a wide range of topics leading to an M.Phil. (2 years) or a Ph.D. (3 years).

□ For details of graduate studies in Economic and Social History at LSE, contact: Graduate Admissions Office, The London School of Economics, Houghton Street, London, WC2A 2AE, England.

The Rise of the American Business Corporation

Richard S. Tedlow, Harvard Business School

How did business become "big" in America? This accessible historical survey of the American business corporation considers its effect on organization, production and distribution, from the colonial era to the present and addresses the issues confronting American big business as it faces the future.

1991 • Softback • 80pp • 3-7186-5088-6 • List Price: \$28.00 / £16.00 • Price for Individuals: \$15.00 / £10.00*

Typology of Industrialization Processes in the Nineteenth Century

Sidney Pollard, University of Bielefeld

Drawing on the most recent research this book considers the main similarities and differences in the process of industrialization in the countries of Western Europe, Russia and Japan. The survey proposes three distinguishable "types" of transition to the modern industrial economy.

1990 • Softback • 114pp • 3-7186-5007-X • List Price: \$35.00 / £18.00 • Price for Individuals: \$21.00 / £11.00*

* Available to individuals who join the Science and Arts Society (SAS) book club. A one-time membership fee of \$8.00 / £5.00 entitles members to major discounts on the list prices of these and other Harwood titles. SAS members do not pay postage and handling. Except for SAS members orders must be prepaid and include \$5.00 / £3.00 per book for postage and handling. Prices are subject to change without notice. Please make checks payable to STBS.

These books are suitable for course adoption. To request an examination copy please write on letterhead paper to Laura Koepfler in our New York office.

Harwood academic publishers, c/o STBS, Order Department, P.O. Box 786 Cooper Station, New York, NY 10276, USA or P.O. Box 90, Reading, Berkshire RG1 8JL, UK

ho
dp

BANKING IN THE AMERICAN WEST

From the Gold Rush to Deregulation

By Lynne Pierson Doti and Larry Schweikart

"[This book makes] a significant contribution to the financial and economic history of the West. It provides perspective on current economic problems and should be read by bankers, public policy officials, and students of American business. A fine contribution!"—Gerald D. Nash, University of New Mexico.

\$38.50

Write for **FREE** catalogs.

University of Oklahoma Press



Dept. MAM6—1005 Asp Ave.—Norman, OK 73019-0445
Add: \$1.50 Post/hand. Accept: MC/Visa/AE/Checks.

GUIDELINES FOR CONTRIBUTORS

General Information

Manuscripts are considered for publication on the understanding that they are not concurrently under consideration elsewhere and that the material—in substance as well as form—has not been previously published.

Three copies of the manuscript should be submitted.

Authors should identify themselves only on a separate title page that provides name, mailing address, and telephone number. Authors must also remember not to identify themselves in the body of the manuscript; specifically, references to their own work in the text should be in the third person, and citations should be written without possessive pronouns—not “See my. . . .”

Each article should be accompanied by a précis of 75–100 words outlining the main point(s) of the paper and placing the article in context. Subheads should be used to divide the manuscript into three or four sections (or more, depending on length).

We do not have an upper or lower page limit, but articles usually run between 25 and 60 typescript pages, including notes and other material.

Articles must contain notes in the humanities style, not references as in the social sciences.

We are always eager to publish illustrations, but authors should not include originals of illustrative materials at the time of submission; photocopies of such material may be included.

Authors of accepted manuscripts will receive two copies of the issue in which the article appears and twenty-five free offprints.

Manuscript Preparation

All material—including extracted quotations and notes—must be double-spaced. Legible photocopies or word-processed originals may be submitted. Use of dot-matrix printers is discouraged.

Notes should be numbered consecutively and citations should be placed at the end of the text. Do not place footnotes at the bottom of the page (see word-processing instructions).

Each table or figure should occupy a separate page and should be numbered (in arabic numerals) and grouped together between the text and the notes. The position of these items should be indicated in the text (as, “see Table 3”), but they should not be mingled with the text and no extra space should be left for them there. Each table and figure must be accompanied by a complete source.

We use the 13th edition of *The Chicago Manual of Style* (1982) and spell and hyphenate words according to Webster’s *Ninth New Collegiate Dictionary*.

The journal encourages authors to use gender-neutral prose in all cases where it is not anachronistic to do so; male nouns and pronouns should not be used to refer to people of both sexes.

We use the day-month-year form for dates, as 11 February 1990.

Double quotation marks should be used for journal titles and direct quotation; single quotation marks are used for quoted material inside quotations.

Sample Citation Forms:

Book: Alfred D. Chandler, Jr., *The Visible Hand: The Managerial Revolution in American Business* (Cambridge, Mass., 1977), 321–22.

Journal: Charles Cheape, “Nor Politicians but Sound Businessmen: Norton Company and the Third Reich,” *Business History Review* 62 (Autumn 1988): 444–66.

Note that we do not include the publisher in book citations. We do not use *loc. cit.*, *op. cit.*, or *idem.*, but *ibid.* (not italicized) may be used.

Word-Processing Guidelines

The journal can accept disks of all standard sizes and densities, but they must be formatted in MS-DOS; we cannot use Apple or MacIntosh software. WordPerfect is directly compatible, but we may be able to accept your document if it can be converted into an ASCII file.

Potential contributors should submit hard copy, not diskettes, initially, but it will save considerable work for all parties in the event of acceptance if authors working on PCs follow a few rules from the beginning:

In general, use as few formatting commands as possible.

Do not justify or half-justify the right-hand margin.

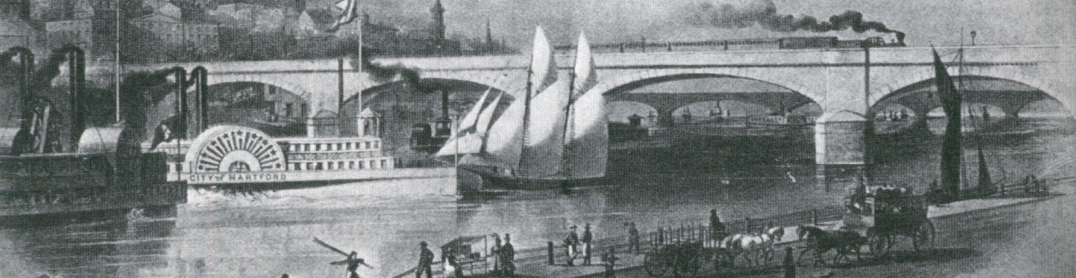
Do not hyphenate words at the end of lines.

Do not use hard returns except for new paragraphs or required page ends except as absolutely necessary (for example, to break between text and notes).

Do not use special fonts; underline material that is to be set in italics.

Most important, do not use the word processor’s automatic footnote functions: do not embed notes in the text. Notes should be keyed in at the end of the text (after any tables) or as a separate file.

THE
RAYBURN
 Insurance Company
 of HARTFORD, CONN. \$500,000
 CAPITAL



Insures against Loss of Life by
ACCIDENTS
 of every description.

Ample Compensation
 PERSONAL INJURY.

Travus F. Davis,
 VICE PRES'T.
 Nancy Dennis,
 SEC'Y.

No Medical Examination Required.
 Policies written by the Company's Agents
 in all the principal Towns and Cities.

James G. Batterson,
 PRESIDENT.