THE MORNING ASTORIAN, ASTORIA OREGON

DOCTORS IN ENGLAND

THE SCHEMES THEY USE TO GET IN THE EYE OF THE PUBLIC,

throwd Expedients by Which Lucrative Practices Are Acquired and by Which They Dodge the Rule of the Profession Against Advertising.

A young doctor beginning to practice is terribly handleapped by the rule under which any medical man who advertises is expelled from the profession, says the Leeds Mercury. He may be an extremely gifted physician or surgeon, and yet if he has not capital to buy a practice or interest with the governors of some hospitals he does not succeed in earning enough during the first few years to keep body and soul together.

Of course the result is that all sorts of dodges are adopted to evade and defeat the rule against advertising. It is well known in the profession that reputation and a large clientele depend more on the success with which this is accompliabed than on real scientific ability, A celebrated London surgeon once admitted to the writer that he the public is kept acquainted with its rose to the top of the tree by getting into his carriage several times a month and driving at a terrific pace through a half dozen streets. Sometimes he varied this by forgetting to take a necessary instrument when visiting a patient and then sending his driver back for it hot haste. Naturally people were much impressed by the procedure, believing that Surgeon D. must be an excellent surgeon since he was so often called to desperate cases.

Another London Esculaplus owes an income of £10,000 a year to an ingenlous stratagem, on which he risked the last couple of hundred pounds he had in the world. Having a very intelligent sister who was desirous of helping him, he explained to her the difficulty of making a practice by simply putting a brass plate on the door and hanging out a red lamp and induced her to be his accomplice in what was not far removed from a fraud on the public. Her part in the plot was to take a drug which paralyzed her limbs and gave her the appearance of being in the last stages of fatal illness. Then she was taken in an ambulance to apartments in a fashionable west end street, in order, so to speak, as a forlorn hope, to place herself under the care of Dr. X.

Dr. X., her brother, had meanwhile taken rooms in a neighboring street, put up his brass plate and hired a carriage with a spanking pair of horses. Three times every day he spent an hour with the invalid, while the carriage drove up and down the street. He cleverly managed to have it reported that his patient had been given up as a hopeless case by all the big med-Ical men of London. At the end of two months he had cured her, and patients began to pour into his waiting room.

But the most successful method of all is to write a popular medical book or a semimedical magazine article or even a letter to the daily press. One medical man found that a religious poem which he sent without any ulterior motives to a widely circulated church magazine proved better than a Klondike gold mine. It is also known that the best paying patients are not the really i

tacle now and then witnessed in the consts of three or four medical men swearing that a certain wound could easily be self inflicted or that death was undoubtedly due to arsenic, while three or four more pledge themselves that the wound could not by any possibility be self inflicted and that arsenic had nothing whatever to do with the death. Great is the scheming to get engaged in one of those trials, for the publicity is worth a diamond mine. Still another plan is to get up a hospital for the cure of some special disease. For this purpose several doctors often club together and with funds of their own, plus what they can get from the charitable public, open a hospital for skin diseases or deformities or ailments of any and every organ. Their names are not only advertised in the press, by circulars and at all kinds of dinners and annual meetings, but often they are put up on a large board outside the hospital, and they who would otherwise remain obscure become famous and get patients from the four 160 corners of the kingdom. One of the most famous ways of ad-

vertising is the issuing of bulletins Aste about the health of some man of note. Even if he have only a sty in his eye progress. In that case the doctor already has nearly all the reputation and patients he cares for, but lesser lights often have their names associated with the crack physician, and every bulletin is worth a hundred guineas to them. A doctor would give a deal to have it juri announced in the papers that he has returned from a well earned holiday in

Norway or the Mediterranean, and many a medical man owes his comfortable income to the friendly editor who says something about him in the column of personal news.

Most of these methods are open only to the city practitioner. The men whe settle in small towns have to adopt dif-

ferent means. Generally they make use of all their arts to make friends with the ladies. They try to be very charming at garden parties and basars, attend church regularly and sometimes have a note brought to them in the middle of service and hurry away. WAY They endeavor to make themselves .cook popular in the local clubs, or get remarkable by the possession of a spirfted horse, or bleach their hair to look wise, or give a public lecture. Sometimes they win attention through the efforts of a tactful wife.

Another very good plan, open to the provincial as well as the city doctor, is broo to send testimonials to some wine or dress mineral water importer or to a manufacturer of sanitary clothing and occasionally to a quack medicine vender. In this way they get their names constantly in the local papers without in-

fringing the rule against advertising. The worst of it all, from the public point of view, is that it is not the best SCOT physician or surgeon who gets the greatest reputation, but the best man of business. And while patients crowd to the fashionable houses of mediocre doctors who have cleverly advertised themselves the most skillful physicians and surgeons of all grow rusty and all but starve in back streets.

Two Meals a Day. With many persons the custom of two principal meals, with a slight lunch

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WANTED - ENERGETIC, TRUST- worthy man or woman to work in Oregon, representing large manufac- turing company; salary \$49 to \$90 per month; paid weekly; expenses ad-	
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vanced. Address with stamp, J. H.	HELP WANTED. WANTED COMPETENT WOMAN cook. Apply at 598 Commercial; up stairs.
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FOR SALE-MISCELLANEOUS.	
NCUBATOR FOR SALE-490 EGGS capacity; also three 100 capacity prooders; first-class condition. Ad- iress A. Astorian Office.	
OR SALE-STEAM TUG IN FIRST-	
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COW FOR SALE AT M'GREGOR'S mill, 22x64; would make a good lish cow. Inquire of Dan Gambel at mill	IMMIGRATION CERTIFICATE NO 54446, in name of Chong Hon Tin, No. 8346; anyone returning to Hop Hing Lung Co. will receive \$5 reward.

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between, finds considerable favor, and but those who imagine they are.

These foolish people devour dictionaries of medicine and medical journals. and no one knows this better than the pushing doctor. In fact, the medical journals are more extensively read by the lalty than by the medical fraternity, and the doctor who can get a clever article published in one of them is sure to draw patients. Letters to the newspapers on occasions such as an epidemic, the vivisection agitation and the like are equally effective. And no doubt they would be more numerous but for the curious fact that the study of medicine seems to destroy the power of writing well. But probably the best advertisement

a doctor can have is to be employed in some cause celebre. This is partly the explanation of the extraordinary spec-

it has one or two reasons or solid advantages which are worth mentioning -it gives time for complete digestion before the stomach is again called on to take care of a supply of food, and it removes the chief meal from the time when the nerve force is wanted for the

brain to an hour when it can assist the stomach. Persons who are the victims of chronic complaints and whose digestion is slow and feeble are often greatly benefited by taking but two meals a 433 Commercial Street day if they are careful to eat as much in the two as would ordinarily be comprised in three. The neuralgic in particular will do well to adopt this

course, but the first meal should be somewhat late and the second reason ably early.

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