

Chapter Five

THE GREAT DECEPTION

A PRETENDER is a Quack. His unwillingness to investigate any other system, except as indicated by orthodox medical men and other than that with which he is familiar, or to investigate the defects of his own methods, stamps him as prejudiced in mind, and, therefore unworthy the respect and confidence of thoughtful and fair-minded men,” says Alfred Walton, M. D. (* Bealle continues, in part, as follows:)

“For a doctor to advertise himself is considered an unpardonable crime in the lexicon of medical ethics. Many a conscientious but obscure doctor has had ‘the works’ put to him by his county medical association for doing this very thing.

“Often, for reasons not hard to guess, Fishbein accuses, and punishes, doctors who are not only innocent of advertising but of even trying to do so. Like the New York Roentgenologist, for instance, whose technique so fired the admiration of a famous author that this author wrote about it in a national magazine of large circulation.

“But there is no record of either the Chicago Medical Society or the Illinois Medical Society, or any of the 3,000 odd county medical societies whose members have been affected by Fishbein’s poltroonery and by the gullibility of the Scripps-Howard newspaper editors, asking that Fishbein’s license be taken away.

(*ibid, p. 45.)

“If such a request should be made it would be on solid ground because Fishbein has never given any evidence of a right to call himself a doctor, other than graduation from a routine medical course. And when examination day came, he only made 48 in Anatomy—the very foundation subject of the study of any kind of healing.

“A doctor who has gone to college for four years and REALLY STUDIED, then served a two-year internship and later practiced for fifty years still doesn’t know everything. He doesn’t consider himself capable of acting as a medical adviser to 130,000,000 people by the scrapbook method, or any other long-distance method. Mr. Fishbein’s time in Rush Medical College was taken up largely with extracurricular activities. Before his internship was up, he quit to take a job as publicity man for Simmons and the AMA. He never practiced medicine a day in his life.

“How, then, does Mr. Fishbein know anything of the problems of the bedside physician? What can he know about treating the sick that the ordinary layman cannot get out of a medical book? In what way can he possibly be qualified to advise the American people through a newspaper column on how to cure their ills?

“The only answer that suggests itself to us is that he is a ‘quack,’ pure and simple. Webster’s Dictionary describes a quack as a ‘pretender to medical skill, a charlatan.’

“Consider the scandalous advertisement of Morris Fishbein. In a circular advertising one of his

numerous books on how to cure yourself and keep yourself well, he modestly calls himself a 'distinguished doctor' and then proceeds to launch into a diatribe against all whom he styles as 'quacks.'

"Not a word about being a quack pretender to medical knowledge and experience is said of himself. Not a word about the fact that he never had a day's bedside experience in his life. Not a word about the fact that he knows so little about the human body that he could only make 48 in Anatomy when he applied to the Illinois State Medical Board for a license to call himself 'doctor.' Not a word about the fact that the Board gave him no rating at all in the very important subjects of physical diagnosis, gynecology, etiology and hygiene.

"In another circular he describes himself thus: 'Doctor Fishbein is one of the most active figures in the American Medical World. His literary judgment and ability have been called into the service of important review media. The useful results of his many activities have been a broadening of the mutual interests of the doctors and their public.'"

"And here is another recent estimate of himself given to the *Chicago Daily Times*, with his photograph:

"Consider the case of Dr. Morris Fishbein—doctor, author, lecturer, and one of the most feverishly busy men in town.

"He is editor of a half dozen magazines, including the *Journal of the American Medical Association*, spokesman for the 100,000 members of that organization; author of many books and articles, professor at Rush Medical College and the University of Illinois.

"He reads 3,500 manuscripts a year for business purposes.

"Reads 10 books a week for pleasure. 'Makes 130 addresses a year. 'Turns out 13,000 words a week for publication.'

"Keeps four secretaries running to and fro with dictation (100 letters a day correspondence)."

"Now compare this with the estimate of Fishbein by three Minnesota citizens who recently filed a suit in the Federal Court at Chicago, seeking by injunction a stoppage of the Fishbein activities which are detrimental to the public health and welfare.

"The complaint charges that blackmail is used on packaged medicine manufacturers to force them to 'advertise' their wares in the Fishbein *Journal*. It charges that hospitals are sandbagged into knuckling under to the Medical Dictator, under pain of having both patients and physicians diverted to other institutions. Among the overt acts with which the Medical Dictator is charged in the complaints are:

"Defendant corporation has for many years and yet does, utter, print and circulate throughout the United States its weekly magazine designated as the *Journal of the American Medical Association*, which said magazine or journal has a weekly circulation of more than 90,000

copies;

“Said *Journal* is published not for scientific value but as a medical, political vehicle catering to a selected group who can be relied upon to carry out the dictatorial policies of the Association, Morris Fishbein, and other members who profit thereby; as a means to libel and blackmail doctors and manufacturers into becoming members of said Association or advertisers in the said *Journal*;

“Defendant corporation threatens, direct or implied, that it will in the columns of its said *Journal* expose and condemn such medical institutions, hospitals, and schools as do not accede to the rules, orders, commands, and regulations of it, the said defendant.

“The conduct and activities of the AMA constitute a nullification, mal-administration, and interference and usurpation of the police power in premise of each and every state.

“The AMA is without power other than the duress aforesaid but does upon its own motion rate, berate, and classify the hospitals of the United States from which action of the defendant corporation there is no review or appeal and which action is an usurpation of the prerogative of the body politic.

“Defendant awards or withholds at its pleasure to and from all hospitals in the United States its own Class A Rating which is an invitation of the defendant and has no meaning or significance whatsoever than such arbitrary meaning as is invested in it by the defendant, and that the said defendant (AMA) upon its own motion decides and adjudicates what hospitals and medical schools in the United States do and do not meet the alleged requirements.

“If any hospital in the United States defies, denies, or refuses to be guided and bound by each and all or any of the rules and regulations prescribed by the AMA, the defendant does thereupon in its said *Journal* asperse and condemn or berate the name to the damage or injury of said institution and to all citizens.

“Defendant secures and procures the appointment and the placing of its own members and its own officers and ex-officers upon the said Medical Board of each and every State in the Union and defendant does thereby control and dictate the policies, methods, and judgments of each and every such said Medical Examining Boards in each State in the United States.

“Defendant publicly in its journal aspersion, berates, and condemns 564 hospitals because in the sole judgment and opinion of the defendant, they were not satisfactory to the defendant, and which conduct by the defendant does constitute the violation of the Constitution of the United States.

“Defendant maintains what it calls a Hospital Register and upon its whim and caprice alone it therein registers or refuses to register various hospitals, government or otherwise, of the United States and their names are omitted from all publications of the American Medical Association. As a result of this the unregistered hospitals are eventually compelled to cease operations.

“The AMA through threats and coercion, has induced the Federal Communications Commission, which said Commission regulates broadcasting privileges through the United States, to exclude any person, remedy or proprietary medicine from the airways except and until said person or remedy shall have been approved by the dictators of said American Medical Association.

“Said American Medical Association controls an insurance company, which insures doctors against damages from malpractice and thereby prevents any doctor testifying against a member of the American Medical Association in any case involving malpractice, thereby, in many instances obstructing justice.

“Said American Medical Association has created a committee within its own membership constituted of members who are subversive to the dictates of Morris Fishbein, which said committee is designated and does place its seal of acceptance upon certain foods, drugs or remedies being solely guided by the sums of money paid to the said Association for said approval, withholding said approval from those foods or remedies manufacturers of which refuse to pay for said approval or to advertise said remedy in the American Medical Journal at an exorbitant charge.

“Said Association maintains a “bureau of information” solely for the purposes of blackmailing and intimidating individuals engaged in treating human ailments, who do not follow the dictates of said Dictator.

“Said Association requests and commands of every State Government the right to dictate who shall constitute the examining board in said state, thereby attempting to control the public health of the United States; through said boards, it does dictate who shall practice the healing arts regardless of their fitness and training.

“Like all dictators, the Medical Dictator is clever up to a certain point. Just before it became necessary to file an answer to the aforementioned lawsuit, he arranged to have it withdrawn by the plaintiff. Thus, he escaped an airing and the proving of some or all of the allegations in open court, and he escaped the admission of weakness, which he would have had to show in his answer, since answers in Court are under oath. He couldn’t give the court the 99% false balderdash which he fills up his medical journals and other printed blacklists with unless he wanted to take a chance of going to prison for perjury.”

“Mr. Fishbein never loses a chance to break into print. In fact, it was O. McIntyre who said in his widely syndicated *Broadway Column*:

“Ziegfeld glorified the American girl but Morris Fishbein seeks to glorify Morris Fishbein. The sooner the medical profession muzzles him the better.”

“Fishbein, who answers so completely Webster’s description of a Quack, seems to be always calling other people ‘quacks.’ There is no one who should be more reticent in stirring up this ugly word than he. The dictionary defines a quack as a ‘pretender’ to knowledge or ability he doesn’t possess. Mr. Fishbein pretends to be a doctor of medicine and even goes so far as to try to be the family doctor to 130,000,000 Americans via the scrapbook method.

“Yet we find that he never even finished his required internship. We find he couldn’t even pass an examination in Anatomy, the very fundamental of a medical education. We find that he knew less than 50% as much as doctors are supposed to know about the human body. And, doctors say, it is a good thing he never went in for surgery or he might have tried to find the gall bladder in the pelvis, the appendix in the throat or the aorta in the ankle.

“The American Medical Association is styled ‘a corporation not for pecuniary profit’ in the records of the State of Illinois.

“In 1942, according to the *Journal of the American Medical Association*, the AMA made a gross profit of \$1,880,135.80, which brought its net worth up to \$4,711,215.32. Why should a ‘non profit’ organization have to have stocks and bonds, cash and real estate, buildings and equipment worth the sum of \$5,030,178.02? What is the nature of a ‘non profit’ corporation when its gross earnings are over a million and four-fifths dollars a year? How can a capitalistic corporation, piling up each year a greater cash surplus, still call itself a ‘non profit’ corporation?

“In 1897, fifty years after its organization, the total receipts of the American Medical Association for the year were only \$56,182.48; cash on hand \$9,075.94. In 1942-45 years after this, and thirty years after boss Fishbein took control, its receipts reached the total of \$1,975,236.30, and its cash on hand and bills receivable were \$810,984.81.

“The Auditor’s Report for 1942, shows that the net earnings of the American Medical Association, after all expenses had been paid, were \$330,415.34. Assets in the form of real estate, buildings, and equipment totaling \$2,074,807.19 were shown.

“Government, railroad, municipal and utility bonds, \$2,541,309.16; coin of the realm, \$676,541.78; bills receivable, \$134,443.03; and inventories of stock on hand, \$154,139.72. These assets total \$4,238,682.40, and after deducting the Association’s liabilities it left a net worth of \$4,711,215.32.

“If a manufacturer refuses to advertise just as heavily as the Fishbein organization orders him to, the word is passed around not to have anything to do with that product. It is put on the ‘Black List’ and labeled as ‘quackery.’ If it is a product which the general public buys, then an effort is made to have its normal market destroyed by the Federal Trade Commission, the Food and Drug Administration, and the Better Business Bureau, by charging that it is ‘fraudulent’ advertising.”

“The revelations contained in the book, *“Medical Mussolini”* are worth reading. The big stick of the ‘seal’ of the American Medical Association is described vividly. Old Dr. Simmons first used this seal. In the hands of Fishbein, it has become a power to whip in line all those who might stray from what he thinks is proper. The only way a product can be ‘no good in the estimation of Morris Fishbein, is when the producer refuses to ‘kick in,’ either with a large advertising contract or with an extortionate fee for a ‘test.’

Witness the following specific case, as detailed by Bealle:

“Here is as clear cut an example of an attempted shakedown as I have ever seen. It involves the effort of Fishbein to force C. Carl Gildner of Los Angeles, California, distributor of a product known as King’s Maelum, to accept an inordinate advertising schedule in the numerous medical *Journals*, which Fishbein owns and controls. King’s Maelum is a pure food product, made and distributed from the Pacific Coast.

“I have before me the whole story in photostat form letters from the American Medical Association’s two dummy ‘bureaus’—the so-called ‘Bureau of Co-operative Advertising’ and the so—called ‘Committee on Foods’ which appear to be the only two aliases the Medical Dictator used in his effort to club this particular manufacturing into ‘kicking in.’

“C. Carl Gildner of Los Angeles had a contract with King’s Laboratories of Calimesa, California, manufacturers of this product, to distribute it nationally. Through bad advice the laboratories themselves applied for and secured the ‘seal of approval’ of the American Medical Association, under the erroneous impression that the awarding of the seal meant the product had been examined and found to be pure and safe for human consumption.

“Immediately thereafter, Mr. Gildner was solicited to accept and pay for a large advertising campaign in the several AMA and thirty-one state medical journals, all under the control of the American Medical Association and its subsidiaries. Mr. Gildner declined to meet this schedule, whereupon, the ‘approval’ was revoked.

“Not only that, but the Medical Dictator became so incensed at Mr. Gildner that he attempted to bulldoze King’s Laboratories into violating their contract with the distributor. This in itself is a violation of the Federal Trade Commission Act, which issues orders to Cease and Desist against small concerns which, in the language of the Commission’s rulings ‘Induce employees of competitors to violate contracts.’

“The methods of the Medical Dictator, the Better Business Bureaus and the Federal Trade Commission, as described by the U.S. Circuit Court, is a violation of another FTC ruling, which prohibits: ‘Making false or disparaging statements respecting competitors’ products, their business, financial credit, etc.’

“To show the brazenness with which certain Government agencies and quasi-public organizations assist Fishbein in this racket, one has but to read the Decision of the United States Circuit Court of Appeals, 6th Circuit, in the case of the Raladam Company versus the Federal Trade Commission.

“In a decision handed down June 28, 1930, the Court said, in discussing the official thuggery which Fishbein amazingly calls into play when a manufacturer incurs his displeasure:

“The record here shows, without dispute or by implication which would hardly be denied, that the American Medical Association is engaged in a campaign against those proprietary remedies which it believes ought to be used by the public either not at all or only under supervision.

“It has a Bureau for that and other purposes, and the Bureau employs a director. When it is

thought that a particular advertisement should be stopped, this director takes the matter up with the Federal Trade Commission and with the Association of Better Business Bureaus, which are scattered over the country.

“Thereupon, the Commission, if it approves, files a complaint and eventually, if it is convinced of the truth of its complaint, makes the order to desist and refrain. The Better Business Bureaus explain to their local newspapers and to the general periodicals that it would be wise to refuse this advertising.

“The Chairman of the Commission, in public addresses and in correspondence, advises the newspapers that they will be subject to prosecution by the Commission as defendants, to be joined with the advertisers, if they do not desist from such publications; and the newspapers may suspect that if they do not comply with the advice of the Better Business Bureaus, their general advertising patronage from the membership of these bureaus will fall off.

“It is to be hoped that as many physicians as possible read this article, for of the 185,903 odd physicians in the United States, the vast majority are honorable, honest and capable, and 122,741 of them help pay the freight for the American Medical Association. Aside from attending an occasional meeting of their city or county medical society, this is as far as the average doctor’s interest in membership goes. Consequently, by taking advantage of the faith of these hardworking doctors whose time is taken up too much with the healing of the sick to investigate what is going on in Chicago in their names, Fishbein and his little group of sub-politicians are working the meanest racket in the land—and using the names of these capable and honest doctors of medicine to lend it respectability.

“On October 27, 1931, the Medical Dictator, writing on stationery headed “Committee on Foods” and showing Fishbein as ‘Chairman,’ advised that King’s Maelum “is being accepted by this Committee and the company is entitled to display the seal on the package label and in advertising.”

“Two weeks later on November 10, another form letter on the stationery of the “Cooperative Medical Advertising Bureau” informed the distributor that it had been advised that the Committee on Foods had accepted King’s Maelum and had given it the ‘seal,’ This letter also brazenly announced the exorbitant advertising ‘fees,’ which the Medical Dictator expected this product to take in recognition of the favor done for it by giving it the ‘seal of approval.’ This ‘offer’ was turned down by Mr. Gildner, the distributor. On November 16, just six days later, the big stick of Morris Fishbein fell and in a letter to another laboratory informed the receiver that the ‘acceptance of King’s Maelum’ had been withdrawn!

‘Too long the public has been led to believe that the ‘seal of approval of the American Medical Association’ means safety, purity, etc. The evidence indicates otherwise.

“For example, the Land O’Lakes Butter Company advertised as early as 1931 that it was the ‘First to be accepted by the Committee on Foods of the American Medical Association.’

“Five times in 1930, the Land O’ Lakes Creamery people were haled into the Federal Courts of New York and New Jersey for selling adulterated butter and misbranded eggs. The product in each case was condemned, but the defendants were allowed to go free “under bond.” (These cases may be found on the docket of the New York District Court Nos. 18017, 17992, and 17697. The docket number in New Jersey was 17882 and in Maryland 18020.)

“In the latter case, it was admitted by the Creamery people that part of the 399 cans of frozen eggs involved (with ‘purity’ guaranteed by the ‘seal’ of the AMA) were filthy, decomposed, and that sugar had been added, presumably to disguise the smell.

‘There is no record that the AMA ‘seal of approval’ against this Creamery was ever withdrawn before or after these public cases were shown against it. If King’s Maelum product, against which no charge (much less a conviction) has ever been brought of impurity or adulteration, was rejected by the AMA because Mr. Gildner didn’t want to help swell the millions of Fishbein’s non-profit corporation, then why is it that a company charged in Federal Courts with purity violations, is permitted to keep its seal?’

‘An even more alarming incident was the failure of the AMA to investigate the toxic qualities of alleged poison contained in Phillip Morris Cigarettes, which spends nearly \$30,000 a year on advertising in medical journals alone.

‘The extensive advertising campaign of the Phillip Morris people was based on a single sales smash, namely, that because of the use of the drug diethylene glycol as a hygroscopic agent, instead of the glycerine used by other cigarette manufacturers, Phillip Morris cigarettes prove ‘less irritating to the throat.’

‘The advertising copywriter, utilizing the full scope of his imagination, even wrote in one of the advertisements carried in the *Journal of the AMA*: ‘Patients with coughs were instructed to change to Phillip Morris cigarettes. In three out of four cases the coughs disappeared completely. When these patients changed back to cigarettes made by the ordinary method of manufacture, within a limited number of days, coughs had returned in one-third of the cases. This Phillip Morris superiority is due to the employment of diethylene glycol as a hygroscopic agent, which proved a major advancement in cigarettes.’

“Many other advertisers have been pounced on by the Federal Trade Commission for a milder flight into the realm of fiction than that. If Phillip Morris’ statement was true and the diethylene glycol was not dangerous, then every other major cigarette company in America would have changed to its use.

‘The Phillip Morris Company is said to have based these statements on the bought and paid for “opinion” of two physicians whom it hired for the purpose—Dr. Michael G. Mulinos of Columbia University and Dr. Frederick B. Flynn, also of New York.

‘In the fall of 1937, seventy-two people died as the result of using a drug called Sulfanamide Massengill in which it was demonstrated that diethylene glycol, the solvent, was the poisonous agent responsible for the deaths of these people.

“Now if Fishbein and his dummy front committees were really interested in the public health the way they claim, they should have stopped all advertising of the Phillip Morris cigarettes and made exhaustive examinations to see whether this poison found to be responsible for seventy-two deaths was dangerous in the small doses found in cigarettes.

‘Instead Fishbein jumped to the defense of his advertiser who spends nearly \$30,000 a year advertising in medical journals alone. In his *Journal of the AMA* on October 30, 1937, he wrote: ‘There is no evidence that the ordinary use of diethylene glycol in industry, or as an ingredient in the manufacture of cigarettes, is harmful.’

“The only evidence that this agent was toxic was the death of some seventy-two people, but evidently Fishbein doesn’t consider this as ‘evidence.’ The important part that Fishbein omitted in the above editorial is that the AMA had no evidence that diethylene glycol is NOT harmless when used in cigarettes!”

Bealle continues with another striking example of the Fishbein questionable activities:

“Many capable physicians, who give to the world a new discovery or an improved method of curing or healing, have been approached with demands for royalties to ‘lay off’ them. Failure to ‘kick in’ means that every doctor in the country will be told about this ‘quack’ product or that ‘harmful’ method. And, naturally, not knowing anything about the American Medical Association, this information is passed on in perfectly good faith by doctors, thus doing irreparable injury to the business of the manufacturer or doctor.

“George Starr White, M. D., of Los Angeles, who needs no introduction to the medical fraternity, is reputed to have the largest personal practice of any physician in the United States. Dr. White incurred the enmity of the Fishbein Medical Association and thereby hangs a tale. Let Dr. White tell it:

“Before I located in Los Angeles, California, I arranged with a lecture-tour manager to carry on a course of lectures to registered M.D. ‘s throughout the United States. As soon as I located in Los Angeles I had my large equipment shipped on here from New York City and set it up in the same house that I still own and occupy. I started in lecturing to registered M.D.’s only, going to all the large cities throughout the country.

“Among other cities was Chicago, Illinois. I had not been at my hotel in Chicago long one day before two men came to call on me and told me they were physicians sent from the headquarters of the American Medical Association in Chicago to have an interview with me.

“They told me that they knew of the work that I was doing and teaching and that if I would let certain officers of the AMA in with me so as to get a royalty on my teachings and books, as well as credit for some of my discoveries, that I would have no opposition from them; but if I refused, every obstacle would be put in my way.

“I told these two doctors in very plain and emphatic language that I would not give bribes to

anyone and would not compromise myself to please the AMA or any other person or persons living. They told me that I would regret my action and went out.’

“A little later, and in true character, the Fishbein put ‘Doc’ White down on his printed ‘Blacklist’ as a ‘quack’ and a ‘what-have-you.’”

“A member of the American Medical Association, located in the District of Columbia, brought to my attention a case of obvious sandbagging, which he said was an extremely sore subject with medical doctors who paid dues to the AMA. He pointed out that a product known as Ergosterol is ‘banned’ by the AMA while an identical product known as Viosterol is ‘approved.’ Another product known as Befsal was ‘disapproved’ while a practically identical product known as ‘Atophan’ and another identical product known as ‘Cenophan,’ were ‘approved’ by Dr. Fishbein.

“According to this physician, District of Columbia doctors interpret this as simply meaning that the manufacturers of Viosterol, Atophan, and Cenophan have ‘kicked’ into the powers that be in Chicago, while the makers of Ergosterol and Befsal have refused to be shaken down in this manner. Now let’s see how near right these District of Columbia doctors are.

“Viosterol is manufactured by Mead, Johnson & Company, and several other powerful ‘advertisers’ in the Fishbein journals and medical directories. The identical product, Ergosterol, is sold by Glogau & Company of Chicago, which concern refuses to ‘kick in’ to the AMA kitty. Not only does the American Medical Association refuse to ‘approve’ Ergosterol—while approving an identical product which is nothing in the world but Ergosterol which has been exposed to violet rays—but Fishbein went out of his way sometime ago to ‘blacklist’ this product of Glogau & Company, called Ergosterol.

“The point of demarcation between a product made by the manufacturers of Athopan and Cenophan, and one made by the manufacturer of Befsal is more clearly defined. Befsal was made by Dr. Lewis S. Summers at Amnbler, Pennsylvania, now deceased. There was a feud of long standing between Dr. Summers and the Medical Dictator, which ended only with Dr. Summers’ death.

“Dr. Summers was forced to fight incessantly to protect his business. He sent out volumes of letters and circulars to the medical profession, in which he gave many testimonials of cures. This incensed both Simmons and Fishbein—no doubt because they could not force Dr. Summers to ‘advertise’ in their sundry medical journals. They went far out of their way to poison the minds of the entire Allopathic profession with hatred and prejudice against Dr. Summers and his product.

“Had the Federal Trade Commission been on the job in July, 1936, it would have haled Mr. Fishbein before it and caused him to cease and desist what the Commission calls unfair competition against a medical magazine known as *MEDICAL ECONOMICS*. This publication is printed at Rutherford, New Jersey, has no connection with the Medical Dictatorship at Chicago, and, in fact, wants nothing to do with it.

“For previous ‘affronts’ to his regal dignity, Mr. Fishbein has long sought an excuse to destroy

this independent magazine. The best he has been able to do, however, is to browbeat its advertisers and to attempt to destroy his competitor's business by methods, which the Federal Trade Commission has often officially ruled illegal when committed by others.

“For in the issue of the *Journal of the American Medical Association* dated July 18, 1936, the editor ‘warned’ his readers not only against *MEDICAL ECONOMICS* but against sixty of the one hundred-four products advertised in the June issue of the latter magazine.

“Undoubtedly Mr. Fishbein was killing two birds with one stone, for it is evident that these sixty advertisers were gentlemen of independent thought and a somewhat stiffer backbone than the others—advertisers who had refused to advertise in the *Journal of the AMA* or in any of the other thirty-three magazines in which the editor has space for sale.

“These studies on Morris Fishbein and the power group within Organized Medicine are important to the reader. Without them, it is impossible to realize how shackled medical progress is in America. Without them it is impossible to understand the closed shop of the AMA, which attempts to stifle, all medical thought not controlled or extolled by it.

“Possibly the most vicious assault on medical progress perpetrated by Fishbein is that directed toward the Koch Treatment. This has been one of the big deceptions perpetrated on the medical profession and the public.

“One of the writers of this volume has told in a medical paper given before state, national, and international medical groups, how he had been deceived for years by the Fishbein propaganda against the Koch Treatment. He had been reading in the *Journal of the AMA* the attacks on the Koch Treatment and had considered them sincere conclusions of wide experiments. ‘This doctor was aghast to discover how the *Journal* condemned and approved without actually making tests and experiments, which would warrant a conclusion in either direction. This doctor conducted independent tests with the Koch Treatment in New York State on nearly 300 patients, with results never dreamed possible. This is something Fishbein has never done and yet he felt qualified to lie about the Koch Treatment to the more than 100,000 doctors who read the *Journal*, which he so arbitrarily edited supposedly for the benefit and enlightenment of the entire Medical Association.

“Possibly the most flagrant deception on the part of Fishbein regarding the Koch Treatment happened in March of 1947. Let the reader recall that Benzoquinone, or Koch's BQ, was one of the products of the Koch Laboratories in Detroit. The Indictment against the Koch Laboratories brought by the Food and Drug Department, upon the instigation of Morris Fishbein, declares that BQ is ineffective in the treatment of any disease. This indictment has stood for almost five years without the Government being able to prove its truth, in spite of the fact that millions of dollars of the taxpayers' money and the two longest court trials in the history of the Food and Drug Department were brought into play to do so.

“A Federal Injunction against Dr. Koch and his laboratories brought about by mere “opinion” witnesses whom the Koch people were unable to even question, firmly holds the Koch Treatment in a narrow, limited space.

“In the meantime, *Magazine Digest*, a layman’s periodical, of March, 1947, brought out an article entitled: ‘DIME STORE DRUG OUTDOES PENICILLIN.’ This article extols a product known as BQX, or Benzoquinone therapy. It is supposed to have been discovered in France by a brewery doctor called Dr. Paul Frixon. Although Dr. Koch has worked for countless years to convince the medical profession that BQ, the weakest of his products, is an advanced Remedy for certain types of diseases, it took the editor of *Magazine Digest* only a few months to contact France and confirm the good news of Dr. Frixon’s discovery. This is an article about a cheap imitation of the Koch Treatment, attempting to make the lay public believe that it has been discovered in France, and that only recently. The main part of the article and the real purpose behind it all is the part that shows that export licenses, etc., are being duly granted to bring the treatment into the United States.

‘Now, recall that it is Fishbein who takes the personal credit for having influenced the U.S. Government to pounce on Dr. Koch and hold him down with an Injunction because Benzoquinone Therapy is ‘ineffective.’

“Now, we may well ask, who is the contributing medical editor to *Magazine Digest*? Of course! Morris Fishbein!

“Doubtful readers need only examine the Federal Indictment against the Koch Laboratories regarding Benzoquinone Therapy and then read the article in *Magazine Digest*, to see that Morris Fishbein is deceiving the good doctors and laymen of the land! There is indeed a great deception.”