

PERSUASIVE TECHNIQUES IN SELECTED
SPEECHES AND WRITINGS OF
JOHN R. BRINKLEY

by

ANITA GRIMM TAYLOR

B. S., Kansas State University, 1957

A THESIS

submitted in partial fulfillment of the
requirements for the degree

MASTER OF SCIENCE

Department of Speech

KANSAS STATE UNIVERSITY
OF AGRICULTURE AND APPLIED SCIENCE

1959



LD
2667
T4
1959
T23
Spec. Coll.

TABLE OF CONTENTS

INTRODUCTION 1

 Statement of Purpose. 1

 Review of Literature. 2

 Selection of Materials to be Analyzed 9

 Criteria for Evaluation 12

 Logical Proof. 14

 Pathetic Proof 15

 Ethical Proof. 15

THE LIFE OF A MAN. 17

"WHAT YOU ARE STANDS OVER YOU THE WHILE, AND THUNDERS
SO THAT I CANNOT HEAR WHAT YOU SAY TO THE CONTRARY" 50

 Medical Speeches. 50

 "Health Talk" on KFKE, May 28, 1929. 50

 "Health Talk" on KFBI and KFEEQ, Nov. 26,
 1934 58

 Printed Advertisements. 67

 Advertisements Written, 1922-1924. 67

 Advertisements Written, 1925-1926. 75

 Letters Written, 1924-1928 87

 Newspaper Advertisements of 1930 95

 Advertisements Written, 1936-1937. 102

 "Your Health" or "The Story of Maw and
 Paw" 107

"WHAT YOU ARE STANDS OVER YOU THE WHILE, AND THUNDERS
SO THAT I CANNOT HEAR WHAT YOU SAY TO THE CONTRARY." 111

 Kansas Governorship Campaign, 1930. 111

 Kansas Governorship Campaign, 1932. 135

IT IS NOT ENOUGH TO DO GOOD, ONE MUST DO IT THE
RIGHT WAY 153

ACKNOWLEDGMENTS	158
BIBLIOGRAPHY	159
APPENDICES	163
Appendix A.	164
Appendix B.	173
Appendix C.	181
Appendix D.	184
Appendix E.	185
Appendix F.	191
Appendix G.	204
Appendix H.	210
Appendix I.	216

INTRODUCTION

Statement of Purpose

In the history of politics there have been many to whom the title of "demagogue" was applied, but probably to none more aptly than the late Dr. John R. Brinkley of Milford, Kansas. In the history of medicine, the label "quack" has been given to many, but none more blatantly than to this same man. At the same time, Dr. Brinkley was "demi-god" to thousands who wrote his name on ballots for governor of Kansas in 1930 and voted for him in 1932. He was "The Great Healer" to thousands of others, inside and out of the borders of Kansas who traveled to his hospitals and fattened his "goat-gland transplantation" practice to nearly \$1,000,000 a year for a decade or more. Truly, Dr. Brinkley qualifies as one of the great enigmas of the 20th century.

It is the purpose of this study to determine through what elements of persuasion Dr. Brinkley appealed to his followers and patients, and to evaluate that persuasion in the light of established critical standards. These persuasive efforts of Dr. Brinkley will be analyzed in two major areas. The first is medicine, the second politics. Examples of the communications of Dr. Brinkley to his audiences in both areas will be examined.

Although the major purpose of the study is discovery and evaluation of the elements of Dr. Brinkley's persuasion, there are corollary studies involved. One of these will be to determine whether the style and content of Dr. Brinkley's political persuasion differs from the style and content of his medical persuasion. It is noted that the political activities of Brinkley grew out of the repercussions from his medical activities, and they were conceivably vindictive in nature. Therefore, it is postulated that important differences between the two might exist.

Another question to be answered is whether there seems to be a change or development in the persuasive elements. The medical persuasions covered a period of years from 1921 until Dr. Brinkley's death in 1941. He had many opportunities to revise and rewrite these communications. It would be valuable to note whether certain techniques were found by him to be especially valuable and retained through the years, or whether some appeals were considered ineffective and discarded. The same question, of change over a period of time might be applied to the persuasion of the Kansas governorship campaigns of 1930 and 1932.

Analysis will rest upon selections of both the political and medical types of persuasion. There were two major divisions of Dr. Brinkley's medical advertising. The first was radio speaking; the second was literature mailed to those who responded to the radio advertisements. The political variety of persuasion to be examined consists mainly of speeches and campaign techniques.

Review of Literature

Because he is a well-known figure, it is surprising that there is a paucity of published material about Dr. Brinkley. A few periodical articles, a few books which contain chapters about his activities, and a biography which Dr. Brinkley paid to have published are all that are currently available. In addition, there are two unpublished theses which attempt to assess his influence in political history of 1930 to 1936.

Since Dr. Brinkley was never included among the ranks of great speakers or politicians, records of his speeches are not readily available. To find these, it was necessary to turn first to the daily record of contemporary life, the newspaper. In the Kansas Historical Society Library in Topeka,

issues of all newspapers published in Kansas are filed. In papers published in towns where Brinkley spoke were found reports of his appearances and speeches. In many small towns in Kansas, Dr. Brinkley's visit was the most exciting event in years and drew crowds larger than many had seen before. Naturally, the newspapers reported these events. Also, advertisements, along with his political platform, were placed by Dr. Brinkley in these newspapers. In the Kansas State Library in the Capitol Building in Topeka is an extensive newspaper clipping file and Dr. Brinkley's 1932 platform booklet. Both were loaned for study. From these daily and weekly newspapers of Kansas came probably the best and most complete record of the speaking and advertising conducted by Brinkley during his political campaigns of 1930 and 1932.

The chapter, "Goat Gland Politics," in *Rascals in Democracy* by W. G. Clugston is an analysis of the influence of Dr. Brinkley in Kansas politics. Clugston, it should be remembered, was a Topeka correspondent for the Kansas City Journal Post, a newspaper rival of the Kansas City Star. Although this fact does not make his record of the medical hearings and political campaigns which he witnessed as an experienced political commentator less valuable, it is important, for it will tend to influence his view of motives for any campaigns the Star conducted against Brinkley. Clugston's conclusions will be quoted at length later, but were basically that the voters in Kansas demonstrated that "there is a way for the people to curb the powers of political parties when such parties seek to become as tyrannical as kings and absolute monarchs once were."

"Triads and Goat Glands," a chapter in Wheat Country by William Bracke is interesting, but was not especially valuable for this study. Long sections of the chapter are either quoted from Clugston's report in Rascals

in Democracy, or are not very original paraphrases of the same work. Furthermore, what additions there were do not seem to be altogether accurate. For example, the Brinkley drug-store chain which numbered 1,500 at its apex in 1930 was described as "a chain of several hundred." Also, after the 1930 medical hearings, Dr. Brinkley was supposed to be resting on "one of his three palatial yachts," at least two of which he did not obtain until later in his life. But the most glaring error was his contention that "Brinkley never succeeded again in making so much money as he had amassed at Milford in the goat gland years," as will be shown to be in error in the biography to follow.

The thesis, Dr. John R. Brinkley, A Kansas Phenomenon, by Don B. Slechta was another analysis which reflected Mr. Clugston's influence, but with more accuracy and originality than the book by Mr. Bracke. Slechta studied the 1930, 1932, and 1934 political campaigns and part of the extensive legal proceedings in which Brinkley engaged to try to exonerate his professional record. The thesis appears to be mainly an attempt to assess Dr. Brinkley the man, and analyze his influence in Kansas politics.

Francis Schruben in his thesis, John R. Brinkley, Candidate for Governor, studied intensively the campaigns of 1930 and 1932. He conducted a small survey by interview and letter to determine whether most people in Kansas at the time and at the present, actually believe Dr. Brinkley was elected governor. His conclusion was that they did, and still do. Then he analyzed the political and economic environment to learn why Brinkley's appeal was so effective. He concluded, in brief, that the economic depression, the division of the Republican party, and the "Failure of those in political power to respond to the public will," were prime factors.

While the studies of Dr. Brinkley's spectacular foray into politics

are valuable, they are incomplete without understanding their medical genesis. Brinkley was a doctor who advertised, practiced, and was making well over one-half million a year before any major occasion to enter politics arose. Therefore, to understand his persuasion, it was necessary to learn about his practice and his promotion of it.

Material chastizing and condemning the doctor was available from the Kansas Medical Society and the American Medical Association. The Bureau of Investigation of the American Medical Association maintains a complete file about Brinkley in their Chicago offices, but this is unavailable to anyone who cannot go to Chicago to study it there. In the Journal of the American Medical Association and the Kansas Medical Society Journal the original articles attacking Brinkley were read.

An article, "The Goat-Gland Surgeon," by Jack D. Walker appeared in the December, 1957 Journal of the Kansas Medical Society. He briefly reviews the life of Dr. Brinkley in an unsympathetic manner. Most of Dr. Walker's sources were those already available to this writer--the Kansas City Star, the Kansas Medical Association records, and the Journal of the American Medical Association. Probably because of these sources of information, the most accurate material in the article concerns the times in which Dr. Brinkley was shown to be misrepresenting facts. In other cases, Dr. Walker is less than accurate. Once, Dr. Brinkley is quoted explaining how he came to Milford and began his goat gland transplantation. This quotation bears no resemblance to any of the stories of the discovery as found in the Brinkley advertising material. Furthermore, no exact reference is given where the reader might check the direct quotation.

As did most of the Kansas medics who wrote about him, Walker felt that in 1928-29 "Brinkley was at the height of his career." He also felt that

"even before the medical profession seemed to take note, the (Kansas City) Star had become aware of the true nature of Brinkley's racket." One doubts this when he remembers that the Star expose began in the spring of 1930 and over two years before, the first attack on Brinkley came from the pen of Dr. Morris Fishbein in the Journal of the American Medical Association. One last inaccuracy should be noted, that being Walker's claim that Brinkley "ran a close second" in the 1930 campaign. Whichever way one views the vote count, it is impossible to conclude that Brinkley ran second. He was either first or third.

Thomas Neville Bonner's The Kansas Doctor, A Century of Pioneering, is a coverage of the history of Kansas medicine, 1854 to the present. Therefore, the inimitable Dr. Brinkley could not be overlooked by him. Though the tone is genuinely unsympathetic to the doctor, the factual material is largely reliable. Source material was the same as that already cited by this writer: the Slechta thesis, the Kansas City Star, Topeka Daily Capital, the Kansas Medical Society and American Medical Association Journals. The only noticeable inaccuracy seems to be common to many of those from Kansas who wrote about Dr. Brinkley. Mr. Bonner concludes his short section about Dr. Brinkley with "the dark night of obscurity fell upon Brinkley after 1932." It is true that this error appears most frequently among the writers who supported the campaign to rid Kansas of Brinkley. Once he moved out, they felt their duty done, and assumed that, naturally, the mortal blow had been aimed. Unfortunately for the complete accuracy of their writing, they were not farsighted enough to look beyond the borders of Kansas to trace the epochal career of Dr. Brinkley to its actual finish.

This material furnished necessary information about Brinkley's medical practice "from the Opposition," so to speak, but was so incomplete that it

provided only a partial picture of the medical persuasion. Again, however, the newspapers were helpful, even though they, too, were often biased. Most editors in the state openly opposed the "goat-gland specialist," as they delighted in calling him. This opposition often went to the extent of appearing as editorial comment in news stories. The Star was by no means alone in this tactic. The few newspapers which supported Brinkley were so prejudiced in his favor that they, too, provided only a partial picture of his qualities. It is hoped that by using both favorable and unfavorable sources, a balanced picture can be presented.

During the hot summer of 1930 the Kansas Medical Board hearings to revoke the license of Dr. Brinkley to practice medicine in Kansas were the biggest news in East and Central Kansas. A thorough coverage of the trial appeared in several daily newspapers, providing information and color. Dr. Brinkley was astute enough to realize the value of this publicity and capitalized upon it. Therefore, even the hearings must be included in analysis of the persuasion of Dr. Brinkley.

A book valuable for giving the details of his life prior to his moving to Milford is the biography by Clement Wood, Life of A Man. Extreme caution was used with all material taken from this small volume because of its source. Dr. Brinkley reportedly paid Wood \$5,000 to write this book in 1934, and probably financed the publication. He mailed it to each person who wrote to the radio station in request of information about the Brinkley hospitals. Upon reading, it seems obvious that the book is an attempt at vindication of Dr. Brinkley's defiance of the American Medical Association and justification for his "unusual" promotion tactics.

Among periodical articles reviewed was "Gland Time in Kansas," by Walter Davenport in Colliers. This was mainly a report of the 1930 political

campaign and Charles Curtis' part in securing Brinkley's right to broadcast over radio station XER in Mexico. The details of this article are not faithfully accurate, though generally the events are correct. Therefore, the information was taken as basically correct in substance, but not dependable for fine points. For instance, he reports the "cheerleading sessions" of the 1930 campaigns were to teach voters to spell J-O-H-N R. B-R-I-N-K-L-E-Y. While the idea is correct, there were cheerleading sessions to teach voters to spell, they were taught to spell J.-R.- Brinkley. Also, he reports that Brinkley went to see Curtis about Mexican authorities banning his right to speak over his radio station there during the 1930 political campaign. The trip was made, but not during the campaign.

J. C. Furnas' "Country Doctor Goes to Town," was in the Saturday Evening Post. It appears to be a fairly accurate report of Brinkley's activities after he moved to Del Rio. In the details which could be checked against other sources, he is accurate; hence the above conclusion for the entire story, in spite of the typically "slick" style. Many details are reported here that were in no other published source available to the writer.

It remained for the book, You May Take the Witness, by Clinton Giddings Brown to uncover the most valuable research material found during the entire search for examples of medical persuasion. This book is a series of reminiscences by the author, a retired lawyer of cases he had argued. One had been the trial in which Brown defended Dr. Morris Fishbein, a former editor of the American Medical Association Journal and then editor of Hygeia, in a libel suit by Dr. Brinkley. Mr. Brown, in this chapter, referred to the transcript of record, of the trial filed in the Fifth District United States Circuit Court of Appeals in New Orleans. This contained, he said, a number of exhibits of Brinkley's advertising and speaking. When contacted as to

a method of studying the transcript without the expense of traveling to New Orleans, he sent a letter authorizing a lawyer to act as attorney for the writer in borrowing the transcript for 30 days. From these records was taken considerable testimony to provide accurate dates and occurrences, and 23 exhibits including pamphlets, letters, and radio speeches were obtained.

Radio stations over which Dr. Brinkley spoke were contacted. His own radio station, KFKB, had no preserved radio scripts or records of Dr. Brinkley's. The station, which was sold to the Farmer's and Banker's Life Insurance Company, was renamed KFBI. Dr. Brinkley had often bought radio time from them, but they had no records of his scripts on file. Through K. W. Pyle, station manager of KFBI when Brinkley was buying time, two radio scripts were located. These were among a group of scripts filed with the Federal Radio Commission in 1935 during a hearing on station KFBI's application for renewal of license. These were made available to the writer by photostat from the National Archives.

Personal interview with people who knew Doctor Brinkley, or who lived in Kansas during the time he lived, campaigned and practiced here furnished the last source of information. Mrs. Brinkley was contacted but did not reply. It was reported that Brinkley's son changed his name and moved, but no substantiated source of this assertion could be found to check its accuracy.

Selection of Materials To Be Analyzed

The particular communications to be analyzed were judged to be the most representative of those available examples of the Brinkley persuasive efforts. If medical in nature, the speeches and advertisements were selected from the

years 1922 to 1937, that time during which his practice flourished most rewardingly. If political, the speeches were selected from the campaigns of 1930 and 1932.

During the 1930 campaign, Dr. Brinkley did much of his advertising by air, but toward the end of the campaign, made three major appearances. These speeches will be analyzed because they represent in large part what the newspaper commentators reported Brinkley had been saying over the radio, and because they are the three about which the most complete reports could be found. Early in the 1932 campaign, Dr. Brinkley visited each county in Kansas, immediately after announcing his candidacy and platform. After examining eleven reports of these visits, the writer decided that with minor variations as the tour progressed, the speech was basically the same each time given. The speech is reproduced nearly in full as given before a small town gathering.

The problem of authenticity of these speech texts must be recognized. The medical speeches are judged to be substantially representative of Dr. Brinkley's "health talks" because they were accepted as evidence both by the United States District Court and the Federal Radio Commission. Their use as evidence was to have been representative samples of these "health talks." Further, they were stylistically similar to each other even though taken from different sources; and they bore strong resemblance to the oral style of Dr. Brinkley as revealed in his political speeches.

The speeches given during the political campaigns are judged to be accurate in context. In each case several newspaper commentaries of each were studied. The essence of these speeches was consistently reported. Of the accuracy of the style, there may indeed be some question. Only in two reports was there a completely recorded speech in more than one

source. In this case, two major Wichita newspapers covered the speech, and as is often done, the speech in full was reprinted. This was apparently recorded by a stenographer for Dr. Brinkley was reported to have spoken without manuscript. The two reports were compared and there was only one minor difference, the use of "stated" in one report instead of "says" as in the other. A manuscript of the 1932 campaign speech was probably submitted by Dr. Brinkley or his publicity manager to the newspaper. Several reporters noted that Brinkley did not deviate from his manuscript except for occasional asides. Therefore, the major portion is probably quite accurate. In addition, many asides are reported in the papers as these comments are often the interest material of the news story.

The medical advertisements were included as representative examples because they were submitted in evidence and judged acceptable by the court. They are discussed largely as they seem to fall into distinct chronological divisions. Those selected for analysis were judged to express most completely the advertising principles consistently used by Dr. Brinkley.

In addition to selected speeches and advertisements, a rather detailed biographical sketch is included as a chapter separate from the actual analysis. These details, fascinating though they may be, are included for reasons quite separate from their interest. First, the tale of his life provides a framework in which to fit the Brinkley speaking and advertising. But there is a more basic reason why so complete a biography should be included. Much persuasion emanates from the personality, and Dr. Brinkley's personality was a complex one. No brief statement could encompass all the multifarious sides of this man. Only by

knowing the successes and oppositions encountered by Dr. Brinkley can either his political speaking or his advertising methods be understood. The last important reason for inclusion of many biographical details was that, to date, no one source available to this writer contains a complete record of Brinkley's life in a form considered either accurate or thorough.

Criteria For Evaluation

In order that persuasion may be evaluated it is necessary that there be a clear conception of what the term implies. Definitions may be found in persuasion textbooks which specifically apply to the speaker who wishes to persuade. The persuader "is making a calculated effort to change the psychological orientation of his listeners."¹ "He is making a conscious attempt to modify thought and action by manipulating the motives of men toward pre-determined ends."²

These definitions have one factor in common. The end sought is a change in human behavior, whether that change be mental assent, psychological acceptance, or any other position along a continuum which ends in securing action; and each fails to explain those factors through which the change is achieved. Furthermore, they imply that all persuasion is gained only through conscious efforts of the persuader. This implication this writer considers to be in error, for there can be seen many instances when one's psychological orientation is changed by another who is not aware either that he created a change or how he did so.

¹Robert T. Oliver, The Psychology of Persuasive Speech, p. 7.

²Winston L. Brembeck and William S. Howell, Persuasion, A Means of Social Control, p. 22.

A definition of persuasion can be found which will encompass the concept of unconscious persuasion. Persuasion is "an act of influencing the mind by arguments or reasons offered, or by anything that moves the mind or passions, or inclines the will to a determination."³ Stating this definition specifically in terms of the speaker it can be said that "the persuader is directing his discourse because it is his purpose to win belief or stimulate action, and he employs all the factors which determine human behavior to do this."⁴

Important though it may be in gaining a clear understanding of the nature of persuasion, a simple definition will afford little basis for analysis and evaluation of persuasive efforts. It is true, though, that once the concept of what constitutes persuasion is clear, established critical methods can be used. Classical rhetorical criticism is based on a tripartite analysis of persuasion first found in Aristotle's Rhetoric. Persuasion, a term translated interchangeably with "proof", is defined as "a kind of demonstration."⁵ In a speech itself, Aristotle discerned three kinds of proofs, or persuasions.

The first kind resides in the character (ethos) of the speaker; the second consists in producing a certain (the right) attitude in the hearer; the third appertains to the argument proper . . .

. . . to master all three obviously calls for a man who can reason logically, can analyze the types of human character, along with the virtues, and thirdly, can analyze the

³Webster's New International Dictionary, p. 1829.

⁴Wayne C. Minnick, The Art of Persuasion, pp. 33-34.

⁵Aristotle, The Rhetoric of Aristotle, p. 8.

emotions--the nature and quality of each several emotion, with the means by which, and the manner in which it is excited.⁶

Since the time of Aristotle, most rhetoricians have accepted these three divisions of criticism. There have been many refinements to improve the clarity and empirical acceptability of the methods, but the basic three part categorization remains. A codification of these classical standards is found in Speech Criticism by Thonssen and Baird in section two, "Standards of Judgment." These standards, founded in Aristotle's Rhetoric, and grounded in rhetorical study since that time, will be used against which to evaluate Dr. Brinkley's persuasion. Only in dealing with emotional proof will there be substantial deviation from the criteria of Thonssen and Baird. Included therein will be amplification drawn from more recent studies in motivation. These standards, which will be used in this analysis, are summarized in the following discussion.

Logical Proof.⁷ The primary interest is focused upon the evaluation of intellectual content. The study will be two-fold. First, there will be delineation of the basic premises of each communication analyzed; determination of how fully the given persuasive effort enforces the premises; the evaluation of how closely that enforcement conforms to general rules of argumentative development. Second, there will be an effort to discern how nearly the totality of reasoning approaches a measure of

⁶Loc. Cit.

⁷To clarify the rhetorical vocabulary used, it should be remembered by the reader that the classical term, proof, is used interchangeably with the term, persuasion--such as, logical proof is persuasion through logic, pathetic proof is persuasion through emotion, and ethical proof is persuasion through personality.

"truth" adequate for purposes of action, i.e., how accurate the basic premises are when tested by empirical reality, and how functional is the total idea--premises and conclusions--in social existence. Thus, a definite attempt will be made to distinguish between logical validity and empirical truth.

Pathetic (emotional) Proof. This proof is that which puts the listeners in a frame of mind to react favorably and conformably to the persuader's purpose. It is well to keep in mind that these proofs may be noted in content or in delivery of the communication. In order to completely understand the nature of this proof, three related inquiries may be made. The first is into the speaker's recognition and application of the principle of audience adaptation.⁸ The second is derived from the basic postulate that language is capable of performing a dual function of appealing both to the rational and to the non-rational nature of man. It involves examining the language as it is supposed to, and actually does, make both appeals. The third is related to the emotional effect of the actual delivery of the communication, if it is oral.

Ethical Proof. This is concerned with projection of the character of the speaker to his audience. Again, both content and delivery are involved, as through calculated or unconscious efforts the persuader

⁸Any application of the principles of audience adaptation must deal with motivation. The writer is well aware that motivation is an elusive and complex phenomenon which is not completely understood by psychologists even. However, in dealing with persuasion account must be made for the speaker's attempts to secure belief through manipulation of symbols, creation of images, and stimulation of reaction tendencies--i.e., socio- and bio-genetic "motives"--universal in our society. As used in this study, the concept of motivation will encompass those attempts.

establishes in the minds of his listeners (or readers) the belief that his character is worthy of their confidence.⁹

The analysis of Dr. Brinkley's persuasive efforts proceeded in the manner described below. First, a review of Dr. Brinkley's life provided a conceptual framework from which his formulation of ideas could be constructed. These ideas formed the premises upon which all his ethical and logical proofs rested. This derivation of ideas was finally judged when the particular logical processes of each communication were examined. Second, the ethos of Dr. Brinkley most strongly distinguished itself in his pursuit of his chosen profession, medicine. From an examination of his persuasive efforts in this area emerged a clear conception of his development of ethical proof. Third, by study of the political campaigning of Dr. Brinkley, which was a direct issue of his medical advertising, it was possible also to view his ethical proof. Most important, however, was that the political speaking provided the best opportunity to determine how Dr. Brinkley manipulated the emotions of an immediate audience to invoke a reaction he desired.

⁹Ethical proof has a great deal in common with both the preceding proofs and is often hard to distinguish. The speaker who establishes his own moral integrity and imposes strictures upon that of his opponent is unquestionably using both ethical and pathetic proofs. He establishes their belief in his own probity and character, and, at the same time, is predisposing the minds of the hearers toward the more ready acceptance of his own cause. The speaker who uses personal experiences to demonstrate a line of reasoning is establishing his own worthiness as an authority as well as the validity of his argument, hence, the item is both ethical and logical proof.

"THE LIFE OF A MAN"¹

Determining the actual facts concerning the early life of John R. Brinkley is difficult. The only printed source now available in which the details of his early life can be found is the biography by Wood. According to this book, John Romulus Brinkley was born July 8, 1885, in a post office in Beta, North Carolina. His father, a country doctor, died when the boy was nine. They lived in one of the poorest parts of the hills in North Carolina, and he is supposed to have spent much of his youth in extreme poverty.

Apparently, his early education was scant. Until his father's death he attended the country school which lasted three months of each year. The quality of education received here is questionable. As pointed out by Wood, "anybody could be a teacher, in the mountains,"² and the fifteen dollar a month salary was unlikely to attract qualified educators. Because it was always young Brinkley's ambition to follow in the footsteps of his doctor father, he walked long distances to attend Tuckaseegee high school. At the time of the later attacks on Brinkley, this high school apparently had expired, and it was claimed that he had not even attended a high school. However, during the Medical Society Hearings in 1930, a number of graduates traveled to Kansas to testify to its onetime existence.

¹This is the title of the biography Brinkley reportedly paid Clement C. Wood \$5,000 to write.

²Clement C. Wood, The Life of A Man, p. 37.

At the age of 15, he decided he had enough education to begin his studies toward being a doctor. So he made his first trip to the city. Wood relates an interesting, but doubtful, tale of how he presented himself to the dean of the medical department of Johns Hopkins University.

He wore a shirt, and a pair of trousers, and nothing else. He owned no other clothes: no coat, no cravat, no underwear, no socks, no shoes. He told the dean that he wanted to enter Johns Hopkins, and become a doctor, as his father had been.

The austere dean surveyed the barefoot boy, and told him to go back to the mountains and continue carrying mail. Doctors weren't made out of boys like him, the dean said.³

The mail deliveries spoken of were the employment Brinkley had taken when forced to leave school to support himself and his ailing aunt with whom he lived. One questions the accuracy of this report, however, when Wood later says, "So it was that, just turned seventeen, he set out to see a city for the first time in his life."⁴ Either of the tales could simply be embellishment. In the biography, each serves a purpose beyond merely relating facts of a man's life. The first is an obvious attempt to show that the medical profession, in not accepting him as a student, was to blame for his later troubles in obtaining an education. The second leads to a series of humorous incidents which could have been added to give a kind of modern "Huckleberry Finn" treatment to Brinkley.

Sometime in these years he acquired the skill of telegraphy. He worked "on the Southern and on the Atlantic Coast Lines, as telegraph operator and freight and ticket agent,"⁵ Wood reports, and traveled throughout that country as a part of his work.

³Ibid., forward.

⁴Ibid., p. 45.

⁵Ibid., p. 55.

In Dr. Morris Fishbein's attack on Brinkley, he claims Brinkley declared under oath (when applying for medical license in California) that he obtained preliminary education at Milton Academy, Baltimore, 1902 through 1906. He also points out that this was not advertised, but rather that Brinkley claimed to have been a traveling relief agent in 1902, a telegraph operator from 1903 to 1908. Fishbein wonders how Brinkley could have done both, which seems a legitimate inquiry. Wood explains that Brinkley was taking correspondence courses from Milton, but makes no claims to graduation.

Brinkley's marriage in 1907 to Sally Wilke, is given as the start of Brinkley's medical studies.⁶ Wood tells of their moving to Chicago where John secured employment with Western Union, and at the same time enrolled in Bennett Medical College, an eclectic school.⁷ Brinkley's attendance at Bennett from 1908 until 1911 is well substantiated from many sources. Later testimony by Brinkley claimed that he did not enroll in the fall of 1911 because he could not afford it. Apparently, he owed the school for previous years tuition and could not enroll for the final year until the debt was paid. Wood reports in detail the many financial troubles which beset Brinkley, and his marital problems which culminated in divorce after the birth of four daughters.

⁶Ibid., p. 58.

⁷The term, eclectic, must be understood because of its importance in the educational history of Dr. Brinkley. As he conceived of it, eclectic meant to select the best. At that time it was used to describe a school of medical thought which did not particularly subscribe to allopathic or homoeopathic practices. According to Webster's New International Dictionary, page 814, it refers to selection of what is thought best in doctrines from various systems; specifically in medicine in the United States, it is a practice giving special attention to plant remedies.

The years of his life immediately following 1911 are shrouded with mystery. Fishbein told that Brinkley claimed under oath he attended the National University of Arts and Sciences at St. Louis from September, 1911 to June, 1913. However, during the Diploma Mill Scandal to be discussed later, W. P. Sachs, then Missouri State Superintendent of Public Instruction, testified that the alleged diploma dated June, 1913 was issued for cash in 1918. This was re-substantiated when Brinkley testified during the Fishbein libel suit in 1937.

During summer and fall of 1911, I was practicing medicine in western North Carolina where I was born and raised, by permit of the Secretary of the Medical Board who knew I was an undergraduate. I practiced there until, I think, October of 1911. After that I went to Jacksonville, Fla., for a couple of weeks where I worked for the Western Union Telegraph Co. When I left there I went to Whiteville, N. C. I think I went to Whiteville right close to the end of 1911.

Sometime in there, I left Whiteville,--I don't remember when,--and went up to St. Louis, Mo. I only stayed there a short time, and then came on back to Danrich, Tenn. During the summer of 1912, I practiced medicine at Danrich. I moved down to Knoxville, Tennessee somewhere toward the close of 1912.⁸ I had an undergraduate's license. . .was practicing legally.

Fishbein also told of a newspaper clipping from the Greenville, South Carolina News of December 9, 1913 which records the troubles of one J. R. Brinkley "electro-medic doctor." He had been brought from Knoxville, Tennessee to Greenville, South Carolina charged with forgery. It is a matter of speculation whether the J. R. Brinkleys were the same. Brinkley's testimony was that he opened an office in Greenville for another man, but never practiced there. "The name of the branch office I

⁸J. R. Brinkley v. Morris Fishbein, U. S. Circuit Court of Appeals, Fifth Circuit, 9230.

opened there was "Electro-Medic Specialists," he said. "I did run advertising there."⁹ Brinkley went on to say that when he learned Burke was not a doctor, he left.

In June of 1913 Wood reports that Brinkley returned to Chicago to try to make some arrangement to finish medical school at Bennett. While there, he met a young man who persuaded Brinkley to join him in being a medical missionary to China. Since going there as a missionary did not require a license, Brinkley agreed. They traveled to Mississippi to bid the young preacher's parents good-bye, then went to Memphis to say farewell to his brother. In Memphis, Brinkley met Minnie Telitha Jones and very soon changed his plans of going to China. Instead, he decided that Miss Jones should become the second Mrs. John R. Brinkley. They married on August 23, 1913, and moved to Earl, Arkansas where he secured an undergraduate license to practice. He joined the only active physician there, Dr. White, who was soon to leave to practice medicine in Connecticut.

One day, Dr. White received a medical bulletin from the Eclectic Medical University in Kansas City, Mo., of which he was a graduate. Brinkley respected Dr. White's ability so he wrote to the school telling of his financial plight which made it impossible for him to secure a medical license. Their reply was that if he could secure an affidavit of his three years work at Bennett, pay the \$100 required for final year matriculation, he might enter the school, complete the senior year of study, and receive his M. D.

By October, 1914 when he had saved the required \$100, Mr. and Mrs. Brinkley moved to Kansas City. Wood records, as would be expected, that

⁹Loc. cit.

he got on well with his instructors, was a thorough student, and graduated with excellent credit on May 7, 1915, with the long coveted degree of M. D. This degree, however, was obtained from an eclectic university which was recognized by licensing boards in only eight states. Brinkley and the entire graduating class were passed by the Eclectic Medical Examiners Board of Arkansas, which was the last state to continue granting licenses to eclectic physicians. The state of Kansas Medical Board had a reciprocity agreement with Arkansas, so without examination, Dr. Brinkley received his license to practice medicine in Kansas on February 16, 1916.

While looking for a place in Kansas to practice, apparently having decided the people of Arkansas and Tennessee could not support a doctor, he worked at Swift and Company in Kansas City, Missouri. Wood claims for him the "impressive title of Plant Surgeon."¹⁰ Fishbein claims an advertising booklet of Brinkley's reports this as being in 1914; but no booklet available to this writer claimed any date other than 1916. Fishbein also says the title was actually only "physician and clerk" and that he was only employed there one month.

He was curious--Wood says Brinkley always had a restlessly inquiring mind--and asked many questions of the veterinary surgeons who were U. S. meat inspectors. He learned that the goat was the healthiest of animals. The young veterinarians said they had seen five hundred thousand slaughtered and not found a single one infected with any disease communicable to a human being.

From Kansas City Brinkley was invited to Pratt, but left there inside a month when he discovered the doctor was performing abortions. He then

¹⁰Wood, op. cit., p. 78.

moved to Fulton where he claimed the beginning of a good practice. But this was cut short in 1917 when he was drafted by the United States Army. He was sent to San Antonio and then to El Paso as Regimental Surgeon to the 64th Infantry, where, Wood claims, he was very much overworked.

He had a company over the Rio Grande, another company at the copper mine over in New Mexico, more over near the Chihuahua Mountains, and he was expected to pay each a personal visit; . . . Dr. Brinkley was responsible for the sanitation of the whole regiment. . . then an epidemic of meningitis swept the ranks. . . Ultimately, worry, work, and loss of sleep, and the intense heat, sent the doctor into a complete collapse. . . he was in the hospital for thirty days, when he was surveyed out, with a surgeon's certificate of disability.¹¹

Upon returning to Fulton he discovered another doctor had come during his absence. The town being too small to support two doctors, he moved again. Milford, Kansas was the destination this time. It was in Milford that Brinkley began his spectacular career as "goat-gland specialist." The origin of the idea is, of course, open to speculation.¹² However, all sources agree that Brinkley performed six early "goat-gland" operations.

¹¹Ibid., p. 88.

¹²The story, as related by Wood, is Brinkley's own version of what happened. It is expected that it will be "shaded" to show Dr. Brinkley in the most favorable light. Still, the idea did originate with the doctor, and this is his only complete account, so it must be reported. As it is read, however, it must be remembered that the book recounting this tale was written at the request of Dr. Brinkley to be used probably as a justification.

"A farmer came in one night to see the Doctor privately. . . He began to cross-examine Brinkley subtly. . . the doctor found it a relief to talk straight from the shoulder, and told of his struggles to get started in medicine, of his medical college work in Chicago and Kansas City. He told the details of his queer experiences as Plant Surgeon for Swift and Company. . .

"After every other topic seemed exhausted, the neighbor came around to what had brought him in to see the doctor." He was 46, his wife 42; their last child was 18 years old. They had been unable to have children for years, he said. "I'm all in. No pep. A flat tire. I've been to

Later advertisements mailed by Brinkley claimed "success in every case," and cures of severe dementia praecox in two of the six. Whatever was the truth about reasons for the first operations, little was heard of them for a few years more.

plenty of doctors about it. . . not a one of 'em has done me any good. I thought maybe the army had taught you something about what might be good for a man who was what they call sexually weak."

"Brinkley, who could only be utterly honest didn't want to hold out false hopes to a troubled patient. 'I have had a lot of cases like yours. I've used serums, medicines, and electricity for men sexually weak, I don't think I ever benefited a single patient with any of these. . . .Medical science doesn't know anything that can really help, in a condition like yours.'

"Laughingly, the doctor said, 'You're a farmer, you must have seen just what I've seen--those rams and buck goats. . .You wouldn't have any trouble, if you had a pair of those buck glands in you.'

"The farmer stiffened, leaned tensely forward, stared at the doctor, 'Well, why don't you put 'em in?'

Brinkley objected vehemently and they argued until 3:00 a.m. with Brinkley finally giving in when the farmer threatened him. "'Listen, Doctor, I'm a swell friend to my friends and a hard man to them I don't like. If you don't do this, and give me a chance at least, I'll show you what I can do in this neighborhood. There's ways. When I get through talking, you couldn't get a patient to come here anywhere in ten miles.'"

Finally, Brinkley agreed, if the farmer would "get the goat and bring it to his office in the dead of night. The man was to return home before daybreak. The next morning his wife was to phone Brinkley that her husband was down with the flu; and this would give the doctor a legitimate excuse to drive out to the farmer's house as often as was necessary to see how the convalescence from the unique surgical operation was getting along.

Brinkley lived in fear of being found out, but nothing leaked until one night the farmer appeared and gave Brinkley, who had not charged him a thing, a \$150 check, saying 'By damn, Doc, if I could, I'd make that check just ten times as big!' The doctor banked the money thankfully and hoped he had heard the last of the matter.

But he hadn't. "Within a couple of weeks, another Milford farmer sidled in. . . winked at the doctor. 'Doc, I got the same sort of kidney trouble Jake had.' He put his hand on his hip, and pretended to feel a

In March of 1918 when he felt his health slipping again, he and his wife left for Chicago for a rest and advanced study. Upon their return, they found themselves at last completely out of debt. He had promised his wife when they first arrived that they would not stay in the dirty little town any longer than necessary to repair their finances. So now, he asked her where they should go. She replied that in view of the good practice in Milford, that was where they should stay. He agreed, but decided, "If we stay here, I've got to build a hospital; I can't go on performing operations in people's homes. My surgical cases are so widely scattered, it runs me to death calling on my patients."¹³

He began to raise the money; formed a \$10,000 corporation, the Brinkley-Jones Hospital Association; sold 35 shares at \$100 each to the farmers in the area, persuaded George Murphy, president of the First National Bank of Manhattan, Kansas to lend him \$6,000 on it, Earl McChesney of Salina to give \$4,000 as a second mortgage, and the Frank S. Betz Co. to give credit of \$5,000 for surgical equipment. But other problems began to arise. He found the hospital needed electricity, which Milford did not have, water for which there was no city system; and sewage disposal. So he proceeded to remedy the deficiencies.

twinge of pain. 'He said for me to tell you, and you'd understand. He said for you to do the same thing for me you did for him.' The doctor was thoroughly frightened at this evidence of the first farmer's loquacity, but on another promise of secrecy, he performed the same operation.

There were, in all, four other operations performed during this year, then "the matter seemed to die a natural death, much to the doctor's relief. Now and then he found out that what he had done was whispered about among the people of Milford and roundabouts. He only hoped that he would be able to live it down."

¹³Ibid., p. 104.

A power plant, a city water works, and city sewage were all built along with the hospital plant. The price to Brinkley was a \$35,000 personal debt in August, 1918. One year later, a fire destroyed the building which had been the Brinkley drugstore. It destroyed, in fact, the entire city block. Brinkley again went to the farmers, borrowed \$14,000 more, and rebuilt the block.

In March of 1919, Brinkley was convicted of a liquor violation in Geary county. He was given a 90-day jail sentence which was suspended and a \$300 fine.¹⁴ Fishbein, in his article, makes much of the violation, charging "influence-peddling" in the suspended sentence, and asserting that thereby Brinkley also escaped the fine.

In the face of his nearly \$60,000 debt, and his reduced practice-- Wood claimed Brinkley had treated and cured all the people in the surrounding territory and they remained so healthy that he had no one to put into his hospital--he was desperate. This, Wood says, is when Brinkley inserted an advertisement in the Kansas City Star asking for an advertising expert to get in touch with him.

¹⁴This item is included because it was a source of much criticism in later days. What actually happened is a matter of speculation, but here is the Brinkley story which must also be told. He was in Kansas City, Mo., to lecture at the Eclectic Medical University when a friend who was a dentist in a nearby town came to Mrs. Brinkley. He told her that he was moving to Wichita to practice and needed a quart of alcohol to open his office. So Mrs. Brinkley gave it to him. The problem arose when he stopped in Junction City, celebrated with a few friends, got drunk, and was apprehended by the police. When he told the police where he had gotten the liquor, Mrs. Brinkley was arrested. Rather than let his wife stand trial, Dr. Brinkley rushed home to plead guilty and accepted the fine.

This explanation was related by Brinkley both in his biography and in the court testimony, and was agreed to by a Kansas City Star writer--probably MacDonald--who reported his interview with a number of neighbors on April 30, 1930.

The advertising man, upon visiting the Brinkley establishment, concluded it was a hopeless task, unless that is, Brinkley had something sensational to offer. "They talked almost all night. . . .Again and again, the visit came back to this matter of something new, something sensational. . . ." ¹⁵ Finally, Brinkley mentioned the goat-gland transplantations.

At last he could hold it in no further. A bit shamefaced . . . he related the story. When Brinkley had finished, the advertising man jumped up from where he was sitting, rushed over, and excitedly pumped the hand of the astonished doctor up and down. 'We've got it! By God, we've got it! Dr. Brinkley, you've got a million dollars within your hands, and you don't even realize it!' ¹⁶

Wood contends that Brinkley would not resort to advertising until he had exhausted every possibility of securing medical association recognition of his work. A booklet, containing pictures of the hospital, the laboratory, and other equipment was prepared. It was mailed, with a letter telling what he had done, to every physician in Kansas. There were no replies. Finally, Dr. Brinkley tried the medical societies and journals. He even spoke to college classes--all without results. When the attorneys of his creditors filed papers to force him into involuntary bankruptcy, he turned to the newspapers. With the first releases, sent to dozens of newspapers, came the opening wedge of publicity needed. Although only two published the stories, Chancellor Tobias of the University Chicago Law School saw one of the items and wrote Brinkley. He came to Milford for an operation, and was benefited so greatly that he called Brinkley to Chicago in June, 1920 to receive an honorary degree

¹⁵Ibid., p. 114

¹⁶Loc. cit.

of Doctor of Science from the school. The chancellor gave a signed statement concerning Brinkley's discovery to the press. This story lit the fuse of publicity Brinkley needed.

The Brinkley fortunes slowly began to turn. During the years of 1921 and into 1922, Brinkley traveled from place to place, performed a few operations, and published his first book, The Goat Gland Transplantation of Dr. J. R. Brinkley. The publisher was a satisfied patient, Sidney B. Flower. Still, in February of 1922, his hospital was empty and heavily mortgaged. Brinkley then wrote all the several thousand inquiries in his possession, saying he was going abroad for six months, and requested that they answer immediately if they desired treatment before he left.¹⁷ Among the replies was one from Harry Chandler, owner of the Los Angeles Times, saying he had heard of Dr. Brinkley, and asking that he come to California to operate on one of the Times' elderly editors. Brinkley made the trip and the operation was performed in March, 1922, with results much to the satisfaction of Chandler. The story was headlined in the Times, and through the publicity, Brinkley gained an opportunity to perform several other operations in California.

Wood claims the \$750 price for the operation originated at this time. Chandler asked what the charge was, and Brinkley replied, "Whatever people want to pay."¹⁸ Chandler retorted that such a practice was ridiculous. After all, he said, Brinkley's professional knowledge and services were what he had to sell, and people would not respect them

¹⁷This is probably the advertisement which is reproduced in Figure 1, chapter three, of this thesis.

¹⁸Wood, op. cit., p. 131.

unless they had to pay for them. "Don't you ever operate again, on anyone, for less than \$500," he told Brinkley.¹⁹

When Brinkley's 30 day temporary grant to practice in California expired, he had enjoyed such success he requested a reciprocal license with Kansas in order that he might remain. In the application he used the diploma purchased from Sachs. For this he was later indicted for conspiracy to violate the laws of California, but was never tried because Governor J. M. Davis of Kansas refused to extradite him.

It is also said that the idea for the radio station originated with Chandler. He had explained proudly to Brinkley that station KHJ was just being installed for the Times. Brinkley decided this would be an excellent way to entertain his patients in the hospital. So in 1923, radio station KFKB--Kansas First, Kansas Best--went on the air. Returns which were eventually to be reaped from this station were probably realized by no one.

By this time Wood reports, Brinkley's debts had been completely repaid. So he made plans to give his wife the long deferred honeymoon. Upon request of a doctor friend in Shanghai, he planned to visit the Orient, perform a few operations to cover expenses, and study some oriental diseases all in one trip. At this moment, the Diploma-Mill Scandal of 1922-1923 broke. One of the schools charged with issuing medical diplomas for cash was a school from which Brinkley claimed a second diploma, the Kansas City College of Medicine and Surgery. This school, Brinkley continued to contend, was not the college at which he had studied. He had, he said, only an "honorary" degree from the Kansas

¹⁹Ibid., p. 132.

City college. Furthermore, it was in no way connected with the already defunct Eclectic Medical University of Kansas City from which he had obtained a degree. By now, being widely publicized for his "unusual" work, Brinkley was a target of much publicity in connection with this scandal. During--or because of--all the unfavorable publicity at home, the Brinkley's spent until December of 1925 abroad.

When he returned to Kansas, Brinkley reopened the radio station and expanded his operations. As his radio fame grew, he received thousands of letters asking for advice. According to Wood, there were as many as a thousand letters daily and no way to answer them. Even though he had expanded his office force to include 50 secretaries, he could not handle the mail. The resolution to this problem was the Medical Question Box, started in the fall of 1929. The idea is supposed to have been borrowed from a Dr. Evans who conducted a Medical Question Box in the Chicago Tribune. Brinkley pointed out several times that the program just "evolved."

I did not ever advertise in literature or say over the radio, that if the people would send a dollar or two dollars I would advise them what was the matter with them and tell them what medicine to take. I said if anybody wanted a personal letter from me to send two dollars and I would write them a personal letter of advice. I didn't say I would send anything. I had to do that (the radio question box) to overcome so many requests. There were thousands of requests wanting me to write them something, and it was utterly impossible to do it.²⁰

During the radio Medical Question Box, he prescribed various compounds to be dispensed from his drug store in Milford. So many requests were received that he realized he would soon begin to incur the wrath of local druggists as well as the doctors. So a drugstore chain was

²⁰Brinkley v. Fishbein, loc. cit.

organized which soon grew to include 1,500 stores throughout Kansas, Nebraska, Missouri, and Oklahoma. Today many who heard this medical question box recall with humor hearing the doctor prescribing that Mrs. A of such and such address go to the drugstore and get prescriptions numbered 18 and 4; or for Mrs. C, get numbers 43, 18, and 61 for women. This numbering of the prescriptions originated, Brinkley said, because the names of the prescriptions were too complicated for listeners to note down correctly. Therefore, he avoided confusion when he simply prescribed a number for which the druggist already had the compound.

The program was not viewed with humor by doctors throughout the area. They argued loudly of the dangers involved in such a practice. Many persons, they said, would use these prescriptions and defer proper treatment. As a move to **stop** the Medical Question Box--among other reasons--in October, 1928, the Kansas Medical Society petitioned the Federal Radio Commission to revoke the radio license of KFKB. 'My practice is no different from many newspapers where columns by doctors are written,' Brinkley would reply. 'Besides, my medicines are far better than the widely advertised patent medicines with which people do the same thing and defer medical treatment.' Brinkley also charged the doctors complained so bitterly because his practice kept them from getting many two dollar office calls and hurt their income. Perhaps, to an extent, both were right. If Dr. Brinkley received the dollar per prescription it was claimed he did, the practice was undoubtedly lucrative to him. At the same time, it could not but have been severe competition to local doctors.

During the same years, there was evidence of the growing popularity of Dr. Brinkley's KFKB. It was by far the most powerful station in the

area which it served, having been allowed to increase power to 5,000 watts in 1927. It won the increase in competition with the Kansas City Star station WDAF. Then, in a November, 1929 Radio Digest popularity contest, KFKB received more votes than any station in the United States. A gold cup was offered to the national winner, with sectional championships. The winners and their total votes received were

Canada, CGQC	3,842
East, WJZ	4,210
West, WNAX	17,031
South, KWKH	19,514
Middle West, FKNF	46,556
Far West, KFOX	64,557
Gold Cup, KFKB	256,827 ²¹

WDAF was not even listed among the winners, receiving 10,000 votes.

The radio station was not the only Brinkley enterprise at an apex now, the entire "Brinkley Bubble" was sailing high. He was reported to have been receiving an income of well over one-half million dollars per year. In testimony in 1930, he claimed to have performed 6,000 operations, most of them at \$750 apiece. He is supposed to have had at least six motor cars, and the beautiful hospital plant in Milford completely paid for. It is no surprise that such a phenomenal success with so unorthodox a method began to arouse organized opposition. Since he had not been hurt by the Diploma-Mill Scandal, those who intended to stop the affluent "goat-gland specialist" realized that more drastic measures were necessary.

Whether they began the "Stop-Brinkley" campaign for the public good, or as vindictive personal measures is still a matter of conjecture. But whatever their reasons, there is little doubt that the Kansas

²¹Wood, op. cit., p. 222.

City Star editors and owners were out to "get" Brinkley. Slechta's thesis covered this Star campaign extensively. He sums the matter up by saying that whatever they claimed as an incentive, one thing was certain, "No matter where Brinkley turned he seemed to step on the toes of the Star."²² Moreover, its history has shown the Kansas City Star does not take this kind of competition lightly. His prescribing hurt some of the Star's biggest advertisers, the big patent medicine companies; its radio station, WDAF, was far overshadowed by Brinkley's station. However much the Star may have helped the public welfare, one cannot but wonder, in view of these facts and the Star tactics, whether the motive behind its campaign was other than altruism.

The Kansas City, Missouri paper found a powerful ally in the American Medical Association. Early in 1928, Dr. Morris Fishbein, editor of the Journal of the American Medical Association had launched an attack on "Quacks and Quackery" in medicine. The January 14 Journal carried a stinging invective against Dr. Brinkley. The article was brought up to date and re-published on April 12, 1930. It is hard to overlook the co-incidence of this reprinting with the "kick-off" of the Star onslaught, which began by headlining the Fishbein article on April 9, 1930. The story began:

In a few spots over the United States local stations continue to pour forth filth and falsehood. In the obscure Kansas village of Milford, a blatant quack, one John R. Brinkley, whose professional record reeks with charlatanism of the crudest type, has for some years been demonstrating the commercial possibilities of goat-gland-grafting for alleged sexual rejuvenation. Brinkley's educational history is as shady as his professional record. He had

²²Don B. Slechta, Dr. John R. Brinkley: A Kansas Phenomenon, Unpublished MS Thesis, Fort Hays State College, 1952, p. 40.

claimed two diplomas from Kansas City, Mo., schools-- or alleged schools--one of them that was not recognized by the licensing boards of most states in the Union and long out of existence, and the other a notorious diploma mill.²³

Dr. Fishbein went on to say that Brinkley had been convicted of selling "booze", but had escaped the jail sentence and fine. He derided the Brinkley operating by saying, "the radio may snort into the family circle the news that Brinkley has reawakened the dormant sex desire of some ancient derelict by the injection of some giblet-like mixture of glands."²⁴ Brinkley sued Fishbein for this article, but later allowed the suit to lapse when in February 16, 1934, the defendant's attorneys filed for the plaintiff to post \$1,000 additional court costs and it was not posted. The Star, after that, delighted in reporting that the "suit was withdrawn at his own request."

This story in the Star was followed in rapid succession by other articles, obviously intended to ridicule Brinkley. They were all by-lined by A. B. MacDonald, who Clugston reports, "had been doing foot-work on Brinkley for nearly a year" before the expose began.²⁵ The Medical Question Box was ridiculed; an interview which showed Brinkley to be a typically stupid, arrogant nouveau riche was published. April 15 began a series of articles about maimed, paralyzed, and intimidated patients. It is interesting to note that during the Medical Society hearings to revoke Brinkley's license which were held later that same summer, many of these patients whose stories had been head-lined by the Star refused to appear to testify. One of those who did

²³American Medical Society, Journal, April 12, 1930, p. 1146.

²⁴Loc. cit.

²⁵Slechta, loc. cit.

appear testified that Brinkley had "threatened" her by swearing obscenities at her. She admitted in cross-examination that he had exclaimed, "That Goddam little imp, getting out of bed when I told her not to" shortly after she had awakened from an appendicitis operation.²⁶

Brinkley, meanwhile, defended himself by radio, then by newspaper advertising. He filled pages with pictures of his "Institutions." After nearly a month of attack and defense, the Kansas Medical Society stepped in with what was to be the final blow to the "goat-gland specialist." The formal charges to revoke the license of John R. Brinkley to practice medicine in Kansas were filed on April 29, 1930. At the time, a hearing on cancellation of his radio license, petitioned by the Kansas Medical Society, was pending. Cleared of all charges of obscenity and other malpractices, Dr. Brinkley offered to stop his Medical Question Box. But the Radio Commission was adamant and refused, in a three to two decision, to renew the license. Their reason was that the radio was being operated merely as an adjunct to private business and not in the public interest.

The Medical Hearings opened July 16, 1930, and each day proceedings were headlined in several newspapers across the state. Differences among reports merely illustrate how diversified the feeling about the doctor was. Among the more objective reports, it seemed, were those of the Topeka Daily Capital, and the Kansas City Journal-Post. These will be most extensively quoted in the coverage of these hearings.

The Capital reported that the Brinkley attorneys proceeded from the first day as if they expected the license to be revoked. Wood says

²⁶Topeka Daily Capital, July 14, 1930, p. 1.

Dr. Brinkley employed an attorney to interview the doctors on the board before the hearings, and without exception, each member stated he would vote for revoking the license. Truth of this statement must be questioned due to its source. Still, there is little doubt in the mind of this writer, after reading the reports of the hearings, that it was accurate in substance.²⁷ Procedure of the hearings was made as legal as possible so that when Brinkley appealed to the courts, as he was sure to do, the transcript could be filed as an appeal. Thus, a jury trial for the doctor could perhaps be avoided. He had, in fact, before the hearings began lost a fight all the way to the Kansas Supreme Court to have the initial trial in the courts.

Testimony for the complaintant, L. F. Barney, retiring President of the Kansas Medical Society, ended July 23. Much of this testimony had been entered as depositions, sworn statements by persons who for one reason or another could not and would not attend the trial. Each deposition was admitted to the record over the objection of Brinkley's attorney. He contended that if witnesses would not appear for cross-examination, at least the Brinkley attorneys should have been present at the time of taking the deposition and been able to file rebuttal statements of cross-examination.

Then began the long trek of satisfied patients who came to testify that they had been operated upon by Dr. Brinkley and benefited by it.

²⁷At the time of closing the testimony of the complaintant, one of the doctors moved to vote right then, because he had already made his mind up and defense testimony would make no difference. Another time, defense cross-examination of prosecution witnesses was objected to because it was embarrassing to the witness, and it was too time-consuming.

One reporter noted that all seemed spry and in good health.²⁸ After a few days of this Clugston noted that the proceedings were beginning to backfire on the Medical Board.²⁹ After 40 had appeared, the board objected to listening further and took many of the remaining statements as depositions. When Brinkley testified, he invited the doctors to come to Milford to view his hospital and operation for themselves. They accepted the invitation, and on September 16, the medics traveled to Milford.

Differing views of the occurrences are reported. Wood asserts that Brinkley said,

They walked out, their heads hung in shame, with their tails between their legs like whipped curs. If they had spoken they would have been bound to admit to reporters. . . that I performed my operation exactly as I had described, which they had all said could not be done by any man. Instead, they had nothing to say.³⁰

During the last hearing session the next day, surgeons E. S. Edgerton, C. C. Nesselrode and T. C. Orr were reported to have testified that "the insertion of goat glands into human beings . . . would not do what was claimed in the Brinkley literature."³¹ It was the editor of the Journal of the Kansas Medical Society who claimed the doctors were unanimous in saying that the operations performed were not the operations described in the literature sent from the Brinkley Hospital."³² Wood's final

²⁸Topeka Daily Capital, July 23, 1930, p. 1.

²⁹Kansas City Journal-Post, July 24, 1930, p. 1. Brinkley had boasted that he could keep the patients coming all summer, and not many seriously doubted that he could.

³⁰Wood, op.cit., p. 256.

³¹Topeka Daily Capital, September 17, 1930, p. 1.

³²Kansas Medical Society, Journal, October, 1930, p. 383.

statement, at least, is accurate. The doctors had nothing to say. A visiting doctor, who Clugston says was friendly to Brinkley, said it could not be contended that they had not watched a "natural" surgeon.³³ All newspapers made much of Brinkley's poise, calmness and apparent skill. It was also reported, that after the members of the Medical Board departed, declining his invitation to lunch with him, Brinkley said, "I expect they shall revoke my license."³⁴

He was right. On September 17, the Board announced the decision to revoke the license of John R. Brinkley to practice medicine in Kansas. On September 19, William A. Smith, Kansas attorney general said he would investigate the Milford hospital, with an eye toward closing it. This probably was a reaction to the Brinkley statement that he would not be stopped because he had surgeons and a hospital to carry on his work.

Thus, the doctors hoped they had ended the spectacular career of Dr. John R. Brinkley in Kansas. However, they evidently did not realize the strength of the sleeping lion which they had nudged. For on September 19, 1930 from Little Rock, Arkansas, Brinkley proclaimed that he would run for governor of the state of Kansas. The news was greeted with ridicule and laughter; it was not taken seriously. At any rate, the attorney general announced, it was too late. No one could have his name printed on the ballot after the August primaries. Undaunted, Brinkley answered he would conduct a write-in campaign.

November 1, 1930, his platform was published, and Dr. Brinkley began a strenuous, spectacular month of campaigning. One of the prime objects of this campaign was to teach the people of Kansas to spell J. R. Brinkley

³³Kansas City Journal-Post, September 17, 1930, p. 1.

³⁴Topeka Daily Capital, September 16, 1930, p. 1.

correctly. Because of the nature of Brinkley's campaign, there was extended discussion over what would be done with the ballots where the name was incorrectly written. At first, the concern was not evidenced by the major candidates; none took the Brinkley candidacy seriously until late in the month of October. Local candidates in closely contested elections were worried lest thrown out Brinkley ballots decide the contests. To solve the problem, Attorney General Smith made several statements about what would be done. At first only one name was to be considered correct. Then he said that any name would be counted, but each different name or spelling would be counted for a different person. Finally, about a week before the election, he issued a statement that any name or any spelling would be counted for Brinkley.³⁵

Not only contradictory, the statements were also effective in confusing the issue. This perhaps is what was intended as the authorities began to realize that the Brinkley vote was a sleeping giant. They had no idea how many votes might be cast, but they knew the number would be large. Brinkley, on the other hand, continually pointed out that only one name was acceptable; only one way to write J. R. Brinkley on the ballots would be legal. He viewed the attorney general's statements with suspicion and repeatedly pointed out that they were tricks to confuse the voters.

When the smoke cleared after the election of 1930 in Kansas, the unexpected had occurred. Until the votes were counted, the Republicans had felt assured that Haucke would be elected. In view of the political and economic conditions of 1930, they knew there would be a large protest

³⁵Schruben discusses this controversy in detail.

vote. Ordinarily the protest vote would go to the other major opposition party, but in this case, Brinkley was bound to pull a large number of the bolters. It was generally felt that the Brinkley vote would hurt the Democrats more than the Republicans.

By now, the outcome is history. Harry Woodring, Democrat was elected by a margin of 251 votes. The final count was Haucke, 216,920; Woodring, 217,171; and Brinkley, 183,278.³⁶ But this was not official until long after November 5, and what actually happened on the night of the 1930 election in Kansas "would have made a thrilling whodunit."³⁷ Clugston says that when the voting returns began coming in on election night, there was plenty of alarm, for the early returns showed Brinkley running far ahead in many rural districts and some precincts in cities and towns. The state headquarters of the two old parties began calling leaders all over the state giving instructions to get word to the counting officials to throw out Brinkley ballots on every possible technicality. And then shortly before midnight, the returns began to show Woodring and Haucke forging ahead. Clugston said that conservatively speaking, between 25 and 30 thousand votes had been thrown out, and that any truthful Democrat or Republican would admit it, and had admitted it to him.³⁸ All written material reviewed, all conversations of this writer with the Brinkley backers, opposition, and interested outsiders agree with the

³⁶27th Biennial Report of Secretary of State 1929-30, p. 103.

³⁷Slechta, op. cit., p. 123.

³⁸Ibid., p. 124. The election count is covered well in a journalistic style in Clugston's *Rascals in Democracy*, and is thoroughly explored by both Slechta and Schruben.

Clugston conclusion. If the intent of the voter had been paramount in the count, J. R. Brinkley would have been elected governor of Kansas in 1930.

With a Democrat elected by only 251 votes, it is revealing that the Republicans did not contest the election. Especially since there were three precincts on the Soldiers' Home reservation near Fort Leavenworth where Woodring had been elected by a margin of 281 when the residents had no legal right to vote, does it raise questions. Moreover, it had been a Republican legislature which ceded all of the reservation to the Federal Government. Clugston says the Republicans did not start the recount contest because

. . .they were afraid that if they did in one precinct, Brinkley would demand a state-wide contest, and if he did, they knew he would come out the winner, and the state would be scandalized by an exposure of the way the two old parties had tried to nullify the choice of the people.³⁹

Brinkley apparently decided against challenging the election for several reasons, the foremost of which was the cost. He is reported to have said that a recount would cost \$100,000 and was apparently quite willing to wait until 1932.⁴⁰

There was certainly no lack of business to occupy the mind and finances of Dr. Brinkley at the time. He had just finished one phase of the fight to regain his medical license, as the U. S. Supreme Court dismissed the case on October 20, 1930 on grounds of no federal jurisdiction.⁴¹

³⁹Clugston, Rascals in Democracy, p. 158.

⁴⁰This matter is carefully discussed in the theses by Slechta and Schruben.

⁴¹The Wichita Beacon, October 20, 1930, page number unknown.

He was also still maneuvering for his radio license. Until his appeal was heard, he had been granted a permit to continue operations. But on February 3, 1931, the Federal Court of Appeals ruled against Brinkley, holding that it was not in the interest of the public that the station was being operated. The station was sold to the Farmers and Bankers Life Insurance Company and was to continue under their ownership as KFBI. On February 15, 1931, 20,000 people gathered at Milford to say farewell with Brinkley to KFKB. "Many chipped in to help finance Brinkley's new station in Mexico, already under construction."⁴²

Politicians and doctors alike were learning that Dr. Brinkley was not easy to squelch. He had immediately begun proceedings to procure a radio station in Mexico. A site in Villa Acuna, just across the Rio Grande from Del Rio, Texas was selected and Brinkley began negotiations with the Mexican authorities to establish one of the strongest stations on the continent of North America. Finally, after long and involved deliberations, he was granted a right to begin construction of the station. Still, his path to the airwaves was not clear. Brinkley's mouthpiece printed a letter in which he claimed that the agents of the Star and the American Medical Association were in Mexico fighting him.⁴³ Whether this is accurate or not, it was obvious that something was amiss, for after the first agreement, various contradictory rulings were made by the Mexican government. March 12, 1931, the immigration department of the Mexican government issued an order stating that Dr. Brinkley was not to be permitted to enter Mexico under any conditions. This order

⁴²Publicity, February 20, 1931, p. 1.

⁴³Publicity, August 6, 1931, p. 2.

was cancelled on May 20, 1931, but re-issued about October 1. Then, very shortly, the same order was moderated to allow Dr. Brinkley to enter Mexico, but forbidding him to broadcast over any Mexico radio station.⁴⁴ The final ruling was that Brinkley was not to enter the country.⁴⁵ Brinkley wrote that the State Department of the United States and the American Medical Association representatives had convinced the Mexican authorities that he was going to start a revolution in Mexico and that he was practicing an immoral operation.⁴⁶

Brinkley was still not to be undone. He had a powerful friend in Charles Curtis, and at last secured concession to speak over XER, which he had cleverly incorporated through Mexican citizens. In October, 1931 the familiar voice returned to the air over a remote control line from a Del Rio hotel. This was occasion for a gala celebration which included a trainload of visiting Kansans, full page welcome advertisements in the Del Rio paper, and a banquet for 1830 guests who were served, among other things, 12 hams, and 192 chickens.⁴⁷ In his first broadcast, he announced that his old Milford Question Box would be on the air daily. During the winters of 1931 and 1932, Dr. Brinkley lived in Del Rio, and broadcast over XER. His patients were directed to the hospital in Milford where he had trained doctors to care for them.

Brinkley also was still in the midst of expensive legal proceedings on which he counted so much to restore his professional standing. On

⁴⁴Publicity, October 15, 1931, p. 1.

⁴⁵Wood, op. cit., p. 1.

⁴⁶Publicity, August 6, 1931, p. 1.

⁴⁷J. C. Furnas, "Country Doctor Goes To Town; Dr. J. R. Brinkley Sells Operations by Air From Mexico," Saturday Evening Post. April 20, 1940, p. 46.

September 22, 1931, he filed suit for \$5,000,000 damages against the Kansas City Star for a wide conspiracy to hound Brinkley through the press, by a campaign of villification and libel. The suit was decided on October 7, 1933, when Judge Tillman Johnson upheld the Star on every point.

In 1932, Brinkley returned to Kansas, to run as an Independent for Governor. He campaigned with vigor, using his own radio, and buying radio time over radio station KFBI. He toured the state, speaking in every county at least once. In most appearances he used his Ammunition Train No. 1, a big aluminum painted truck which housed broadcasting equipment so that he carried his own loudspeaker wherever he went. Crowds were larger than most small towns had ever seen before, auditoriums in large towns were filled to overflowing. He proposed a platform of 24 planks derived from suggestions of thousands who had written to him in the preceding two years.

This time, the politicians did not ignore him. He was attacked with every argument from quackery to immorality to ignorance. Few campaigns could equal the villification aimed against Brinkley during the 1932 campaign. Brinkley's ex-wife was brought into the campaign with charges that he had deserted her and the four children, that he had married his present wife before the divorce from Sally Wilke, that he did not contribute to the support of the girls. The Pink Rag, a vicious independent paper in Topeka which had as its motto, "A Newspaper that tries to give the Devil his Due," conducted an unprecedented campaign of half-truth and innuendo against Dr. Brinkley. He was charged with everything from having manicured fingernails and "perhaps other evidences of effeminance" to not paying any Kansas taxes. Although effects of this kind of campaign can

never be fully evaluated, it is certain that the paper was widely read. Thousands of copies each week were distributed throughout Kansas without cost to Charley Trapp, he boasted as he printed dozens of letters of encouragement. A \$25,000 donation from H. L. Doherty of Cities Service utility company also figured heavily in the campaign against Brinkley.

Spectacular though his campaign was--and it will be examined in more detail--and though he increased the total number voting for him, Brinkley did not receive the necessary votes to be elected. The final count was A. M. Landon, 278,581; H. H. Woodring, 272,944; and J. R. Brinkley, 244,607.⁴⁸ There was no furor over the vote count this time, though Brinkley continued to claim an unfair count. Mrs. Ernest Dewey told of ballot cans stuffed with Brinkley ballots being found in later years in Hutchinson, her home town, and Lawrence.⁴⁹ These, it must be remembered, are the kinds of stories which often circulate in elections this bitter and are impossible to verify.

Though Brinkley entered the governorship primary as a Republican in 1934, he did not campaign for the office. When defeated by Landon by 175,973 votes, his sortie into politics was ended. The colorful Brinkley vendetta was not, however, without its effects. Both Slechta and Schruben point out that Brinkley's campaign accounted for the 1930 defeat of Haucke. This, in turn, gave Landon opportunity to run for governor of Kansas in 1932 and placed him in position for presidential nomination in 1936. It is also felt by some that Brinkley's 1930 campaign was responsible for the defeat of Senator Henry J. Allen. Moreover, Brinkley was probably

⁴⁸28th Biennial Report of Secretary of State 1931-32.

⁴⁹Mrs. Ernest A. Dewey, interview with author, March 28, 1959.

accountable for Woodring's election to the governorship, without which his climb to national political recognition would have been, if not impossible, much more difficult.

Although he had successfully been removed from Kansas, his influence over XER and later XERA could not be shut out. The radio station was originally licensed for 800,000 watts. However, Dr. Brinkley testified that though only 500,000 watts were put in the antenna, the directional emphasis gave "directly up this way (to the north) the effect of a million watts."⁵⁰ The station could easily be heard into Canada during the night and early morning hours when a 50,000 watt station in Ottawa was not broadcasting.

Efforts by the United States government to quiet the Brinkley station were unceasing. On February 8, 1934 a move was started in Congress to outlaw remote control of foreign radio stations.

Without specific reference to the 150,000 watt transmitter in Mexico which Dr. Brinkley controls from Del Rio, Texas, a bill introduced by Representative Bland of West Virginia, would amend the 1927 radio act to prohibit transmission of matter from the United States to any 'radio station in a foreign country, for the purpose of being broadcast there, having power to be received regularly in the United States, without permission of the Federal Radio Commission.'⁵¹

When this did not stop him, "an elaborate international treaty was devised. . . . to suppress large scale broadcasting into the United States from Mexico."⁵² This treaty was supposed to have been aimed most specifically

⁵⁰Brinkley v. Fishbein, loc. cit.

⁵¹Kansas City Times, February 8, 1934, page number unknown.

⁵²Furnas, op. cit., p. 12.

at Brinkley. Even if it had been enforced, though, no one really expected that Brinkley would be quieted. It was merely believed that he would make good a threat made during his 1932-1933 troubles. "I have previously stated and repeat, that should anything happen to my broadcast over XER, I would purchase a large ship and equip it with a powerful station and broadcast beyond the twelve-mile limit."⁵³

His radio fight, however, is by no means the only struggle which lasted late into his life. When it became apparent, as he said, that he was no longer welcome in Kansas, his hospital was moved to Del Rio, Texas. Here, if possible, he grew more affluent than before. It was in Del Rio that the Brinkley "dream home" was built, at a reported cost of \$200,000. The house, of brilliant apple green stucco with drive and walks painted to match, was a 16 acre oasis in the desert expanse surrounding Del Rio. In the front yard was a fountain which for guests was lighted with multi-colored lights spelling Dr. Brinkley. A large greenhouse was home to four huge tortises brought from the Galapago Islands; and a lily pond had housed two flamingoes until they froze during a winter. In the tile lining of the swimming pool, "which was built sight unseen on orders radioed from the yacht,"⁵⁴ the name of Dr. Brinkley was inlaid three times. Inside the ballroom-sized living room, among cases of souvenirs from his world travels, were no less than six pictures of the doctor. One, evidently the focal piece of the room, is a full-sized, lighted photograph of Brinkley in full admiral's uniform. The uniform was always worn when the Brinkleys sailed on one of their three

⁵³Topeka State Journal, July 12, 1933, page number unknown.

⁵⁴Topeka Daily Capital, April 14, 1941, page number unknown.

palatial yachts. The Brinkleys other investments eventually included oil wells, citrus groves in Texas, a 7,000 farm in North Carolina, the hospital in Del Rio, and two in Little Rock, Arkansas.⁵⁵

The American Medical Association did not give up its efforts to stop the Brinkley practice. The original Fishbein article was brought up to date, and published again in 1937, this time in Hygeia, a magazine published by the AMA with a larger circulation than the Journal. Brinkley promptly sued for \$5,000,000, charging his income had dropped from \$1,100,000 in 1937 to \$810,000 in 1938 as a result of the article. He lost the suit and the appeal to the United States Fifth District Court of Appeals.

Dr. Brinkley continued to encounter opposition, now from the Texas medical authorities. But to finally drive him from Texas, it took the competition of a surgeon who offered the same operation at cut-rates, and used pressure tactics to solicit train passengers enroute to Brinkley's hospital in Del Rio.

Texas medicine cheered itself hoarse. Some of its leaders say that, however much they must frown on his methods, the competing Del Rio doctor did more to get Brinkley out of Texas than all the other doctors of the state put together.⁵⁶

In Little Rock, Brinkley began finally to incur the wrath of postal authorities. In addition, court judgments, seeking a total of \$354,271 were filed against him. Two cases, Charles F. Allen, administrator of the estate of J. F. Crenwelge, and E. P. Lambert, administrator of the estate of Abner Johnson, charged that Dr. Brinkley was responsible for the deaths of Johnson and Crenwelge.⁵⁷ At that time, Tom W. Campbell,

⁵⁵Furnas, op. cit., p. 46.

⁵⁶Ibid., p. 48.

⁵⁷"Brinkley on the Brink," editorial, American Medical Society, Journal. November 9, 1940, 115: 1655.

representing Brinkley, said that the doctor's business had been "definitely destroyed" by more than twelve damage suits filed in an attempt to "mulct the defendant" and added that the doctor's income had dwindled from \$1,110,000 annually to nothing.⁵⁸

At last, it seemed the "Brinkley Bubble" had burst. The leading citizens of Del Rio issued in the October 15, 1940 Del Rio News Herald, an open letter to Dr. and Mrs. Brinkley inviting them back to Del Rio. A headline in the same paper October 23 quoted the Brinkleys as accepting the offer, but the hospital was never reopened. Instead, on February 1, 1941, John R. Brinkley filed involuntary bankruptcy. He listed debts of \$1,180,065.50 and assets of \$316,500. Among this amount were listed \$814,537 unsecured claims. Property valued at \$162,550, which included the house, was listed as exempted.⁵⁹

In August, 1941, Dr. Brinkley suffered a blood clot in an artery of one leg which resulted in gangrene. In treatment the leg was amputated. One month later, he was arrested by the United States Marshal on charges of using the United States Mail to defraud. In style of olden times, he announced that he would answer the charges and emerge victorious. But the fighting little doctor did not live to enter the trial. On May 26, 1942, John R. Brinkley died in his sleep from a heart attack.

His close friends contend that Brinkley, bankrupt and rejected, died of a broken heart. This is indeed a melodramatic statement, but

⁵⁸Loc. cit.

⁵⁹Topeka State Journal, February 1, 1941, page number unknown.

fitting for "Doctor," as he was affectionately known to thousands, and derisively labeled by many others. Still, having read his life story, one cannot but agree he had endured enough to break the heart and back of many men.

"WHAT YOU ARE STANDS OVER YOU THE WHILE, AND THUNDERS SO
THAT I CANNOT HEAR WHAT YOU SAY TO THE CONTRARY"¹

Medical Speeches

"Health Talk" on KFKB, May 28, 1929. The first medical speech to be analyzed is included in the thesis as Appendix A. It is divided into two distinct sections. The first is exposition, explaining surgical and non-surgical treatment of kidney stones. He tells the nature of the stones, the cases in which drugs, diet or general hygienic methods can be used to control growth of stones or ease pain of the afflicted; he discusses removal of kidney stones, when surgery might be avoided, and a few rather technical aspects of such surgery.

The main forms of support are explanation and examples, though the latter are relatively rare. There is no citation of authority other than Brinkley himself. He is talking as a doctor who is an expert and does not need to specify his sources of information. There are cases where Brinkley seems to be citing material he has read, but does not make the citation specific. Especially notable is

Thus, in one large series, a single stone was reported by x-ray examination and multiple stones found at operation in 146 cases. . . . In the same series the opposite error appears; multiple shadows reported, a single stone found 66 times.

The lay listener might be led to believe that all these operations were

¹Ralph Waldo Emerson, "Social Aims," Letters and Social Aims, p. 95.

performed at the Brinkley Hospital, which, of course, is probably what it was intended that he believe.

Another technique often found in Brinkley's speaking and writing is non-specific quotation of a text-book or "leading medical authority." Without exception in the speeches examined, appear such phrases as "All the medical authorities, both great and small, are in accord . . ." "One of the best surgeons in the United States tells me, and he has put himself on written record in one of our leading text-books . . ." "I have presented facts from our best medical authorities." ". . .reliable textbooks show. . ." The main authority is Dr. Brinkley. He decides whether these are reliable textbooks or not, or whether these medical authorities are "leading ones" or not, therefore, even the few times other sources are referred to, it is indicated that it is Dr. Brinkley who is the final authority. All other information is given without substantiation; the listener is to accept it as accurate because Dr. Brinkley says it is.

According to modern medical testimony, the information in the expository part of this speech is relatively reliable even by present standards.² Exceptions can be made in some instances. The disappearance of kidney stones by alkalinization and vegetable diets which Dr. Brinkley pointed out has been shown inaccurate. The treatment, however, has prevented formation of new stones. In the case where he claims a stone up to one centimeter in diameter may pass from one's body unassisted, it is extremely unlikely. Many stones, much smaller, have become blocked and required surgical removal. Too, as one might expect, Dr. Brinkley exaggerates the frequency of appearance of prostate enlargement. To use the figure "65% of all men" accurately, it would have to refer to men over 65 years of age. There are perhaps 50% of men over 50

²The medical technicalities of this speech and the following one, were checked by doctors B. A. Nelson and W. G. Calkins of Manhattan for accuracy. Their qualification are included as explained in Appendix I.

with any degree of enlargement at all, and only about one-half those cases, or in other words, in only about 25% of all men over 50 is the enlargement noticeable at all. Even among this 25% most of the cases are not serious enough to be treated. Probably only 10% of the men ever have cases of enlarged prostate serious enough to require treatment. Brinkley is guilty of this overstatement in every speech reviewed.

The second division of this speech is not expository. It is argument for early medical treatment, especially of the prostate, and for treatment at a "good" hospital--of which the best, of course, are the Brinkley hospitals. In his zeal to support a sound ideal, early medication, Brinkley is guilty of overgeneralization. The premise is that early treatment will be safe treatment, if it is done by a capable surgeon. This argument is not applicable to every case, and Brinkley does so apply it when he says, "no operation is serious if the surgeon is a man of experience and ability. Operations are perfectly safe providing the surgeon is capable." It is the overgeneralization of the minor premise, that early treatment will (in every case) aid recovery, that is inaccurate.

With the plea for early treatment is a similar call for treatment by "a capable surgeon, a man of experience and ability," and for patronizing a "first-class institution that is equipped to do this work." The indication is that the Brinkley hospital is just such an institution. He cleverly does not make this a flat statement; instead, it is implied, "Our experience in the hospital is quite extensive in this work, because the majority of our patients are thus afflicted." In view of the probably purpose for the talk, no more than implication

would have been completely fitting here. He supposedly is not advertising, so he does not want to be too obvious in his claims. He merely whets the curiosity, as he is sure to do simply by sounding as if he were an expert, so that the listener will write for his literature. This literature is designed primarily to convince of just that point-- that the Brinkley hospitals are the best and their chief surgeon the most capable. These "health talks" are designed to provide only the first shadow of the image of the excellence of the hospital; the literature will fully construct the idea in the listener's mind.

Directly moving from this plea for early treatment, Brinkley begins to discuss prostate gland problems. By close association, it is implied that the prostate gland, too, should receive early treatment. Later in the argument, Brinkley states that it should. The basic assumption underlying this last argument is that Dr. Brinkley has the best, and the only safe method for prostate treatment. Some very interesting, but fallacious, reasoning is used to prove that only the Brinkley treatment is really effective. The first argument is 'Tuberculosis of the prostate is increasing; massage of the prostate has been increasing; therefore; massage must cause tuberculosis of the prostate.' Of two associated phenomena, it is assumed one is the cause and the other an effect, while the syllogistic structure was invalid and did not call for this conclusion. Moreover, experience of thirty years of medicine has shown that the conclusion was not "true" either. For some cases of chronically infected or congested prostate, massage still remains a perfectly acceptable treatment.

There is a second argument to show that no other method of treating the prostate is safe. The reasoning is, 'Irritation causes cancer;

massage is irritation; therefore, massage causes cancer.' Though the reasoning is valid, the "Truth" of the basic premise has not been conclusively demonstrated. Moreover, contention that massage is irritation is inaccurate. Massage can be irritating, but it need not be. Most certainly, medical massage is not comparable to the irritation of jagged teeth or a pipe held between the teeth. These were the only two examples of irritation in the speech to which massage was compared. As already pointed out, for chronic infection of the prostate, massage is acceptable treatment. Brinkley probably recognized that, and justified his argument by saying there is "one place where massage is justifiable and that is where there is a definite infection." He qualifies this immediately by pointing out that few physicians can use massage properly.

The last argument against other forms of treatment is against the heat treatment, which is also useful for an infected prostate, not for the enlarged prostate. In his advertising, it is to be remembered, Brinkley does not make a distinction between the symptoms of the two diseases, although he does recognize there is a difference. This ambiguity in discussion of the enlarged and infected prostates recurs often in Brinkley's speaking and writing. It is noted here, for in the next speech to be analyzed the ambiguity is more pronounced and there it is discussed in detail. The reasoning of this argument is that 'blood supply causes prostate enlargement; heat treatment increases the amount of blood flow to the prostate; and therefore, heat treatment will increase prostate enlargement.' Here, too, the fallacy is not invalid reasoning. It is a matter of "truth" of the basic premise. Increased blood supply does not cause prostate enlargement, therefore, use of heat to treat an infected prostate will not increase enlargement.

Having destroyed, to his own satisfaction, the value of the other treatments of enlarged prostate, Brinkley proceeds to explain in layman's language why the prostate enlarges and what treatment should be used for it. The basis for his treatment is contained in this paragraph:

The prostate gland, when it begins to enlarge becomes a robber and a thief. It steals from the other glands and especially one gland. It enriches itself at the expense of the other glands and until the connection between the prostate and the other gland is destroyed and broken, taken away so that the source of supply to the prostate is destroyed, it is going to keep on feeding and growing.

It is interesting to know that from this brief statement, even a specialist in internal medicine could not determine what the nature of the operation is. Furthermore, the description of how the prostate grows is not accurate. At least so far as medical science knows today, the prostate does not enlarge by robbing from other glands, especially not the "other gland" Brinkley refers to.³ If this premise were accurate, the paragraph might be an understandable exposition of the operation Brinkley performed. Since it is not, it is only possible to conjecture what the basis for his prostate treatment was. It is also important to remember that this operation described is not the goat-gland transplantation. The explanation of the goat-gland operation as given in Dr. Brinkley's literature is not similar to the technique described above.

In its total content, then, this speech contains some fairly accurate exposition of kidney stone treatment, and in most cases a logically valid, but untrue in all cases, discussion of prostate gland treatment. The inaccuracy is especially noteworthy because Dr. Brinkley claimed to be a prostate gland specialist.

³Ibid.

In evaluation of the pathetic proof of this speech, there is little which can be discussed apart from ethical proof. One element which stands out is Dr. Brinkley's appeal to specific motives. Keeping one's health, i.e., self-preservation, is a fundamental desire of most people. This, of course, is the basic desire which Dr. Brinkley asserts he can fulfill. He offers knowledge, so that one can recognize his symptoms and understand his treatment. He urges early treatment in order that ills can be detected and safely cured. Both suggestions offer means of self-preservation.

In the second part of the speech, Brinkley uses the motivation of sex more subtly than that of self-preservation. In none of his speeches is Brinkley very specific in saying that his operation will aid potency. He is usually more restrained, saying as he does in the above paragraph, "the other glands," instead of the sex glands. In his speeches, he emphasizes all the symptoms, particularly the aches and pains which the enlarged prostate is supposed to cause. In addition, there usually is the implication, "the prostate is a robber," which to those who wish to think about it says, 'as the prostate enlarges, the functioning of the sex gland diminishes.' This is a powerful motivation when talking to men in a society in which potency of a male is a large measure of his manhood. He will upon occasion also say, "You owe it to yourselves and to your wives" to have the Brinkley treatment. Later, it will be pointed out how in written advertisements, Dr. Brinkley is much more specific in using sexual motivation. Probably, that he spoke over the radio was why he was not so obvious in the speeches. Even today, and much more so 30 years ago, sex matters were to be read about, not talked about, least of all over the radio.

Dr. Brinkley is much less subtle in impressing his ethical quality upon his listeners. His attempt is mainly to impress them with his ability as a surgeon, and the quality of his hospital. To do so he is not averse to plainly stating:

I have a method of preventing the enlarged prostate from being removed. . . I have thousands and thousands of patients. . . and I ask you men to make an investigation of my work through my patients. These men had tried many treatments, had been suffering for years, and had spent lots of money, and came to me as a last resort. I examined them, found the infection, and removed it and they are well--a living testimony to me today. If you will write to them and enclose a stamped envelope, they will tell you of their experience. . . Living testimony of cured and satisfied patients is undisputable evidence of the value of this work. All any physician can do is to cure and satisfy his patients.

Brinkley is not modest. "I give you this advice because it is good," he says in this speech. From another speech comes this example of his own belief in his ability:

This information is reliable and trustworthy. When we tell you that we can prevent the removal of the prostate gland by this simple operation we are telling you a fact, and when we tell you that when you fool around with medicine and massage and such treatments they will ultimately cause your prostate to be removed, we are telling you the truth.

Still, Brinkley realizes that without other, more subtle, methods of convincing of his skill as a surgeon and the quality of his hospital, the brash assertions would be acceptable to few. The fact that he is so busy is testimony that many people respect the ability of Dr. Brinkley. That he is busy is always pointed out in his speeches. This time he says he has just performed an operation, that his hospital is filled this week, and of course he says, it will be full again next week. He has demonstrated his knowledge and skill in "thousands and thousands" of cases. "We have somewhere between 75 and 100 patients at the Roswell Hotel," he said once; and he often stressed that the prospective patients

must make appointments, because coming without an appointment could be a trip wasted, for the hospital would probably be full.

Another artful indication of his "good" character is that he, such a busy doctor, takes time from his daily routine to give these informative health talks, especially since he gives them mainly for the benefit of his listeners. 'If you went to just any doctor, you would probably be told that your prostate must be removed. I can save you a major operation; I can protect you from the loss of a vital gland.' "I hope you have been able to hear us and will benefit by the advice given," he concludes. By showing he is so willing to be helpful, he is establishing his image as a good, kind friend.

In every speech, Dr. Brinkley highly commends qualified surgeons and well-equipped hospitals, then indicates the Brinkley hospitals are certainly among the best. In addition, if the listener is curious or would like to learn more about his health, he is invited to write to KFKB, for Dr. Brinkley has been kind enough to prepare an authoritative, educational booklet discussing these problems in more detail. Each speech examined concludes in this manner. For his own good, Brinkley pleads, the listener should send for these books. The listener is cleverly led to believe that all of Dr. Brinkley's talking and writing is done for the benefit of himself and others with the same problems. The listener is to realize that Dr. Brinkley advertizes to fill his hospital; but that he wants to fill the hospital because thereby he can heal and stop suffering. Surely, the potent appeals of this speech are ethical and emotional.

"Health Talk" on KFBI and KFEQ, November 26, 1934. The second medical speech to be analyzed is included in the thesis as Appendix B.

It is interesting because it is from start to finish a plea for prostate treatment. In the final analysis, it is nothing more than a 30 minute advertisement for the "Brinkley Hospital Prostate Package." The first few minutes of the speech are concerned with folksy news about the hospital, the Brinkleys and the patients. Thereupon, Brinkley launches into a lengthy letter supposedly written by a former patient, Larry Reardon. The letter tells of Larry's illnesses, his troubles in attempts to obtain relief, and finally, after extended checking with former patients of Dr. Brinkley's, his coming to the Brinkley Hospital. Of course, he went home completely cured. Dr. Brinkley then re-emphasizes that anyone who has the same trouble as did Larry can come and be cured at the Brinkley Hospital. If he does so he will probably avoid cancer and removal of the prostate, either of which is "disastrous." He closes with the familiar, "I am anxious to help you."

The argument of this speech is quite simple. He says, 'Larry Reardon's prostate trouble was cured by the Brinkley Operation. If you have prostate trouble, you too can be cured. Furthermore, if you delay treatment, you may get cancer or have to have your prostate removed.' As in most of his other medical arguments, accuracy is not tested by validity of his reasoning, but by checking the "truth" of his premises.

Evidence in this speech was basically of two kinds. First, as pointed out in the prior analysis, Dr. Brinkley speaks as an expert, therefore, he intends his assertions to be testimony of authority. Second, the lengthy illustration of Larry Reardon was included for two purposes. It is to illustrate how the Brinkley treatment works in an individual case. In this respect it is expository. However, the basic reason for its inclusion was probably as expert testimony. Brinkley is fond of making the point that the only people really qualified to judge

his medical work are his "cured and satisfied patients." That is, of course, pointed out to establish the authority of their testimony. It must also be remembered this has deeper implications. It is to chastise those who opposed him. In this speech, he says Larry Reardon had "the good sense to investigate, and he investigated among the right people, MY PATIENTS." In another case, he says, "I have thousands and thousands of patients; and I ask that you make an investigation of my work through my patients. . . Living testimony of cured and satisfied patients is undisputable evidence." In other words, 'these doctors who say my work can have no benefit do not know. After all, it has worked.' Dr. Brinkley shows himself to be a true eclectic doctor.

During the extensive litigations in which Brinkley was involved, this testimony of "cured and satisfied" patients was a matter of controversy. Brinkley's defense before the Kansas Medical Board consisted largely of a parade of these witnesses, who were willing to swear, publicly and under oath, that they had been treated by Brinkley and cured. Forty witnesses came in person, and many more sworn affidavits which contained similar statements were read into the record. For the hearing of the Federal Radio Commission, a traincar load of former patients traveled to Washington, D. C. with Dr. Brinkley to testify that they had been benefited by his work and his radio. Walker reported that 1,200 similar affidavits were read as testimony in that hearing.⁴ In Brinkley's last opportunity for a public trial, he was evidently planning the same technique. But this time the court took a different

⁴Walker, Jack D., "The Goat Gland Surgeon," Kans. Med. Soc. Journal, December, 1957, p. 750.

attitude.

None of the testimony of individual patients would be admissible; it is a general rule of evidence that only a qualified expert in possession of the pertinent facts can express an opinion which is admissible as evidence, and so if a patient of Brinkley's say, were to testify that the operation in Brinkley's hospital "cured" him of his trouble, the judge would be pretty sure to rule that this amounted to the witness's diagnosing his case and expressing a medical opinion that the operation was the cause of his alleged cure.⁵

However this court opinion might "prove" a patient could not give acceptable testimony, it would not diminish his effectiveness as an "expert" with Brinkley's public. Brinkley showed the truth of an old adage that "the best advertisement is a satisfied customer." He showed that, regardless of how many "experts" testify to the truth of a fact, it does not become a social fact until accepted by the people of the society. Dr. Brinkley created more than emotional proof with this argument. It would demonstrate the trust he had in the "common people," which in turn would cause them to return that trust.

Emotionally and ethically, the speech has many notable phenomena other than the "expert witness." It is interesting to note that there is no sexual motivation in this speech. The chatty introduction sounds much as though Brinkley were simply conversing with friends. This attitude of Brinkley's is one of the more outstanding aspects of all his speaking. He makes the listeners feel that they are friends, that Brinkley is just like the man next door in spite of his great skill. This concept is reinforced when he begins reporting on the coming and going of his patients. He is suggesting if such a busy man--he has 22 operations scheduled for the next two days--pauses to learn names of his patients,

⁵Clinton Giddings Brown, You May Take the Witness, p. 40.

and to give personal messages for them on his own radio time, he must have a great personal interest in them. He is "just plain folks" and he is interested in "just plain folks." One piece of his advertising even points out that Mrs. Brinkley is just like a next door neighbor, "who will run over to your house with flowers from her garden or a pie she has just baked." Building the image of the Brinkley's as neighbors and friends lays the perfect footing upon which his last words construct his whole philosophy. He set to work to find the cure for enlarged prostates, he makes the radio talks, he does the operations, all to help his friends, who are only incidentally his patients.

Again, the first motive to which Brinkley appeals is self-preservation. Save yourself these troubles, these aches and pains, he says. But even more, and more so in this speech than the others read, it is emphasized that early treatment is the only real help. He claims that if the patient continues to postpone getting the Brinkley treatment "his poor abused prostate" will be "beyond hope of human help and you (will) develop cancer of the prostate." Postponing treatment allows the enlargement to progress so even Dr. Brinkley "with his wonderful treatment cannot relieve" him.

There is a very interesting suggestion that the patient may as well not postpone treatment because he will eventually come to Brinkley, when he continues, "and you get yourself into such a condition you will be rejected when you come as a patient." The doctor is very positive. He does not even suppose the listener might go elsewhere; it is not "if you come." No, he simply is trying to persuade the patient not to wait so long before he does come, since he is bound, sooner or later, to turn to Dr. Brinkley.

The "early treatment argument" is an important idea in this speech, as it is in most of Brinkley's "health talks." The idea is stated again and again, "do not postpone treatment." It appears at least five times in the short part of the speech which follows the Reardon letter. The security of knowing the treatment one receives will be of the highest quality is a motivation also used. While in many of his other speeches, Brinkley emphasized that the patient should make sure he gets the best possible treatment in a well-equipped hospital, he is less explicit this time. In the Reardon letter, the family doctor and the company hospital are graphically contrasted with the efficient conditions at the Brinkley Hospital. Pleasantness of his treatment at Brinkley's hospital is also said to be much superior to either of the others.

Brinkley builds the ethical quality of his medical treatment by implying that no other treatment could be as good because it would be an imitation. He was the originator, he says, and can offer the "real" thing. His hospital is supposed to be one which can be trusted because it has had 18 years experience. His treatment was devised through "a long period of diligent research, study, and labor," and has proven effective upon 7,000 patients. Simply stated, the argument is that a patient can be secure in the treatment received at Brinkley's hospital because time and experience have shown it to be of high quality. The clinching evidence is the "guarantee." Brinkley implies by a lifetime guarantee of free treatment if the trouble recurs that no better treatment is available. No doctor would make such a guarantee if his work were not the very best and if he did not know that it would be fully successful.

Ethical and emotional appeals can also be seen in the particular words chosen to express the ideas. For instance, adjectives and adverbs such as "pleasant, wonderful, successfully, entirely successful, absolutely guaranteed," are used to describe the Brinkley treatment and hospital. The connotation to be communicated is that complete security and confidence in the Brinkley treatment is warranted. On the other hand, opposing treatments are condemned with such words as "useless, your poor abused prostate, piteous, disastrous results." Brinkley's constant association of the word "cancerous" with neglect of treatment or with other treatments is surely both ethical and emotional in nature. It will strike a responsive note in the listeners because there is probably no disease more feared. Association of cancer with non-treatment could through fear bring listeners to him. Through the same motivation it could cast extreme doubt on any other method of treatment and any doctor who suggested it.

In its language, this speech is especially noticeable in the ambiguous discussion of infected and enlarged prostates which was mentioned in the former analysis. Brinkley speaks of his prostate treatment as being a "reduction" treatment for the enlarged prostate. But he often substitutes the terms "infected" prostate, or uses the two together. In the last part of this speech he says, "surely you will not keep postponing the reduction of your prostate," and later in the same paragraph, he says that doctors used "to think that when the prostate became infected, the only thing to do was remove it." But, he says, he has learned to cure this by a "harmless" reduction operation: "Dr. Brinkley set to work to discover some means of successfully reducing the enlarged an infected prostate and clear the infection out of it." Further, the

treatments which he condemns as having no benefit for the enlarged prostate are those which care, sometimes, for an infected prostate.

In another speech he quotes a "leading surgeon" as saying that massage has no effect on the enlarged prostate. This statement is construed to mean that massage is not useful in treating the enlarged prostate, which is accurate. But with the ambiguity in his use of the words infected and enlarged, he infers the conclusion that massage is not useful for treating any diseased prostate, which is not accurate. Furthermore, it is possible that this quotation may have been taken out of context and used to serve the Brinkley purpose. It could be that massage as a treatment was suspected to speeding the growth of an enlarging prostate for the same reasons Dr. Brinkley pointed out. This surgeon could have been reporting studies which refute the question raised. If this is so, and a critical listener is justified to raise the issue, Brinkley is completely distorting the writer's intention. Which-ever might be true, it is impossible to check because of the non-specific nature of the quotation.

Thus, one cannot forbear accusing Dr. Brinkley either of purposeful ambiguity or of not clearly understanding the subject in which he purports to be a specialist. Either is possible, but neither excusable. In the latter case, being from an eclectic school and a professed empiric, Dr. Brinkley might not have been familiar with latest developments in treatment of infection and able to identify it only in very obvious cases. Hence, he might say in complete honesty, "I cannot think of but one place where massage is justifiable and that is where there is a definite infection," as he did in the speech analyzed above. He may not have been able to identify every case of infection, and therefore honestly confused.

Ethical proof is probably the strongest persuasion in the speech. Already, establishment of character of his hospital, degradation of opposing treatments, suggestion that Brinkley's treatment is the best because it is the "original," and the personal neighborly manner of the Brinkleys have been noted. Other, rather subtle suggestions of his fine character are distinguishable. He is far too busy to answer just a "post-card" request. Again, he indicates that he is very busy, which means that he is a very successful surgeon. Pointing out that he will perform 22 operations in the next two days signifies the same thing. He also is wise enough not to ignore serious opposition, but neither to argue in direct refutation. In the Reardon letter, it is pointed out that some people consider him a quack. Brinkley actually states "our worst enemies. . . those who do not like us." But he goes on to mitigate these ideas. First, he says that even they agree the operation is effective, which in the light of facts is a completely unwarranted generalization. However, stated with conviction, it sounds so frank that it would probably be acceptable to an uncritical audience. He then returns to the argument that "7,000" satisfied patients cannot be wrong. He subtly pits his audience against the authorities, which allows them to express sub-conscious hostility. Doctors, and others who oppose Brinkley are of a higher social class and to a degree represent authority figures. Brinkley, though a doctor, has cleverly identified himself with the audience. He did so with the "just plain folks" technique; and he does so by showing that the "Authorities", especially other doctors, do not have confidence either in Brinkley or the testimony of his patients.

Appraisal of the two medical speeches shows the primary persuasion employed by Brinkley to be ethical. This conclusion is in direct

contravention of the many who had concluded Dr. Brinkley's appeal was purely emotional. Truly, his attempts to motivate through a nearly universal desire for eternal youth is a prime factor in the effectiveness of his appeal. But the proposal is too subtle in these speeches to be considered one of the most vital aspects. Furthermore, his constant attempts were not simply to dispose the listeners to seek medical care, but to accept only Dr. Brinkley's. Brinkley was a master at manipulation of emotion, surely; but had he not been even more adept at establishing the ethical worth of himself, his hospital, and his treatment, the former ability would have been to no avail. John Doe may have wanted to be young and healthy very badly, but would not pay \$750 in advance unless he became quite convinced of Dr. Brinkley's ability to restore that health.

Printed Advertisements

It has been mentioned that the Brinkley speeches were less blatant in certain aspects than his written advertisements. It is also to be pointed out that every "health talk" of Dr. Brinkley's ends with a plea to send for his literature in which these facts are explained more in detail. Therefore, any examination of the persuasion tactics of Dr. Brinkley would be incomplete without consideration of some of these advertisements.

Advertisements Written 1922-1924. These are among the earliest advertising sponsored by Dr. Brinkley. Figure 1 is an early circular which is introductory in nature. At the date of its circulation, Brinkley was not broadcasting on the radio, and his main problem was introducing

J. R. Brinkley, M.D., LL.D.,

Chief Surgeon of

(Picture appears here)

Brinkley-Jones Hospital
and
Training School for Nurses (Inc.)

Milford, Geary County, Kansas

The discoverer and originator of the Goat Gland Transplantation for the cure of Insanity, Impotency, Epilepsy, Locomotor Ataxia, Hardening of the Arteries, High Blood Pressure, Constipation, various Skin Disease and more especially for the rehabilitating the aged and turning back the hand of the clock of time. Many marvelous cures are accredited to this American Surgeon.

Dr. Brinkley has cured by his operation, cases of Insanity of as much as 18 years duration. People are taken to him from Insane Institutions of this and foreign countries. Hundreds of prominent men, such as United States Senators, Lawyers and Doctors have had the operation for the prolonging of their lives for useful work. Many report feeling 20 to 30 years younger. The Imperial University Tokyo, Japan, reports 614 successful goat gland operations. It is reported that the Rockefeller Institute, for Medical Research, foot of East 66th St., N.Y.C., under the direction of Dr. Lee, is transplanting the interstitial glands successfully.

Those who would know more about this wonder, life giving and renewing operation should send \$1.50 to New Thought Publ. Co., 732 Sherman St., Chicago, Ill., and ask for Volume No. 2 of New Thought Magazine and the Brinkley Goat Gland Book. Or you may send your orders to Dr. Brinkley direct and he will forward your money to the publishers.

Dr. Brinkley expects to visit a foreign country in March or April of this year, and be absent for 6 months. Those of you who are interested in having the Sanity or Health of some loved one restored, should write the Doctor at once.

Address:

J. R. Brinkley, M. D.
Brinkley Research Laboratories,
Milford, Geary County, Kansas

Figure 1. Advertisement mailed in 1922, probably during February.

his work to the public. To place this advertisement in perspective, it should be recalled that it was probably the one mailed in 1922 when his business was not yet financially secure and which brought him the Chandler invitation to come to Los Angeles.

There is little logical proof to examine in the leaflet, for it simply asserts that these marvelous cures are attributed to Dr. Brinkley's operation. There is no attempt at argument, this is expository. Various cases are offered as illustration of the success of the operation. The basic motivation is self-preservation. Brinkley's operation offers protection against the various diseases mentioned. It is noteworthy that diseases emphasized are mostly those for which an absolute cure or preventive was not known at that time. This, of course, enhances the appeal, for no other doctor can offer these cures. The second motive to which an appeal is made is curiosity. Even those who are not directly concerned about the diseases, are sure to be curious about anyone who has found a cure or supposed cure for these diseases. Perhaps this curiosity motive is basically related to the self-preservation desire, as the curious will think of the diseases in terms of their own futures. Still, there is a definite distinction which can be made. Some would be interested in their immediate health, while others would be attracted by a more objective curiosity.

In this advertisement, the attempt to establish the ethical proof of the doctor has several aspects. The title under the picture is J. R. Brinkley, M.D., LL.D. It is unusual for a doctor to hold the degree of LL.D., and hence, it is impressive. The readers, even those who do not know what the letters stand for, will probably decide they indicate the doctor is a very learned man. Furthermore, he is "chief surgeon" of the

hospital. The prestige of this is to radiate both ways. Being chief surgeon suggests that Brinkley is highly qualified. Vice versa, for a hospital to have a chief with a degree of LL.D., is a mark of quality for that hospital. Moreover, the hospital is big enough to have a training school for nurses. The suggestion is that the Brinkley Hospital is a large institution. This will also increase the prestige of its chief surgeon. In addition, the fact that Dr. Brinkley is going to visit a foreign country is notable. For some, going abroad is a symbol of high quality even today. It was more so 30 years ago when the cultural and educational inferiority of the society of the United States was more pronounced than it is today. Of course, there was also an element of complete expediency involved. By suggesting that he might leave, Dr. Brinkley hoped to induce any procrastinators there might be among the readers to come to him immediately. His hospital, it should be remembered, was supposed to be empty at the time the circular was mailed.

It is pointed out that professional men, whose high social prestige is supposed to confer upon them a high degree of intelligence, have had the operation. The object, naturally, is to raise the prestige of the operation by association with people of high social classes. Connection of Brinkley's operation with the Imperial University of Japan is an interesting case of mixed ethical and emotional proof involving prestige words. The average reader of this leaflet probably has little conception of the quality of the Imperial University of Tokyo. But the words are impressive, so the quality of work at the University should also be impressive. Likewise, the same kind of work being done at the Rockefeller Institute for Medical Research raises the prestige of that being done by Brinkley. Again, the average reader will have no clear conception of

College of Physicians and Surgeons

J.R. Brinkley, M.D.	- Medical Department -	J.R. Brinkley, M.D.
M.T. Brinkley, M.D.		President
H.D. Osborn, M.D.		M.T. Brinkley, M.D.
M.P. Alexander, R.N.	Brinkley-Jones Hospital Association	Vice-President
Ethel Laird,		H.B. Osborn, Secre-
Dietitian	Member American Hospital Assn.	tary and Treasurer
Dan E. Roether,		
Male Nurse		
Ruby Martum, Cor. Sec.	Milford, Kansas	

* * * * *

Brinkley Research Laboratories

Department

Brinkley - Jones Hospital
and
Training School for Nurses

- - - -

J. R. BRINKLEY, M.D., C.M., Dr.P.H., Sc.D., Chief Surgeon.

Milford, Kansas

* * * * *

The Brinkley-Jones Hospital Association

Incorporating

The College of Physicians and Surgeons

The Brinkley Research Laboratories

Member American Hospital Association

Milford, Kansas, U.S.A.

Figure 2. Different letterheads used at various times by Dr. Brinkley.

the quality of work at the Rockefeller Institute. Still, the name Rockefeller is associated with millions of dollars and with many philanthropic ventures. The identification of affluence with the Rockefeller name, automatically identifies it with success in a society such as Brinkley was appealing to. In the United States, possession of a great deal of money is often considered a mark of quality. Therefore, the association of Brinkley's work with the Rockefeller name was designed to carry high prestige.

Brinkley's address is the "Brinkley Research Laboratories." Here, too, he is obviously using language to establish the acceptability of his work. "Research" and "laboratory" are respected words which imply that the institution is modern and forward looking. This address is suggesting that the hospital adopts a "scientific" approach. The technique of using impressive titles for the Brinkley institutions will be noted in many of the advertisements which follow. Figure 2 illustrates some of the titles in various of his letters which use impressive language to establish the acceptability and prestige of the institution.

Once having completed the operation upon Harry Andrews, managing editor of the Los Angeles Times, to the satisfaction of the Times owner Harry Chandler, Dr. Brinkley was not idle the remainder of his time in California. One of his activities was to have a "documentary" of his operation filmed. Although the content of the film is not known, there can be little doubt that it was sensational because of the nature of Brinkley's other advertisements and because of the way the film was advertised. One of these advertisements which appeared in The Record, A Los Angeles paper is reproduced in Plate I.

Explanation of PLATE I

Advertisement in October 7, 1922 paper

The Record

PLATE I



WHAT YOU WILL SEE IN THE PICTURE

HOW glands are transplanted.
 WHY glands are transplanted.
 HOW animal glands grow in human beings after transplanting.
 HOW they effect human beings.
 THE remarkable composition and attributes of goat glands.
 HOW sex is determined in the unborn.
 HOW character and appearance is inherited.
 HOW the human body is built.
 HOW your ancestors determine your personality.
 THE first pages of the book of life, formerly sealed to the bulk of the people.

PERSONAL APPEARANCE
 WORLD'S FIRST

GOAT GLAND BABY

AND HIS FATHER
 A LIVING MODERN MIRACLE
 WORLD PREMIERE
 The First Motion Picture Description

REJUVENATION THROUGH GLAND TRANSPLANTING

(THE FAMOUS BRINKL'S METHOD)
 An authentic, scientific, accurate description of how glands are transplanted from animals to men and women.

and on the same program
"HOW HUMAN LIFE BEGINS"
 The Mysteries of Life's Origin

SPECIAL SHOWS AND FILM FOR MEN

All Day Sundays DAILY
 10 a. m. to 10 p. m.
 2:30 p. m. to 5:30 p. m.
 to 11:00 p. m.

Persons Under 21 YEARS of age not admitted

SPECIAL SHOWS AND FILM FOR WOMEN

WEEK DAYS ONLY
 7:30 P. M. TO 10 P. M.
 3:30 P. M.

STARTING TOMORROW

CLUNE'S BROADWAY

528 South Broadway

STARTING TOMORROW

Sensational claims are predominant, beginning with its attention focus, "World's First, Goat Gland Baby, Rejuvenation Through Gland Transplanting." Phrases throughout the advertisement repeat the refrain, "Has Old Age Been Conquered? Has the Fountain of Youth been Discovered?" Appeal to the sex desire is present, even though it is not explicit. Never is it stated that Dr. Brinkley rejuvenates sexually, or that he transplants sex glands. However, it is certainly suggested enough to be obvious. The baby suggests that the transplantation must have been connected with sex glands. Furthermore, the phrase, "The first pages of the book of life" suggests treatment of sex, as does the other feature to be shown, "How Human Life Begins." Probably the most definite indication that sex will be a primary matter of consideration is refusal to admit persons under 21 and holding separate showings for men and women.

Even when the entire advertisement is such a completely sensational appeal to curiosity, sexual motivation, and the desire for self-preservation, Dr. Brinkley does not neglect building the ethical proof of his operation. (Probably the entire film is designed to serve this purpose!) The Rejuvenation to be described by the film is "The Famous Brinkley Method."

Another advertising technique used extensively by Brinkley during these years was testimonial. A magazine, New Thought, is referred to in the first advertisement. It contains a series of articles by Dr. Brinkley in which his work is discussed. Many of the articles consist of little except case histories. Each discussion is accompanied by a lengthy testimonial. Through these articles Brinkley attempts to demonstrate that the operation will work. He is also trying to establish prestige for the operation and his work. Whenever possible, cases of important people

are discussed. Brinkley always, even as late as 1937, emphasized his first operation on Chancellor Tobias of the Chicago Law School. Other cases of prominent people such as Colorado State Senator Wesley Staley-- who was always called the Hon. Wesley Staley--and president of the First National Bank, Arvada, Colorado was often referred to. Also often mentioned was A. S. York, ex-president of the Dental Association of Florida. It is obvious that the intent of circulation of these testimonials is more than proving the operation worked; Brinkley is too careful to point out their prestige positions.

Another recurring phenomenon in all the Brinkley advertisements is his use of pictures. The leaflet in Figure 1 is headed by a profile pose of the doctor when he is apparently deep in meditation. Much the same picture appears in most of the early material published by Dr. Brinkley. He is apparently well aware that he looks rather distinguished and capitalizes on his appearance. The emotional appeal of the pictures constantly used by Brinkley should not be underestimated. Pictures sent to their homes graphically introduced the Brinkleys, their home, hospital, and the community to any prospective patients. Familiar faces, and voices after 1923, would make it much easier to go to an out-of-town hospital. These pictures were probably an important factor in establishment of the close rapport between Brinkley and his followers in later years. Because they knew so well what he looked like and what he sounded like, many people felt they knew him personally.

Advertisements Written 1925-1926. The second group of advertisements to be discussed were mailed or written after Brinkley's hospital and radio were well established. The first to be analyzed is a pamphlet included

in Appendix C because of its length. It is mainly a recitation of Dr. Brinkley's life up to 1925, and a short sketch about the radio station. Pictures of the hospital, the Brinkleys, the patients, and the town are included. In fact, there are more pages of pictures than there are of writing. This pamphlet has as its basic purpose to show that Dr. Brinkley is a great surgeon and a good man. Mailed from the radio station, it is certainly not modest in doing so. To Dr. Brinkley are attributed the degrees of A.B., M.D., LL.D., Sc.D. As before, exactly what these degrees stand for is probably not at all clear to the reader, but the intention of their inclusion is very clear. These initials all stand for the fact that the doctor is a very learned man. However, this fact is not merely suggested; the pamphlet is quite specific in stating that Dr. Brinkley is the "founder and presiding genius of the institution and a surgeon with a record of achievement that has few parallels in the history of the profession."

A brief sketch of the struggles which made Brinkley a doctor is recounted. Apparently the intent is to show that he is a hardworking man, who "pulled himself up by his bootstraps." Two elements of his character are to be illustrated by these struggles. First, he is a very determined man who has much "strength of character." Second, and probably more importantly, it implies that though he is very learned and has much education, he has a very humble background. Dr. Brinkley is well aware that he appeals largely to country folk or to people with humble beginnings just as his were. He is desiring to appear learned and skilled, but still not too far removed from the class to which he speaks. Therefore, his modest background is often emphasized in both political and medical advertising.

Next the theory of the goat-gland operation is stated and it is pointed out that "eminent surgeons" had said it couldn't be done. The implication is that Brinkley is even better than they, because he had faith that it could be and studied until he learned how. Through experience, he then shows that it can be done. Given as proof is the example of the first "Goat-Gland Baby" who was born as a result of the first operation. But he does not stop with one example; again he claims success in 4,000 operations performed all around the world. Saying that the operation has had numerous successful completions is going much further than simply proving it will work. It is also saying that Dr. Brinkley must be very skilled to have had so many patients. In short, it is said that Dr. Brinkley is a good man; he is successful; he is learned; and he is far ahead of his profession.

A paragraph of description of the hospital, its size, its costs, and its use is included. This appears to be merely description, but it is more. It is pointed out that the hospital was built by Dr. Brinkley "for his patients," and he uses the radio to keep them in a cheerful mood. Furthermore, they find the lectures "very instructive." Dr. Brinkley is shown to be a man willing to expend much money and effort for the comfort of his patients. "Brinkley the Benefactor," might be a descriptive title for this demonstration of how really thoughtful of the welfare of his patients is Dr. Brinkley. Through exposition he is building the image of himself as an altruistic person.

In this discussion the apparent reasons for the paragraph have been discussed. A more subtle implication is discernible also, because the dollar value of the grounds and buildings is carefully pointed out. Such affluence is sure to spell "success" to a listening audience to whom money is a large measure of achievement. Mentioning that the radio station alone cost him

\$65,000 is one more way in which Dr. Brinkley says, 'I am certain to be a good doctor, for I am so successful.'

The final part of this pamphlet confirms that it is intended to introduce Dr. Brinkley to the public. Anyone whose curiosity is whetted by the story about the doctor is provided a series of blanks which make very convenient the ordering of more literature. These order blanks, plus the fact that this pamphlet was entered into the court record with no address appended,⁶ lead the writer to believe this pamphlet was prepared for general distribution to boxholders and rural routes. The forms are the simplest possible so that the name of the interested party can be added to the Brinkley mailing list. Official appearance of the blanks is another way to enhance the prestige of the entire organization.

These mailing lists of Brinkley's were also compiled in other ways than the one described above. Naturally, many requests for information came to the radio station. Advertisers, entertainers, and "informative" speakers all invited the listener to write the station for more information. In whatever way his name was obtained, once one was added to the mailing list, he began to receive a barrage of letters, all urging him in one way or another to come to Milford and be benefited by treatment at the Brinkley Hospital. Dr. Fishbein claimed the letters arrived as often as twice a month except during July.

The letters in Figures 3 and 4 are used by Brinkley in several different advertisements. They are clearly attempts to establish the ethical proof of Dr. Brinkley. He is, in using these letters, suggesting the adage that

⁶If letters and pamphlets in the court transcript had been mailed so that stamp and/or address was visible, these were also entered in the court record. Therefore, it is easily seen which were distributed through the mails and which were not.

(Picture Appears Here.)

"Re-charge Your Batteries"
is the Advice of this Eminent Gland Surgeon

The publicity that the national press gave a few years ago to a striking aphorism "Re-charge Your Batteries" served to bring to general recognition the eminent physician and surgeon, Dr. John R. Brinkley whose years of pioneering in scientific experiment and research in gland transplantation had placed him in the same class with European scientists whose technic of gland surgery had become the accepted standard. Dr. Brinkley's terse advice when interpreted simply means that the human glandular system often needs rejuvenating and that the successful transplantation of glands offers a definite chance of effecting this revitalization. Since making this startling remark in a lecture on the subject of glands, Dr. Brinkley has successfully performed over four thousand gland transplantations on those who needed "re-charging." He is now Chief surgeon of the Kansas General Research Hospital, licensed by the State and operated at Milford, Kansas.

Business Men's League.

Milford, Kansas, Geary County,
July 15, 1926.

Figure 3. First letter to Dr. Brinkley from Milford Business Men's League.

Dr. John R. Brinkley,
 Chief Surgeon, Kansas General Research Hospital,
 Milford, Geary County, Kansas

Dear Doctor Brinkley:

The members of the Business Men's League of Milford unanimously express to you their appreciation of your value as the chief promoter of every worth-while community enterprise.

We have watched with interest and civic pride the establishment and growth of your hospital, to which the suffering come from all parts of the world. Your work in the church, and especially your Bible lectures, we point to with pride. The Brinkley Community Life Institute which you are promoting in our midst, elicits our hearty co-operation. Your bringing to our little City, Dr. Draper, a man of culture and wide experience as pastor in some of our largest Cities, we sincerely commend. We rejoice and our hearts swell with gratitude in your ownership of the Brinkley Goats, thus giving to Milford a ball team that will not only give satisfaction to you, but will boost our community as few other things could possibly do. In all these things, Doctor, we are always grateful, and the Business Men's League wants you to know it.

(Signed)

LEE McCHESNEY, President.

JAMES SCHEUREN, Secretary.

G. W. ADAMS, Mayor.

G. K. MORRIS, Postmaster.

Figure 4. Second letter to Dr. Brinkley from Milford Business Men's League.

a man who is accepted in his home town must be "worth his salt," for it is the people among whom he lives are those who know him best. In the case to be analyzed here, the letters are the front pages of a pamphlet sent by Brinkley which includes many pictures of the hospital, the family, and the town. Its basic appeals are summed up in the following statement taken from the written material.

The Kansas General Research Hospital
(followed by seven Illustrations)
World Famous for its Successful Gland Transplantation.

A veritable mecca for those whose only hope lies in restoration of vitality through surgery's latest methods of gland transplantation. Prominent men from all over the world visit this unique institution in search of help such as they invariably find there. The now famous "Compound Operation" is a simple one, yet effective. No pain nor danger is experienced by the patient. Interesting details accompany these pictures here.

The appeals to man's desire for self-preservation and security in his medical treatment which were noted in the earlier advertisements are also present here. The uniqueness of the institution is now a matter of pride, not something which needs to be compensated for. Acceptance of the operation is shown to be widespread. In use are "surgery's latest methods," where men from all "over the world" come in search of the help they "invariably find." These are positive statements of an institution which has found itself acceptable, even popular, and only needs to illustrate its work, not convince the reader of its acceptability.

The letters are signed by the "Business Men's League" of Milford, which shows that Brinkley is supported by the group of men in the town who are usually considered the most progressive and who usually have the highest prestige. Signatures of four men with their titles are also intended to impart prestige to the letter.

The first letter purports to be expository, simply telling plain facts about the doctor. In essence, however, it is to show the effectiveness and

prestige of the operation. It says that the "eminent physician and surgeon" has received "national press" notice and has been awarded "general recognition." Dr. Brinkley is shown to be accorded respect from all quarters. There is a subtle appeal to the conformity tendencies of people through the "bandwagon" approach. But the attempt is more one to demonstrate that Brinkley is very skilled and one of the very best surgeons.

Again, a sort of reverence for the European culture is shown when Brinkley is placed in "the same class with European scientists whose technique of gland surgery has become the accepted standard." This also makes a subtle distinction between Dr. Brinkley and other U. S. doctors. The fact is that no other American doctor was compared with his work because none supported it. However, by connection of Brinkley with the European doctors, both are suggested to be ahead of medical science in the United States. By use of the word "had" he also suggests theirs is no longer the standard, but Brinkley's is.

His claim to have performed 4,000 gland transplantations is highly questionable. In 1930 he testified he had performed a total of 6,000 such operations. When realizing his practice was continuously increasing between 1920 and 1930, not decreasing, it is hard to believe he had performed only one-half as many operations during the last part of the decade as he did the first. However, purpose of the claim in this advertisement is not questionable. It is to show the operation highly popular, therefore, very successful.

The second letter is more concerned with establishing the character of Dr. Brinkley as a good man than as a good surgeon. Certainly, the idea that he is a good surgeon is not neglected; it is suggested when they speak of watching the "growth of the Brinkley Hospital." The emphasis, though, is placed on all the civic enterprises and community good will that Brinkley

has promoted. His religious "works" are given their share of attention. He is shown to be not only civic minded, but a God-fearing man, too. The reader is to realize that Dr. Brinkley is a great surgeon who is still not far removed socially from their own ambitions and activities. Furthermore, the letter says, he has done all this and still the community is one-hundred per cent behind him. The suggestion is that Brinkley, in addition to all his other qualities, must be a good leader. He has led these many enterprises in such a manner that his followers--his community--still support him.

In these letters, Brinkley is chief surgeon of the "Kansas General Research Hospital." The implications of the ethical stature of this hospital are widened here because now the title subtly is saying 'this is the only one in Kansas.' The phrase "Kansas General" implies to those who may be from far out of state, or to those in state who do not know the state hospital facilities, that the Brinkley-Jones Hospital has state sanction. Of course, this is not so, but the connotation is there for those who are not well enough informed to read it out of the phrase.

The Community Life Institute alluded to in the last letter was a summer program for any who wished to come to Milford and receive instruction in "Bible, Citizenship, Health, Music, and Recreation." Naturally, it was open to participation by residents in and around Milford, also. The booklet mailed to promote the Institute advertised it as "Big, New, Different, Better than a Chautauqua." Figures 5 and 6 illustrate the plan of instruction at the Institute.

This promotional pamphlet, as do so many of the others, contains many photos. There is a thoughtful pose of Dr. Brinkley; and there are many views of his home, hospital, and of the activities during the institute. Impressive titles for Dr. Brinkley again accompany his picture. He is Dr. Med. John R.

BASEBALL 3:00 p.m. DAILY

Class Room Instruction Monday to Saturday
July 26, to 31, 1926

All Classes Meet in the Methodist Church

9:30 to 10:00 a.m.	BIBLE	Dr. Draper
10:00 to 10:30 a.m.	CITIZENSHIP	Mr. Munal
10:30 to 11:00 a.m.	HEALTH	Dr. Brinkley
1:00 to 1:30 p.m.	MUSIC	Mrs. Jones
1:30 to 2:00 p.m.	RECREATION	Mr. Gray

Description of Courses

BIBLE,--The historical and scientific method of approach to the Bible. How the Bible came to us. The literature of the Old Testament. The formation of the Canon. The period between the Testaments. Old manuscripts and versions. The making of the New Testament. Discussion.

HEALTH,--To cure disease is wholesome, but to prevent it is far better. Such prevention being the object of this course. Instruction will be given under the general title of the "Preservation of Life and Prevention of Disease," with reference to water supply, food supply, milk supply, school hygiene, housing hygiene, air, ventilation and heating. Questions answered.

CITIZENSHIP,--The history of government. The underlying principles, together with the privileges and obligations of American citizenship. The why of Democracy. The privilege of the ballot. Public institutions. The why and how of law enforcement. Round table discussion considering needed improvement in this community.

RECREATION,--Theories of play. Mixer games for adults. Children's games. Home entertainment. The need and possibilities of the small town park. Supervised playgrounds. The use of the public school gymnasium. Practical demonstration of games. Question box.

MUSIC,--Music appreciation. Music in the home, the church and the school. Introduction to hymnology with the stories of some of our best loved hymns. Rudiments of music taught in class room fashion. Formation of a big community chorus.

MUSIC BY MILFORD BAND 7:00 p.m. DAILY

Figure 5. Schedule of classes in 1926 Brinkley Community Life Institute.

CROSS COMEDIANS 8:30 p.m. DAILY

Sunday July 25, 1926

10:00 a.m. Bible Talk Dr. Brinkley
 11:00 a.m. Sermon Dr. Draper
 7:30 p.m. "The Challenge of the Cross"
 A sacred drama directed by Mrs. T. L. Jones

Monday

2:00 p.m. Pageant By the children of Wakefield
 7:30 p.m. Illustrated Lecture Dr. Brinkley

Tuesday

2:00 p.m. Mixer Games Directed by Prof. L. P. Dittimore
 7:30 p.m. Sermon-Lecture Dr. Thomas O. Grieves

Wednesday

2:00 p.m. Baby Show In charge of Mrs. J. R. Brinkley
 Examination of children free by County nurse
 7:30 p.m. Illustrated Lecture Dr. Brinkley

Thursday

2:00 p.m. Track Meet Directed by Dr. Draper
 7:30 p.m. Fifty Piece Band Concert

Friday

12:00 noon Picnic Dinner, Old Settlers Picnic
 2:00 p.m. Medical Examination of Adults Free
 In charge of Dr. T. L. Jones

Saturday

2:00 p.m. Tennis and Other Games
 Directed by Dr. G. Charles Gray

Sunday

10:00 a.m. Bible Talk Dr. Brinkley
 11:00 a.m. Sermon Dr. Draper
 7:30 p.m. Bible Motion Picture
 Furnished by Chapel Cinema Arts

Monday to Saturday

Games for children 5:00 to 6:00 p.m.
 Directed by Miss Gladys Draper, supervisor of the playground.

CROSS COMEDIANS 8:30 p.m. DAILY

Figure 6. Schedule of events besides classes in 1926 Brinkley Community Life Institute.

Brinkley, Sc.D., LL.D. An M.D. from Royal University of Pavia and a license from British Medical Council are claimed for him. The degrees are designed to show that Dr. Brinkley is very learned, and the two titles from abroad probably are intended to confer culture and respectability even beyond simple acquisition of knowledge. Especially the degree from the University of Pavia is impressive in name only to most readers, for they probably have little idea of its true quality.

Other small but notable items are also present. The "Home Office" of the Brinkley Institute is the one at Milford. So far as can be ascertained, Milford in 1926, was the Brinkleys' only office. For a short time during a few summers, Brinkley was supposed to have practiced in Connecticut, but had been stopped when Connecticut revoked his license in 1923. Still, the implication of widespread activities is given, whether true or not.

It is pointed out that the purpose of the program is for community uplift, and it is supposed to be both inspirational and educational. Dr. Brinkley made a great deal of his "religious activities." In fall of 1926, according to Fishbein,

A lurid unsigned article, with a goat's head embellishing the center, appeared in a sensational Sunday newspaper. It occupied more than two thirds of a page, and puffed Brinkley as "the most unusual scientist-fundamentalist." The title was "Preaches Fundamentalism--Practices Goat-Gland Science" with the subtitle: "How a Famous Surgeon Combines Old-Time Religion and New-Fangled Operations on a Strange Medico-Gospel Farm". . .According to the article, Brinkley has brought a preacher, one "Dr. Charles Draper," to Milford, having "hired Dr. Draper at Dr. Draper's own price and paid for a picture machine and reels and built a picture house and bandstand for the local band and built benches in the park and a platform, and put a piano on it." Every Sunday and Wednesday night, we are told, "moral and religious pictures are shown."

Dr. Brinkley's many philanthropic activities raise a knotty problem which is important in analyzing his intellectual resources and ethical

⁷American Medical Association, Journal, April 12, 1930, p. 1146.

proof. He promoted many activities undoubtedly considered worthwhile by his society. While his enemies said he did all of these only for personal glory and economic exploitation, it is impossible to accept their claims entirely without question. Far more money was spent by Dr. Brinkley in these activities than would have been necessary had he merely intended to use them for advertising purposes. Furthermore, and most telling, there seems to have been a change in Dr. Brinkley's attitude toward altruistic activities after he left Kansas. Surely, he participated in the community life in Del Rio, but never as he did in Kansas. It seems as though Mrs. Dewey was right when she reported to the writer that Dr. Brinkley felt that people did not appreciate what he was trying to do for them, and that he was quite bitter.⁸ As a somewhat natural reaction to the rebuffs he had received here, much more of Dr. Brinkley's income was spent for personal gratification after he left Kansas than before. Since the change is so very pronounced, it is the judgment of this writer that Dr. Brinkley was sincere in his early altruistic activities. Yes, he exploited them, as was fitting his business and personality. But this exploitation does not completely obscure the fact that they were done in the first place because Dr. Brinkley wanted to help the people who in turn supported him.

Letters Written 1924-1928. These letters were so important a part of Dr. Brinkley's emotional and ethical appeals that they cannot be overlooked in any analysis of his persuasion. In a series of letters to one man, many of the appeals already noticed in the pamphlets are re-emphasized. The first letter, reproduced in Figure 7, suggests Dr. Brinkley's eminence and his skill. Pointing out that he does "all manner of surgical operating," he says much more than the apparent, 'I am a surgeon of many skills.' He

⁸Mrs. E. A. Dewey; interview with Author, March 28, 1959.

Milford, Kansas.

My dear friend:

You have expressed your interest in Rejuvenation. I am doing this as well as all manner of surgical operations. I am the originator of "Animal-to-human gland" surgery and feel that my seven years experience entitles me to your serious considerations.

I want you as a patient of mine, if you are considering Rejuvenation by the "Old Reliable" method. What is keeping you away from me? Be frank and let me know. Your letters are confidential. Appointments when wanted are often difficult to obtain.

Cordially yours,

(Written) J. R. BRINKLEY, M.D.

"It Is A Mark Of Intelligence To Have The
Brinkley Operation."

Figure 7. Letter to Arthur I. Camp mailed December 26, 1924.

is subtly answering any natural skepticism a reader might feel. By stating that he does much surgery, he pre-answers the suspicion that he is a quack who performs only one strange operation. Rather, he says, he is a surgeon with many skills, this being only one. Moreover, he says later in the letter, 'Appointments when wanted are often difficult to obtain.' He is a very busy surgeon this says, and suggests that he must be very good or he would not be so busy. He then goes on to build reader confidence in his rejuvenation work by first showing that his was the original. (Mentioning that in 1924 he was one in only two or three is wisely avoided.) Furthermore, having been doing the work for seven years, he suggests that he must be skilled.

The second paragraph of this letter has a different attitude. The reader has expressed an interest in rejuvenation so Brinkley assumes he wants it by one method or another. This is a rather safe assumption since desire for "eternal youth" is probably latently universal in our society. But if the reader is especially interested in the "Old Reliable" method, he should turn to Brinkley. Using the term "Old Reliable" is certainly none too subtle an attempt to confer an aura of respectability and certainty to the operation. He moves on in the assumption that, of course, the reader was interested and surely only a problem could keep him away. Brinkley's confidence in himself is expressed when he invites the reader to frankly confide his doubts. Since Brinkley could surely allay the fear, he implies, the reader should turn to him. Then he would have his mind relieved and could have rejuvenation.

Almost as a postscript is the slogan, "It is a Mark of Intelligence To Have The Brinkley Operation." There is nothing suggestive about this attempt to raise the prestige of his work. It is an open reply to any who might contend that only the ignorant could be misled by the Brinkley promises

The second letter, shown in Figure 8, suggests that Spring is the time for love, and that the reader be prepared for it. This letter is very interesting in its use of imagery and suggestion. It graphically depicts the beauty of spring. Especially noted are the mating birds and blooming flowers, both illustrations of reproduction of life. This letter, sent to a man who had already received the literature claiming Dr. Brinkley's ability to rejuvenate, only needs be subtly reminded that he may not be able to take fullest advantage of the beautiful spring if he does not avail himself of the Brinkley operation.

Although the letter is officially written by H. Wilson, a personal Brinkley touch is present in a handwritten signature on the bottom. This suggests that, busy as he is, Dr. Brinkley is still interested in each individual. He used this technique regularly, by signing most letters, and often wrote his pamphlets in letter form so the appended signature could express personal interest. The often present indication that all of Dr. Brinkley's advertising is for the good of the recipient is here, too, as he closes, "Will you, for your health's sake, be with us in May?"

Brinkley was a prolific writer, although each of the pamphlets distributed by him bore a distinct resemblance to the one preceding it. However, each new publication gave him a new excuse to contact the people on his mailing list.⁹ And with each publication, his prestige is supposed to have

⁹This letter was written from Milford, January 31, 1928.
Dear Friend:

Return this card and \$1 in stamps or currency and we will send you a copy of "Vitality Again" book, clothbound, 90 pages, describing the work of American and European investigators in an impartial manner. Provided only that you are interested from the standpoint of your health and not from curiosity and expect to come to us for examination and consultation to determine your case requirements.

(Written) J. R. Brinkley

Cordially,
THE BRINKLEY HOSPITAL

Milford, Kansas, May, 1926

My Dear Friend:

A redbird and his mate are building their nest just outside my bedroom window; the turtle doves are nesting in the cedars south and west of the hospital. The robins have theirs in the stately elms surrounding the main building. The Peonies are almost in bloom, the Iris, Tulips, Japanese Lilies, Jonquils and Hyacinths are out in all their glory.

It is spring-time in Kansas,--May, the loveliest of our months. Will you, for your health's sake, be with us this May?

Cordially,

H. WILSON,
Supt. Kansas General
Research Hospital.

(Written) JOHN R. BRINKLEY

Figure 8. Letter to Arthur I. Camp, mailed May 5, 1926.

risen. It is a mark of distinction even among University professors to have published a book. So it was supposed to be with Brinkley. The more books he could claim to have written and published, the more learned he would appear to be.

In this letter, Brinkley insists that the reader must be interested in his health; he should not send for the book out of curiosity. This is a way to point out that Dr. Brinkley is interested in helping the reader. It also shows that his time is too valuable to spend on persons who are not seriously concerned with helping themselves. Here, also, is the Brinkley personal signature, even though the sender is supposedly the hospital.

Announcing another book is the purpose of the next letter.¹⁰ This book is emphasized as containing information about many diseases that were "mysterious," in that there was relatively little knowledge about many of them. Any information about them would be welcomed by most people because of their desire for self-preservation. Other diseases discussed would have attention value because they concern sex problems. That a "complimentary" copy would be sent is indication of the nature of this pamphlet. Upon examining a copy of "Your Health", it is obvious that it was little more than a

¹⁰This letter was mailed from Milford, April 16, 1928.
My Dear Friend:

We are publishing a new book entitled "Your Health." This book discusses disease of the Prostate Gland, the prevention of its removal, High Blood Pressure and its Reduction, Impotency, Sterility in Men and Women, Neurasthenia, Dementia Praecox, Epilepsy, Diabetes, Hernias (Ruptures), Appendicitis, Focal Infection, Hydroceles, Variocelles, and many pertinent facts about "Your Health."

If you will return this card we will send you a complimentary copy of this book as soon as it is off the press.

Cordially yours,

SCIENTIFIC PRESS

"come-on" for the Brinkley Hospital. This can also be seen by reference to the table of contents of this booklet "Your Health," which is included as Appendix D of this thesis. Each topic is discussed in reference to the manner in which the disease could be treated at a modern, first-class hospital, especially at the Brinkley Hospital. The complimentary copy is probably intended to be another indication to the recipient of Dr. Brinkley's interest in him. It is also certain to appeal to the desire of readers to economize, since the book will be free. The name signed, "Scientific Press," is another step in building the image of the Brinkley Institution as an up-to-date, forward-looking hospital. As is obvious by now, no opportunity, however small, to do so is overlooked.

Two months later, a follow-up letter concerning this booklet, "Your Health" is sent.¹¹ Again, the distribution is free, only this time it is emphasized that the number available is limited. The unstated implication is that there is a great demand for these books; therefore, the information contained in them is valuable. He continues to build the image of the Brinkley Hospital as popular, and hence, a highly successful institution. The curiosity motive is appealed to somewhat more in this letter than the

¹¹This letter was mailed from Milford, April 28, 1929.

Dear Friend:

Our latest book entitled "Your Health" is just off the press, ready for mailing to you free of charge upon the return of this post card. Only a limited number are available for Free distribution; and if you are interested in "Your Health" you should read this book. You will be surprised and instructed.

This is our Final notice to you. (*Italic*)

Cordially yours,

SCIENTIFIC PRESS.

(Written) John R. Brinkley

others. Of course, the reader should be "instructed" about his health; appeal to the self-preservation desire is not abandoned. Moreover, he will be "surprised." The inclination of many people to learn what is unknown is teased with this suggestion. A warning is also included. The recipient of this card will have no more opportunity to satisfy his curiosity or learn important facts at no cost to himself. This italicized sentencesis aimed specifically at those who tend to procrastinate. It is designed to make them realize the need for writing for the book at once. The impressive publisher name, "Scientific Press," and the personal signature of Dr. Brinkley are once more notable.

The last letter in this series sent to A. T. Camp appeals to the same motives as in the previous ones.¹² Again the reader is invited to respond to his desires for self-preservation and satisfaction of curiosity in learning about his health. Once more he is afforded an opportunity to save money. But this time explanation of why he is being done this favor is offered. It once more shows the concern for others which Dr. Brinkley repeatedly expresses. Rather than cut his office force, he is willing to

¹²This postcard was mailed from Milford, June 20, 1928.

This Card Worth Fifty Cents to You.

Complete the coupon, return this card with 50 cents in stamps, check or money order, and we will send you a copy of our clothbound book entitled "Vitality Again." This book retails for \$1.00, but this special offer is made to keep our office force busy during summer. You should read this book for Your Health's sake. Follow the advice given and add years to your Life.

Address, Scientific Press, Milford, Kansas

Your name. Age. Occupation.
 Disease you suffer from. Town.
 Street. State.

Answer all questions, else book will not be sent.
 (Written) John R. Brinkley

accept less for his books to keep his employees busy. For the first time there is an attempt to categorize potential patients. There is also an indication that all questions must be answered or the book will not be sent. It is conjectured that because the Brinkley institutions were so rapidly expanding, he was attempting to classify the correspondents so they might be sent literature written specifically for their symptoms. Also noted again are the personal signature and the name "Scientific Press."

Newspaper Advertisements of 1930. Dr. Brinkley did not endure the severe attacks of the Kansas City Star and its allies in silence. Of course, he first responded by radio, but reports of what he said are meagre indeed. Then he decided to reply to the Star in its own fashion. Several full-page advertisements appeared in newspapers throughout the state. They were probably attempts by Brinkley to acquaint himself with those who might not listen to his radio and to remind those who had heard him on the air. Since the attack was upon both his radio and medical licenses, he replied in like fashion. From the Kansas City Journal-Post come representative examples of his defensive advertisements.

Plate II shows one of his attempts to prove that his radio station should not be taken from the air when the hearings to cancel his license opened in May of 1930. During these hearings, Dr. Brinkley depended largely upon the testimony of his listeners to prove KFKB was operated in the public interest. On several occasions he boasted that he would take at least a thousand to Washington to appear as a "living petition" to protest. On May 9, 1930 he appealed

I want to take at least 1,000 men and women to Washington with me. If you can leave your store or office or farm or factory long enough to do this for me . . . I will notify you when and where to report, and I will carry you to Washington, in Pullman cars, I will give you a chance to see the historic city of Washington, and I will bring you back again, all at my expense.

Explanation of Plate II

Advertisement in Defense of Radio Station KFKB
in April 27, 1930, Kansas City Journal-Post

KANSAS CITY JOURNAL-POST, SUNDAY, APRIL 27, 1930.

5-C

Thank You Radio Fans!

Station KFKB, Milford, Kansas

Wins Radio Digest Gold Cup

256,827 Votes by Listeners Elect KFKB the Most Popular Station on the Air

Station KFKB Wins GOLD CUP
Fans Rally to Support of the World's Most Popular Station—256,827 Votes

ACCLAIMED by an overwhelming majority of the listening public, readers of Radio Digest, the broadcasting station KFKB wins the Gold Cup and the title of the World's Most Popular Station. Relying to the support of their favorite with unprecedented enthusiasm, friends of the station polled a total of 256,827 votes. Contests for sectional honors in the six geographical divisions of the continent were marked by heavy balloting and close races. In the East, Station WJZ carried off first honors in a comparatively light vote, polling 14,000 ballots, winning a Silver Cup and the title of the World's Most Popular Station.

Across the Desk

MILFORD, Kansas, with its station KFKB, wins the Radio Digest Grand Prize in the national popularity contest. Milford came romping in with a good lead as a big surprise to almost everybody but the people who live in the community. The winning of that cup had become a community enterprise. The station itself had no dictating in the handling of ballots or votes so far as Radio Digest was concerned. But there was every indication that the corner drug stores, the banks, the various centers of community gatherings, were all plugging for Dr. Brinkley, who now becomes a national Radio personality. KFKB is a feature in a very human way in plain Radio view of everybody. They are very sincere and enjoy the prodigious respect of their neighbors. With the whole community vitally interested in bringing Dr. Brinkley this tribute he didn't stand much of a chance to lose. It goes without saying that Dr. Brinkley will consider the Radio Digest Gold Cup a Milford trophy.



The above is from the editorial columns of the Radio Digest for May, commenting on the top rank attained by Radio Station KFKB in the Radio Digest's Gold Cup Award Contest.

"The World's Most Popular Radio Station"
 The above clipping from the May issue of the Radio Digest tells a story of genuine service rendered, as attested by 256,827 votes.



TUNE IN ON KFKB

Complete and interesting programs that bring votes from over a quarter million people will also interest you. A few of the many who contribute these programs are shown here.

Power, 1000 watts. Wave Length, 325.5 meters. Frequency, 1028 kilocycles.
 Hours of Broadcast: 20th week day from 7:00 a. m. to 8:00 p. m.
 Sundays from 8:00 a. m. to 2:00 p. m. and 12:00 noon to 3:00 p. m.

KFKB Broadcasting Association, Inc.
 Milford, Kansas.



Dr. J. R. Brinkley at the Microphone During the Question Box Period.

Mrs. L. McChesney, the "Tell Me a Story Lady," and One of Her Devoted Listeners.

BY DIRECT WORD FROM

WESTERN UNION

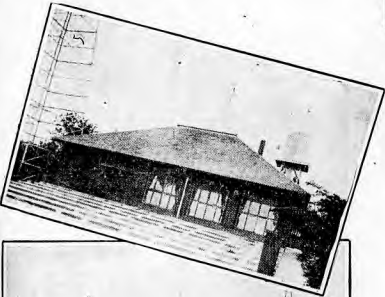
1930 45-10-00 (22) 478 21 1104 1500

DR. J. R. BRINKLEY
 RADIO STATION KFKB MILFORD KANS.

MESSAGE OR AND AFTER LIGHT OF APRIL 24 ALL PUBLIC CITY AND APPROVED
 SERVICE ON RADIO SERVICE MUST BE PAID BY THE LISTENER IN ACCORD WITH
 FEDERAL REGULATIONS AND THE NATIONAL BROADCASTING BOARD
 UNDER FEDERAL COMMUNICATIONS COMMISSION AND MUST BE PAID FOR YOUR CONVENIENCE
 THROUGH THE TELEPHONE COMPANY

FORWARDED BY WESTERN UNION TELEPHONE COMPANY

A Telegram From the Radio Digest.



Two Views of the Station KFKB.



The KFKB Boys in a Merry Mood. They Are Directed by Steve Love As an Orchestra. They Have Thousands of Ardent Admirers.



Uncle Sam and Uncle Bob, Popular Old-time Violin Artists.

The J. R. Brinkley Health Institutions

Milford, Kansas

I wouldn't give a snap of my finger for a fair-weather friend who is with me when all winds are pleasant and we are floating down the stream, but who deserts me when the storm arises. I want all my friends to stay with me, not only in fair weather, but when the ship is on the rocks. That time is now. I need your help, every one of you. The doctors are trying to take my radio broadcasting station from me. They will succeed unless you, my thousands of friends, rally to me now.

I have been your friend for years. I have given you fine entertainment free every day. I have tried to help you and your families. I have been good to you. I have told you how to keep well. Now I want you to help me.¹³

This appeal is wholly ethical and emotional, but it is not included to be analyzed. It is to illustrate a probable reason for the newspaper advertisements two weeks previous. They were surely intended to acquaint listeners and non-listeners alike with the popularity of the station and to show them what an injustice would be done if its license were revoked. If, through the advertisements, they were previously convinced because of its popularity that KFKB was rendering a genuine service, they might be disturbed enough at the cancellation proceedings to respond to Brinkley's pleas for help.

The apparent reason for Brinkley's advertisement was receipt of the gold cup, and it was reason enough. Winning the cup was undoubtedly an honor for the station. That everyone should know of this honor would seem a natural desire. It was certainly natural in response to the attacks upon the station. Popularity of the station was intended to show the high quality of the station. In one place it was even stated that its popularity demonstrated the Brinkley station performed a genuine service. The advertisement is designed to convince those who do not know this and to reinforce the belief of those who agree.

¹³Kansas City Star, May 10, 1930, page number unknown.

Wisely, the advertisement concentrates first on pointing out that the listeners' good will and not the high quality of entertainment won the prize. Throughout the whole page this indirection is noteworthy. By thanking the listeners it is shown that their interest is appreciated. When one does a favor for another and feels that his favor is appreciated, there is certain to be a "glow" of good feeling. This rapport is what Brinkley intends to establish with his listeners, so they will be receptive when he asks his "friends" for more aid in a short while. The "Thank you" advertisement is also intended to show those who did not vote for the station that Brinkley has enough moral fibre to appreciate a "good turn."

The clipping, "Across the Desk," shows much the same elements as did the letters from the Business Men's League discussed above. Showing the station--hence its owner and operation--as accepted and liked in its home community is the obvious purpose. The implication is that those who are closest to the station are those who know it best. If they support it, it must be of very high quality. Then it is pointed out how Dr. Brinkley "is" the radio station and that the entire family is well known through the radio. It is plainly stated that the Brinkleys are very fine and well-liked people. Since the article is quoted from Radio Digest, it is supposedly reporting the impressions of an outsider and can make this statement without offending.

The remainder of the advertisement introduces KFKB entertainers. Phrases of description are used to show that listeners are not just passively being entertained. The fans are "devoted" and "ardent admirers." This tells any who do not listen to KFKB that thousands do and consider the entertainers wonderful people. The only direct appeal for readers to listen to KFKB is in an apparently subordinate position and in very small print.

Explanation of PLATE III

Front page of J. R. Brinkley Gravure Section
in April 27, 1930 Kansas City Journal Post.

Dr. J. R. Brinkley
Gravure Section

Dr. J. R. Brinkley
Gravure Section

Milford, Kansas



Doctor J. R. Brinkley
Founder of
The Brinkley Hospital



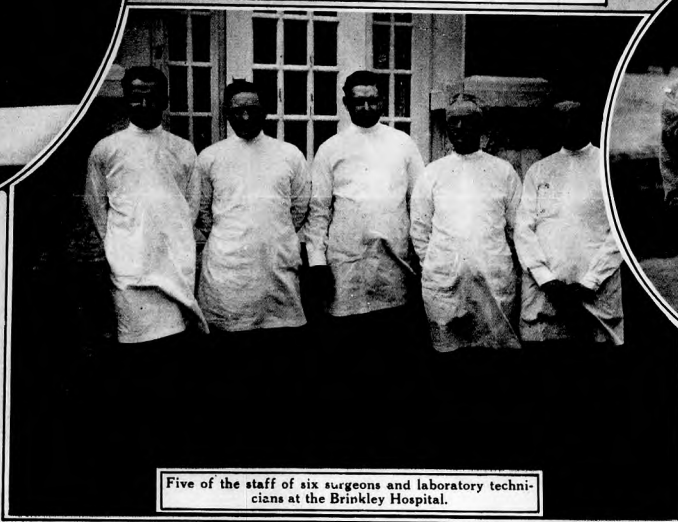
Brinkley Hospital and grounds. This building is equipped with the latest diagnostic equipment and employs five physicians, a laboratory technician, and seven registered graduate nurses.



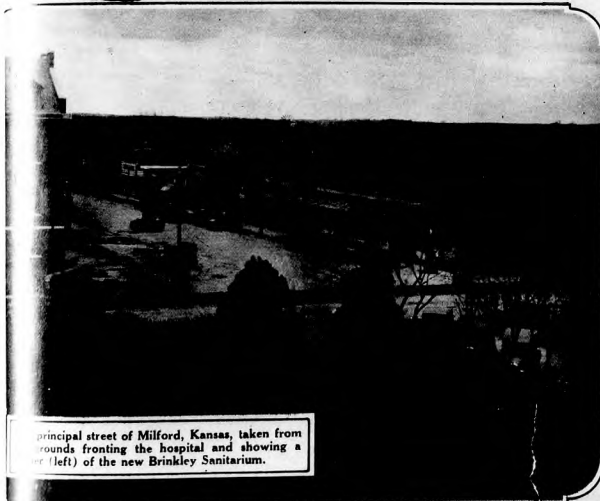
Mrs. J. R. Brinkley and her son
Johnny Boy.



Entrance to the Brinkley Hospital.



Five of the staff of six surgeons and laboratory technicians at the Brinkley Hospital.



Principal street of Milford, Kansas, taken from grounds fronting the hospital and showing a view (left) of the new Brinkley Sanitarium.



The New Brinkley Sanitarium to be opened to the public May 1. It will accommodate 54 convalescent patients. Furnished with the very best of up-to-date, modern equipment. Every piece of furniture in building is new. Dining room open to the public, which is under the direction of a French chef. There is also in the building a modern, up-to-date barber shop with the finest of equipment. Also up-to-date and modern drug store.

Explanation of PLATE IV

Back page of J. R. Brinkley Gravure Section
in April 27, 1930 Kansas City Journal Post.

Gravure Picture Section

Kansas City Journal-Post

Sunday, April 27, 1930

Brinkley Hospital Has Made

Dr. J. R. Brinkley
Gravure Section

Dr. J. R. Brinkley
Gravure Section



The Millford High School.



Doctor Brinkley's Home.



Staff of office girls in the mailing room of the Brinkley Hospital, taking care of the thousands of inquiries which come in every day.



View of recreation grounds.



Group of Brinkley patients photographed at Brinkley Hospital April 17, 1930.



The new Methodist Episcopal Church and parsonage which is under construction in Millford, Kansas, by Dr. J. R. Brinkley personally, in memory of Doctor Brinkley's mother and aunt.



The old Methodist church that is to be torn down. This building was erected in 1868 and is one of the old landmarks of central Kansas.



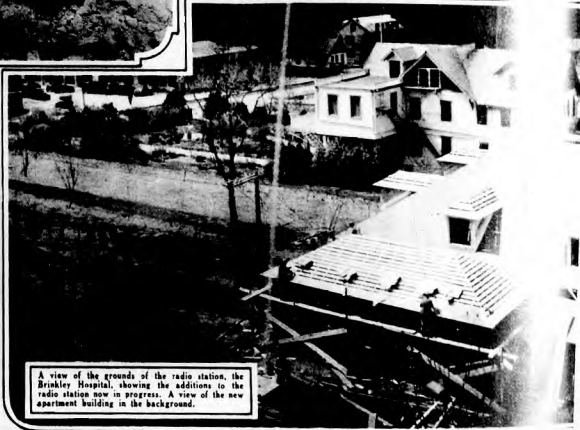
Caterpillar tractor at work on the streets of Millford, under the operation of William Stittworth, who was one of the first patients ever to have the Brinkley Compound Operation.



The Brinkley Apartments, built for the convenience of the families of patients in the Brinkley Hospital.



Group of cottages under construction for the further accommodation of the increasing population.



A view of the grounds of the radio station, the Brinkley Hospital, showing the additions to the radio station now in progress. A view of the new apartment building in the background.

However, surrounded by photographs, it is not likely to be overlooked. So its inconspicuousness will not destroy its direct effectiveness but will probably have important indirect effect. It will leave the impression of the entire page as merely a "Thank you" instead of an advertisement. One last bit of symbolism should be mentioned. The radio is only one part of the "J. R. Brinkley Health Institutions." Once more a title is suggestive of a large, successful organization and the beneficence of its owner.

The next advertisements to be mentioned, which are illustrated in Plates III and IV, are front and back of a four page picture spread which exhibit every phase of the Brinkley Institutions. As already mentioned, the emotional appeal of pictures constantly used by Dr. Brinkley cannot be underestimated in their strength in building accord with his listeners. They concretely identify each phase of the Brinkley institutions and each member of his staff and family. It is much easier to feel friends of persons when one knows what they look like.

The pictures used are many of the same ones included in his own advertising pamphlets sent from the station. The Brinkley family and home are shown in rich but moderate attire, which is to exemplify the Brinkley affluence and good taste. Both hospital and sanitorium are shown to be large, imposing structures. The whole impression to be conveyed by the shots of Milford and the "J. R. Brinkley Health Institutions" is of a large, successful, efficient organization, fitted with the "very best of up-to-date equipment." There is even a "French chef" in the dining room, which of course, is to suggest that Dr. Brinkley is satisfied with nothing but the best even in small things.

Advertisements Written 1936-1937. The last advertisements to be examined were mailed in 1936 and 1937 and are included in Appendix E because of their length. The first of these is very interesting in presenting a complete contrast to any analyzed thus far. For the first time Dr. Brinkley advertises his price at \$250. Of course, it is only a special offer which will last just two months, but the indication is important. Dr. Brinkley had been reported before to have varied the price of his operation from \$300.00 up. But he had never directly appealed to this desire for economy before. Here he explicitly says that money may be keeping the reader away from the hospital and points out how really inexpensive this is. Emphasizing that quality of the examination is not lowered by the reduced price, he carefully does not mention until the end of the letter that the patient will have to pay extra for his hospitalization, the price of which is included in the regular Brinkley fee.

This direct appeal to an audience interested in strict economy can perhaps be related to a specific time in the doctor's life. From the biographical sketch, it is to be remembered that just before Dr. Brinkley moved his hospital to Little Rock, Arkansas, he was encountering direct competition in Del Rio. Lowering his price in certain instances may have been one of his attempts to combat this rival doctor. At least, the conjecture is possible, for this advertisement appeared in March, 1936, and the Little Rock Hospital was operating early in 1937.

That the treatment offered by Brinkley is guaranteed is repeated twice at the first; then the guarantee is itemized at the end of the letter. The fact that Brinkley is willing to guarantee his work is supposed to be an indication of its high quality. It is noticeable that though Dr. Brinkley guaranteed his full "Prostate Package" for life, his "Economy Package" assures only

a second treatment. Where the guarantee is concerned, the sentence added as a sort of postscript is important. "Be Sure and Read This Letter Before You Come," it reads. Since in much of Brinkley's radio speaking he advertises a lifetime guarantee, any listener who did not carefully read this particular letter, might believe that the \$250 "deal" also included the life guarantee. The postscript could serve as a protection to the hospital in this respect. This could also be true where fees for staying at the hospital are concerned. Since they too are usually included in the quoted price, the reader might be led to believe they were included in the \$250 unless he read the letter carefully.

Dr. Brinkley feels no need to build his ethos in this advertisement. Two reasons may account for this. It was sent to one who had previously inquired about the Brinkley work and has certainly received the other publications lauding the quality of the work. Moreover, Dr. Brinkley feels and he states, "I need no introduction." He had been broadcasting for years on more than one very powerful radio station, and had repeatedly been in the news. Definitely, by this time he needed no introduction.

Speaking briefly of the security involved in the treatment, he offers the guarantee, and says he has given 50,000 doses with no "bad effects." It is the judgment of this writer that this advertisement contains no more motivational material because prior literature has fully developed all appeals except economy for this reader. The style of this leaflet is so terse it can only be regarded as an announcement which is to remind the reader of information he has been given before. It is to induce him through desire to economize to immediately take advantage of treatment which he has previously learned he needed, but postponed because he could not afford it.

Brinkley no longer needs to require appointments at the time of this advertisement because no major operation is involved in his treatment so most patients do not require hospitalization. For any seriously ill, the Del Rio hospital had 75 beds and was not likely to fail to have a vacancy for them. Thus, he emphasizes that the prospective patient wire when he is coming, and that he should come posthaste. He should waste no time because Brinkley has no doubts that the offer will be very popular, and by implication he says that it may soon be withdrawn. The remainder of the letter, with the exception of the guarantee already discussed is expository, simply explaining to the reader how he should make arrangements to receive treatment.

The second advertisement in this group also attempts economic motivation. It also appeals to those with a spirit of adventure, who like to take chances. On the front of the pamphlet is an announcement in the form of a day letter telegram. Apparently intended as an attention getting device is the heading, "A New 1938 Oldsmobile Free." Probably even those who were tired of receiving advertising circulars would be induced to look through the pamphlet rather than toss it into the waste basket. The odds offered, one in ten, are fairly high and would be even more incentive to read further. One might wonder just how Brinkley could afford to offer a new car to one in ten patients. The query is easily answered, however, when one reads a 1937 advertisement of which the last page is identical to this one except for price. When there is no opportunity to win an Oldsmobile, Brinkley offers the treatment for \$950.00. It is not at all difficult to see how with ten patients each paying \$165 more, a total of \$1,650, he could afford to give away cars which sold for \$1,097 retail.¹⁴ Furthermore, since Dr. Brinkley was sending considerable

¹⁴B. S. Ruddick, interview with Author, July 18, 1959

advertising with the circular, he undoubtedly received a discount on the price of each car.¹⁵

The only requirement to win this car, other than the \$1,119 fee, is that the patient write a "letter of praise or condemnation" to be used by Brinkley to advertise. Dr. Brinkley says that one may write either type because the letters will be judged by "disinterested" persons. The reader would likely be skeptical, but the "Brinkley-O-Gram"--which in itself is an attention getting name--probably accomplished its purpose of inducing him to read on. Upon opening the pamphlet, the reader is greeted by a picture of the 1938 Oldsmobile with the subtitle, "It May Be Yours!" The first part of the article is completely concerned with describing the Oldsmobile. Brinkley points out how modern, safe, and "style-leading" it is. Not only, the description concludes, will the lucky winner receive the car, but he will also receive railroad fare to Lansing, Michigan and may drive his own car right out of the factory. The reader is encouraged to act immediately because the offer cannot last long. The implication is that the offer is a once in a lifetime chance which is so expensive to the hospital that it will be only of brief duration.

Next, there is a letter from Dr. Brinkley describing details of the contest. It begins with the familiar strain, "too many times" prostate sufferers wait for treatment "until it is too late." In other words, 'Act now. Preserve your health while it still can be preserved.' Some people do not, he says. Because they don't, "It has literally become an obsession with us here at the Brinkley Hospital to help, 'til the last ounce of our strength is gone, prevent the further suffering of men with diseased prostate."

¹⁵Harris Miller, interview with Author, July 10, 1959.

To fulfill this "obsession, they are trying to induce a man to prevent his own suffering with a chance to win an automobile. This reasoning is most interesting. What is being said is that all of Brinkley's advertising is conducted for the benefit of his patients. He merely wants to help them. But they often will not turn to him until they are beyond help, so he must offer other inducements.

If it were not for the peculiar value structure of the society to which Brinkley speaks, this argument would be ridiculous. But actually, it is a shrewd commentary upon that society which is expressed. It is the propensity of too many people to wait until they are so ill they can no longer avoid it before going to a doctor. Much encouragement is necessary to induce them to allow a doctor attend their condition. At the same time, many in the United States are so very concerned with driving a shiny, new automobile as a status symbol. Therefore, the combination of motivations in this advertisement was probably powerful. It would be most interesting to know how effective the advertisement was. Since Brinkley's argument with respect to man's disposition to procrastinate about medical care is so accurate, he is the more believable when he says that he offers a new automobile to persuade people to help themselves. In the last of the letter, Brinkley restates his idea: "he will feel repaid" for all his efforts if the sufferer finally comes to him for "relief." He most surely will be repaid, exactly \$1,119; but that is hardly the impression he intends to convey.

In spite of his "altruistic" reasons for doing so, he does not give cars away for nothing. The contestant is to write a letter and tell his "own impressions or opinions" of the treatment he received at the Brinkley hospital. Twice Brinkley says the judges are dis-interested and the letters need not be praise. He says this because he is trying to appear perfectly fair, to appear to the prospective patient that he is unafraid of criticism.

It is probably quite true that he was not. Brinkley had little worry that one who had come to the hospital, paid \$1,119 and hoped to win a new car would complain. Even if he were dissatisfied, he would probably consider winning a car the only chance to get some of his money back. Regardless of how many times Brinkley assured him that the letter could be either "praise or blame" and that the judges were disinterested, he would not likely chance that letters of "blame" would be winners. This is especially true since Brinkley also points out twice that the letters may be used by his hospital for advertising. If they were to be judged in view of their adaptability for advertising, the likelihood of letters of "condemnation" being selected as winners was minor. The impression is enhanced because no other standard for judging the letters is mentioned.

The last page of the pamphlet¹⁶ details the complete examination and treatment to be given. Even here, phrases and ideas continue the motivation through men's desires for economy, security, and self-preservation. Included are treatments "without cutting, and without knife or scissors." The patient is assured that no dangerous surgery will be involved. The guarantee for life is another assurance of security and safety to the prospective patient. Moreover, if he is found to be ill, but not with the diseases itemized in the certificate, his fee will not be wasted. Treatment of other diseases may be substituted for those listed.

"Your Health" or "The Story of Maw and Paw." One pamphlet which played a very important role in the medical advertising of Dr. Brinkley has relevance to no particular period of years. Once the spectacular advertising

¹⁶On the back of this pamphlet is an item which indicative of the personality and attitude of Dr. Brinkley. It was mailed to the American Medical Association "Compliments of Dr. John R. Brinkley, Del Rio, Texas."

had made the name and work of Dr. Brinkley well known, he concentrated largely on prostate treatment. With minor variations, one piece of literature was mailed to every prospective patient. This has often been referred to in this thesis by statements which indicated Brinkley had mailed other literature which was to convince the reader of the quality of the Brinkley Hospitals. "Your Health" underwent minor revisions as changes were made in the location of Brinkley's hospitals, or in specific methods of treatment. The contents of the booklet were also upon occasion the body of a letter and mailed as a personal note from Dr. Brinkley. Othertime imagery and imaginative language were added and it was mailed under the descriptive title "The Story of Maw and Paw." Comparisons between three of these booklets sent at dates varying as much as eight years show that any differences which occur are minor. Therefore, only one, "The Story of Maw and Paw." is discussed. This pamphlet will not be analyzed in detail primarily because it simply re-emphasizes many of the elements already appearing in other advertising material. Furthermore, the length of the booklet makes it impractical to examine in detail. It is included in the thesis as Appendix F to illustrate that the longer communications written by Brinkley reflected the same basic methods of persuasion as did the short ones which have been discussed in detail.

While "Your Health" or "The Story of Maw and Paw" was supposedly educational, each is clearly intended to entice men to come to the Brinkley Hospital. The main appeals of the book are emotional and ethical, and some factual distortions permit effectiveness of the two appeals.¹⁷ In the first place, almost every symptom imaginable is attributed at one time or another

¹⁷Calkins, Loc. Cit., See Appendix I.

to prostate disease. This is not wholly inaccurate, for in very severe cases of prostate enlargement, the bladder is blocked, producing symptoms very like all of those described. But the percentage of prostate cases which ever become this acute is very, very small. Dr. Brinkley does not point this out, however, and this makes it very important to remember that almost anyone can magnify a small ache or pain into one very serious if he dwells on it long enough. Whereas he may have passed off some condition as simply "growing older," after reading this booklet the man is likely to decide that it is not a natural phenomenon after all. It is likely to be prostate trouble, Dr. Brinkley tells him, and it can be cured. Furthermore, since many of the symptoms were created by magnification in the first place, Dr. Brinkley can cure them simply by convincing the patient that he is cured. This emphasis by Dr. Brinkley in his speaking and writing upon the fact that so many men have an enlarged prostate should not be underestimated in any analysis of his persuasion. This pamphlet offers a particularly striking example of that emotional proof.

The "Addenda" is another illustration of this attempt to elicit emotional proof through showing the listener that so many things could be wrong with his prostate, and probably are. These are supposed to be all the "many symptoms and complications arising from the diseased prostate" other than those he has set forth. But it is noteworthy that the list is nothing but a restating in medical terminology of much that he has already said could possibly be a symptom of prostate disease, or what he is about to say could possibly cause prostate disease. Furthermore, it is taken from an index which is quite obviously cross referenced and several diseases or symptoms are included more than one time. Prime examples of this, though by no means the only ones are: "Prostatitis, painful micturition due to; prostatitis, pain after

micturation from; Prostate, carcinoma of; Prostate, carcinoma; Prostate growth stimulating--by carcinoma (cancer)."

Through his very graphic story of "Paw" in his search to find relief, Dr. Brinkley again employs emotional and ethical proof. Of course, no other treatment worked. Of course, when "Paw" went to his own doctor, he was told that nothing could be done. Furthermore, Brinkley casts some very direct aspersions at the other doctors when he says,

You ask your doctor if he ever saw one of Brinkley's patients who had this operation to prevent the removal of the prostate and it failed; and if he says he has, you insist that he give you the name and address of this "patient." Don't you take any "put-off" and alibis--and I am quite sure he cannot produce a single patient.

He is quite well aware that the code of ethics of the American Medical Association, to which he does not subscribe, prevents any doctor who does accept it from giving out the information which he proposes the patient demand.¹⁸

The patient is told what he wants to hear, that curing the prostate can cure the aches and pain of approaching "old age;" he is given some reasons which arouse emotions in him against the regular doctors, even if he does go to one. Furthermore, he is being told how good the Brinkley treatment is in many ways: by aspersions cast at the other doctors; by direct assertion; by illustration; by implication when Brinkley says how good he was to be so "generous" in his explanation; and when Brinkley says that he only does all this so he may "do for you what you need and save you from a serious operation."

This pamphlet was placed in this chapter last because the above summary of the emotional and ethical proof of "The Story of Maw and Paw" equally well summarizes most of the appeals used by Dr. Brinkley in his medical advertising. The sensational early claims are omitted; the appeals to economy which later appeared are not present. Except for minor differences, however,

¹⁸Calkins, Loc. cit., See Appendix I.

these were the appeals used by Brinkley. He based the ethical and emotional proof on two basic premises upon which all of his medical persuasion rested. First he said that as men pass the age of 40, their prostates begin to enlarge. This results in many symptomatic illnesses and a concomitant lack of sexual potency. Next, he said that one should not trust anything so precious as his health to any other doctor for Dr. Brinkley is the only one who has found the cure for the enlarged prostate.

"WHAT YOU ARE STANDS OVER YOU THE WHILE, AND THUNDERS SO
THAT I CANNOT HEAR WHAT YOU SAY TO THE CONTRARY."¹

Kansas Governorship Campaign, 1930

The first political speech to be analyzed was delivered in the Wichita Forum, October 29, 1930 and is included in the thesis as Appendix G. It has five basic divisions. In the first Dr. Brinkley explains how the voters should write in his name. He speaks operationally, showing how the write-in technique works. Within the exposition is one argument: the only way to vote correctly is to write only the proper name; to vote for me, you should write only J. R. Brinkley. Further specificity in stating the argument was unnecessary for 'My name is J. R. Brinkley' was too obvious to state. One fact is drawn from history of similar cases, that only the proper name is acceptable, and he concludes that there is only one way to write in his name. This is a non-specific quotation of a Supreme Court decision, giving the audience no exact reference against which to check his words. He uses a hypothetical case to illustrate how a recount might result in his not being elected unless all the voters wrote only J. R. Brinkley.

The second section of this speech is argument wherein he follows this

¹Emerson, loc. cit.

line of reasoning: 'Because the economic situation is bad, and the Republicans are in power, they are responsible.' A small amount of exposition to describe the situation is given, but not in proof. It is too limited to be anything but illustration. Of course, this particular audience is well aware of the economic conditions, therefore, their wretchedness does not need to be proven. This is an excellent example of fallacious causal reasoning, but is a familiar line of reasoning. It is popular to believe that the administration in power of government is responsible for the economic status of the country. Perhaps, as the economy becomes more and more oriented toward socialistic government, the belief will become more and more accurate. But when Brinkley was using this argument it was not accurate, only popular. It was doubly wrong since he was holding the state and not the central government responsible. The unstated, but evident, implication here is that since the Republicans are responsible for this economic situation, they should not be supported with votes.

In the third major section of the speech, Brinkley cleverly appears to be explaining why he decided to run for governor. He is actually arguing the hidden basic assumption upon which the entire speech rests. Upon first hearing, this section appears to be exposition of 'Why I am the People's Candidate for Governor.' Upon analysis of his entire speech in relation to this section, however, this critic believes it can only be considered inductive reasoning with the conclusion, 'I am the People's Candidate for Governor.' He says the people of Kansas asked him to run for governor; and that he is not sponsored by any special interest group, only that "greater" society, the people. There is an implied comparison here with those who are sponsored by special interests, and thus will not be able to serve the people as well as he will be able to. Lastly, he points out that, if elected, he

will still refer the functions of government to the people through an open forum from his office. Here too, he appears to only be explaining how his government will function. He leads the listener through an inductive process to which there is only one conclusion. By cleverly appearing to be making explanations, and by not stating his premise recognizably as a conclusion Brinkley leads his listeners to feel that they have decided he is "The People's Candidate." Here is an instance of mixed logical and emotional proofs. He leads his audience through a process of reasoning which will impress the point on them with more conviction since the conclusion was their own.

In the next section of the speech, he gives explanations of, and arguments for the planks in his platform. Through these planks which he will put into operation, he again implies that he is the true people's candidate. The first argument advanced is for the construction of a lake in every county. He reasons that 'because there are lots of lakes and rivers in some states, there is lots of rainfall. Therefore, if we increase the lakes, the rainfall will increase.' Once more, he is guilty of fallacious causal reasoning. The lakes and rivers do not cause rain, but the combination of many geographical factors causes much rain, which in turn, if the terrain is right, creates many lakes.

The next argument is a hypothetical syllogism. 'If you spend your money in Kansas, it will help the economy.' This is another popular idea, which has some empirical basis, although probably not so much as the layman tends to attach to it. He then points out 'Dr. Brinkley spends his money in Kansas.' The implied conclusion is 'therefore, Dr. Brinkley is helping the economy of Kansas.' Hence, the argument, in which he exhorts the audience to aid their state's economy, is in essence an establishment of the worth of the speaker--ethical proof.

The last platform plank for which Dr. Brinkley argues is that the state should furnish free school books for its children. He again reasons in a hypothetical syllogism. 'If the state government would economize, it could afford to furnish school books. Free school books are needed, so the state should economize.' The unproven assumption is that the state could afford free school books by economizing. No proof other than the testimony of Dr. Brinkley is given to support this assumption. There is much discussion of need, and reference to his ethical proof, but no demonstration of the basic premise.

Interspersed throughout the sections of argument and exposition are paragraphs of refutation. While they are to be considered ethical proof, the reasoning of each deserves attention. In the first of these, he quotes an opposition speaker who pleads with voters not to desert the ship, meaning the standard political parties as Brinkley interprets it. Brinkley uses this metaphor as a very effective bit of analogical argument. He points out that when a ship is sinking, the captain does not plead with the passengers to stay on it, but sees to it that they are safely loaded aboard lifeboats. The analogy implies in an emotionally loaded argument that the opposition is very callous to the needs of the people because obviously a sinking ship should be abandoned. So, therefore, should the opposition party. He effectively chastizes the opposition and the argument at the same time. He also uses an emotionally charged situation for the analogy which makes the whole impression very vivid to the listener. There are also ethical implications of the quality of Dr. Brinkley candidacy. He continues to establish a "savior" image of himself. He does so here, very suggestively.

No evidence used in the arguments is statistical. Where statistics could be used advantageously, especially in the school book argument, they are conspicuously absent. Brinkley uses two kinds of evidence, illustration

and testimony. The illustrative material is either hypothetical or personal experience. The one example drawn from another source is related as told to him by "some railroad people," so even that is tinged by the Brinkley personality. Testimony used, with the single exception of non-specific reference to a Supreme Court decision is personal authority. This is the most prominent single phenomenon about Brinkley's use of evidence, either in speaking or writing. He makes an assertion, uses personal experience, or more often, personal opinion to support the assertion, then simply restates the assertion as a demonstrated conclusion. Restatement, which is generally considered a means of emphasis, is used by Dr. Brinkley in all the material analyzed as a main form of support.

Except in explaining his own personal experiences, he does not describe his methods of gathering evidence. He is not at all careful in citing sources of information or specific in relating that information. One case of this is when he quotes the law on write-ins only generally. He also says, lakes will save money for vacationers, but never is it pointed out how much, or how much it will cost to build the lakes. Then too, the instance already pointed out is most noticeable, a lack of specificity in discussion of the free school book issue. This technique, too, is commonly indulged in by Brinkley. While it may be a logical fault, because of certain psychological elements it probably was quite effective for Dr. Brinkley. In the first place, he is not speaking to an intellectually critical audience. Specific citation of source or information is unnecessary. Secondly, Dr. Brinkley's appearance and mode of delivery imposed certain implications on his use of information. His appearance was always that of the "cultivated gentleman." The Van Dyke beard, the horn-rimmed glasses, the well-groomed bearing were in themselves impressive. Furthermore, Dr. Brinkley was infinitely confident of his own

Explanation of PLATE V

Dr. John R. Brinkley



ability and intellect. His delivery emanated this impression. All these factors made his statements ring with authority. Therefore, to his audience, his failure to cite sources of information could have been an enforcement of his own authority. Dr. Brinkley appeared to have such supreme confidence in the correctness of what he said, that one would hardly dare to question it, especially if one sat in the midst of cheering thousands.

Quite apart from the ethical implications discussed in criticism of the testimony, the reliability of Brinkley as an authority must be considered. In discerning whether he was in a position to know the evidence given, these three instances can be isolated. The woman who listened to the radio speaker talk about the sinking ship undoubtedly could hear. Still, it is entirely possible the statement was quoted out of context to suit the needs of Brinkley's speech. The only way to test this quotation of another speaker would be to have a copy of the speech. This, of course, is impossible. In the case of the story related to Brinkley by the railroad workers, any who felt the pangs of the 1930 depression can appreciate that this story was probably accurate. As to whether Brinkley should know if the government expense can be cut enough to pay for free school books, there is substantial reason to doubt. He was not previously connected with government, and regardless of the accuracy of the statement, it is entirely reasonable to consider that Brinkley was not authority enough to accept in the matter. What is being said here is that Brinkley was not a recognized authority in governmental matters; although he apparently assumed and it is quite likely that his audience did consider him as such.

In spite of much fallacious reasoning and a lack of authoritative evidence, the ideas presented deserve analysis. Brinkley certainly focused his attention on the pressing issue of this particular campaign, the economic depression. His whole campaign was keyed to the problem. However, he basically used the

popular but fallacious argument that the party in power is responsible for the depression. Simply because its deeper causes were not discussed by Brinkley cannot definitely lead us to the conclusion that he did not understand them. For reasons of ethical proof, he would have wanted to attribute all the degrading factors he could to his opposition. He may possibly have been guilty only of not TELLING the whole truth, instead of not knowing the whole truth.

It is more likely, however, that this was another instance of a fallacy into which Brinkley often fell. He often missed the "core of the argument," in attacking tangential issues. In the analogy of the sinking ship, the argument of the opposing speaker was likely, not that the ship was bound to sink, but that it might if the passengers rocked the boat. Brinkley seized upon the superficial aspects of the analogy instead of the deeper implication of the ship of state being our regular two-party governmental system, not simply one or another political party. In the two-party government argument, he did not delve into the deeper implications of disrupted governmental functions possible in a three or more party system. In both these cases, though it must be pointed out in Brinkley's defense that lack of complete argumentative accuracy here could be due to adjustment to his particular audience, not to lack of understanding. An accurate judgment cannot be made. Lastly, in the Buy in Kansas argument, and his idea that 'we should run government as a business', he is only partially correct. There is undoubtedly truth in both statements. Surely, though, they are not "cure-alls." This argument is not really tangential to the basic issue of the depression, but the proposal is certainly an oversimplified solution.

Brinkley probably was not fully able to anticipate the implications of the completed projects he proposed. On the immediate effects of free school books, he may have been completely clear. But of the cost of this and other

proposals, he was either ignorant or ignoring. Assessing the ideas in terms of their functional existence in social reality reveals some to be accurate and some to be inaccurate. His argument of the correct manner in which to write in votes was accurate. It had been demonstrated at that time and was admirable shown to be correct in the 1930 Kansas gubernatorial vote count. His idea to build a lake in every Kansas county is now on its way to completion. More and more state and county lakes are being created in Kansas. But they are being constructed for flood control, erosion control, and irrigation and recreation--reasons quite different from the main argument Dr. Brinkley proposed. Provision of free school books is a practice not yet accepted in Kansas, though 45 of all states in 1944 had statutes allowing or requiring provision of free school books for at least the elementary schools.²

Analysis of the emotional proof in Dr. Brinkley's speaking cannot in any case be confined to the words uttered. Each speech was a carefully "built-in" element in an entire program constructed to raise emotional tension to a peak which was released at Dr. Brinkley's appearance. This particular speech was no exception; all of his appearances followed the same pattern. Toward the climax of a spectacular campaign, this occasion probably had a two-fold purpose. First, it was to encourage and arouse the Brinkley supporters to go out and work harder for his election. Secondly, any skeptics in the crowd were to be persuaded to support Brinkley. The large audience and the emotional fervor with which they responded to almost any stimulus indicated success in both instances.

An enthusiastic newspaper reported the events with comments such as

Not since Col. Theodore Roosevelt was in his heyday was there such a throng of frenzied admirers to applaud and cheer

²Maris M. Proffitt, State Provision for Free Textbooks and Instructional Materials, 1944.

spontaneously at the mention of a man's name. . . (when Brinkley was introduced) a thunderous cry of approval arose from the multitude.³

Even the Wichita Eagle which editorially opposed Brinkley reported the "roar of applause" at the introduction and the ovation which lasted "possibly a minute" when Brinkley appeared.⁴ Hundreds were said to have rushed to the stage after he finished to shake his hand.

The Forum was packed to capacity of over 6,000 and thousands stood in the street outside listening to Brinkley over loudspeakers. Infectiousness of the enthusiasm of supporters in the group was bound to spread. The cheers at appearance of any member of the Brinkley family, at appearance of the entertainers, could not but have roused enthusiasm and opened the eyes of skeptics.

Further, the speech was the climax of the program which had begun early in the afternoon. The throng had come to see Dr. Brinkley, but event after event crowded in front of his appearance. The tension of waiting for him to appear would surely have a strong emotional effect upon the listeners. Not only did the crowd wait, but they were teased into wanting more and more to see what kind of man this was. First, attractive, well-dressed Mrs. Brinkley spoke to the ladies. She told of her duties as wife and mother. "Johnny Boy" came on stage with her, and appeared again when free candy was distributed to children in the audience. All this would enforce the image of Brinkley as a homebody, a good father and husband. Though the nature of this image was ethical, it's construction was by emotional means.

³The Wichita Beacon, October 29, 1930, p. 1.

⁴The Wichita Morning Eagle, October 29, 1930, p. 1.

After a break for the evening meal, the KFKB entertainers, well-known radio personalities to people in this area, performed for an hour or more. The Tell-Me-A-Story Lady, the KFKB orchestra, The Gospel Quartet, and Roy Faulkner, the Singing Cowboy, all sang and played for the audience. The implication of this whole program was 'What a good man is Dr. Brinkley to have these great entertainers so willing to campaign for him.' This, too, was building ethical proof through manipulating audience emotions. Finally, the Reverend Harry A. Boone, president of the Brinkley for Governor Club in Wichita, introduced the speaker. Ethical and emotional implications of having a Reverend introduce Brinkley are clear. It is one more way to show him highly honored as a "good" man.

At this point, many of the audience having waited four hours to see Brinkley, were bound to have two primary emotions. First, they must have been grateful for having been entertained instead of simply having had to wait in a tiring fashion. Second, they were probably full of tense expectations. If one has waited in one spot four hours for something to occur, there will be a great release of emotional tension when it finally does. At his appearance the Brinkleyites on the stage stood. This was a signal for a standing ovation from the audience and most took the cue. This unobtrusive signal to rise was a very subtle use of suggestion by the campaign planners. First the audience was not asked to rise. They did so, they thought of their own accord which made their participation in the event more personal. The planners obviously knew that a group in which the tension had been so developed would be ready to respond immediately to any stimulus which would resolve this tension. This the opportunity to stand gave them. Moreover, if a man displays his respect for another, he will strengthen his belief in that respect. Lastly, any skeptic in the crowd who saw literally thousands stand and cheer in respect of a man was certain to be impressed, if not persuaded to act

similarly.

There was one basic motivation apparent in both occasion and speech. A conformity appeal is implied in the "bandwagon" nature of the whole proceedings. The entire meeting built an emotional pressure that would be hard for a member of the crowd to resist. The speech itself implies that Brinkley's campaign was the popular one. Receipt of 40,000 letters in four weeks can indicate little else. If that many people wanted Brinkley to be governor enough to write to him, his support must be considerable. He also uses this implication when he refers to the Democrats bolting their party and getting on his bandwagon, and he doesn't want to be too friendly with Republicans because so many of them might do the same and the campaign would be a runaway. This was an attempt to humorously emphasize the point that "Everybody's doing it!"

In the text of the speech there are attempts to motivate through the desires for economic security, self-advancement, and self-respect. Brinkley tied his candidacy to provision of economic security with his contention that electing him would permit the preservation of property and earning power. He uses supporting material often more to enforce this belief than to prove any arguments. For instance, when telling about the depression, his illustrative material is not to prove there is a depression; of that his listeners are well aware. It is supposed to stimulate their horror at the situation and arouse their desire to do something about it. All the cases cited--the price of wheat and bread, the railroad worker, the unemployed thousands, the sinking ship--are to impress the audience with the seriousness of the economic conditions and to arouse them against the party in power which has done nothing about them. Through thus arousing the emotions, he defames the ethos of his opposition. Brinkley also indicates the audience will gain economic security by having government in their own hands. After

all, he says, government is for the benefit of the people, so let the people operate it. Of course, they will operate it through him, their appointed messenger. By connecting his candidacy with the listeners' need for economic security, Brinkley uses an emotional appeal to enforce this ethical persuasion.

Closely related to the appeal discussed immediately above is his attempt to show how advancement of the people will come if he is allowed to conduct government in their benefit. A lake in every country, free school books, free medical clinics, will all provide means whereby the people can advance themselves. They are means of self-advancement because the average man could not, under existing economic conditions, provide these means by himself.

Both the appeals already discussed contribute directly to the third, the need for self-respect. The man who is economically secure and has the means for improving his status in life will be able to respect himself. The importance of self-respect, self advancement, and economic security to Dr. Brinkley's 1930 and 1932 audiences cannot be underestimated. It is only necessary to remember how hard hit the farm families of the midwestern states were during this depression, which for them had long ago begun, to remember how much they needed to gain both self-respect and economic security.

Brinkley develops their self-respect by flattery of the audience. He gives the impression that he thinks highly of them, that he respects their opinions and ideas very much. He stresses the idea that he considers them worthy to consult on matters of conduct of government. He will have "referendums" to advise him what course to pursue. He places strictures on his opponents by this means also, for he implies that they do not consider the people worthy of consultation. The opponents, he points out, do not even hold a very high opinion of the intelligence of his audience. "The

opposition say you can't write," Brinkley says, "But I know you can." He also builds self-respect in the audience by clearly distinguishing them from the politicians whom he chastizes. All during this building of audience self-respect he identifies himself with them.

In many other ways, he builds audience self-respect by implying that he has a great respect for them. Stressing the quality of Kansas business conducted by his listeners is an audience ego-builder. Quite apart from the ideas they express, his language itself shows his respect for the audience. Repeatedly he says, "you good people," and addresses them with familiar terms such as "folks," and "friends" or "my good friends." In many non-verbal ways Brinkley builds this esteemed self-image of the audience. When campaigning he always wore a huge sunflower in his lapel. His airplane is Kansas made, his radio station is KFKB, Kansas First, Kansas Best.⁵

A second emotional use of the language itself is in the way adjectives are used by Brinkley to describe his opposition and their ideas. Smith gives out news items "purporting" to be instructions which are nothing but "misleading propaganda." Smith is either "ignorant or malicious," and Dr. Brinkley shows his respect of the audience again by allowing them to make the choice. He also shows good taste in not "name-calling". There is irony in his words about the Smith news article, "but it sounds so nice, everybody was tickled to death!" Brinkley is really "sorry to have to bring this to your attention." It wasn't his wish to bring up these unpleasant topics, but the actions of his opponents forced him to. Brinkley cleverly chastizes

⁵An opinion is ventured by this writer that the call letters were originally intended to represent Kansas' First, Kansas' Best, and only later changed to suggest the concept discussed above.

his opposition and frees himself of blame for having to discuss unpleasant ideas. Both emotional and ethical proof are involved, as they are in the statement, "there has been quite a bit of fun poked at my lake idea. . .as if people don't want to take a bath." By making the ideas of his opponents seem wrong or ridiculous, Brinkley disposes his listeners unfavorably toward them.

Furthermore, Brinkley uses only favorable adjectives and phrases of description for his own ideas. "We all know," what he proposes is true, he says once. Probably the most striking illustration of this phenomenon is the resolution of Kansans "to shake loose from the shackles and free themselves and go forward free and independent." Naturally, they do so by voting for Brinkley.

Brinkley's style supports very adequately the emotional impressions he intends. It is conversational, containing many broken sentences as spontaneous utterance is likely to do. Many sentences begin with "and", "but" or "now." His language is clearly "plain-folks" style.⁶ The use of many idiomatic expressions common to his listeners would tend to identify himself with them. He says, "I always tell the same yarn; ". . .everybody was tickled to death. . ."; "I am playing safe here. . ."; "There has been fun poked at my idea. . ."

Brinkley is often guilty of grammatical errors, especially failure of subject and predicate to agree in tense. Among others, he often says, "he don't." This particular aspect of his rather careless style is reported to the writer by many intellectuals who heard him speak, as being a major reason for their not voting for him. However, this carelessness of expression tended

⁶Not only his conversational language, but Dr. Brinkley's entire style of delivery has been compared to that of Harry Truman. Many people speak of a similar voice quality. W. G. Clugston told the author that he could not see Truman speaking without thinking of Dr. Brinkley.

to identify him with an audience of less critical tastes where language is concerned. Quite the contrary to the intellectual, many of the Brinkley adherents would have been extremely sensitive to any speaker who sounded as if he were talking "down" to them. His rather careless, conversational style was probably a major element in identifying himself as "The People's Candidate."

At the same time, Brinkley often uses large, sometimes difficult words. These words interjected into the otherwise plain style, fit well into the image of him as a "cultured gentleman," held by the less critical audience. To the intellectual, the incongruity of poor grammar and large words is glaring. To many Brinkley listeners the poor grammar was not noticeable, while the common tone of expression tended to make them feel he was "one of their own kind." Furthermore, the large words were impressive. Used in an otherwise unassuming style, they did not create an adverse reaction, but were likely to impress the audience that he is an intelligent man.

Various specific techniques of emphasis for main ideas are found in the speech. Often at the close of a lengthy discussion, a single, short sentence will restate emphatically the point which he has been making. Ideas are also emphasized by sheer amount of words devoted to them. About 35 per cent of the speech is occupied with platform, while exposition of how to correctly vote for him is about 15 percent of it. The two ideas are also emphasized by place. The write-in discussion is placed first when attention of the listeners is likely to be at a peak. The platform planks are discussed last. Placing them at the beginning and end of the speech has been shown to be the practice to follow for best audience retention of important ideas.

The amount of restatement used by Brinkley has already been pointed out. Here, let it only be noted that this, too, is a method well used for

emphasizing important ideas. The statement that there is only one way to correctly vote for J. R. Brinkley is repeated five times. All of Brinkley's speaking includes a great deal of restatement.

Brinkley was wise in that he did not speak long. The speech is supposed to have lasted almost exactly 30 minutes. This would preclude any possibility of the crowd becoming over-tired of listening, as indeed they could easily have done after a four hour program. It was a considerate gesture to the hundreds standing, and was probably a very effective element of emotional and ethical proof as it left his listeners before they tired and lost their high exuberance.

Two major speeches of Dr. Brinkley's 1930 campaign were delivered on Sunday, and were considered non-political by the newspapers. The coverage given to both was superficial, and only the skeleton of what Brinkley said was reported. However, a discussion of the two must be included because of the importance in the campaign of the basic assumptions underlying them both.

The first address was to a large, open-air gathering in a pasture 13 miles east of Wichita, Sunday, October 26. From at least 25 central Kansas counties the crowd began to assemble as early as 8:00 a.m. One sheriff's deputy directing the arriving traffic estimated the number of cars parked in the pasture at "5,000 and said he spoke conservatively. Others placed the number at twice that figure. . . .Due to the traffic jams, nearly as many were unable to find parking space as were there."⁷ Dr. Brinkley estimated the crowd at 30,000; others contended there were 40,000 present. The Kansas City Star was much less enthusiastic. Its reporter estimated a

⁷The Topeka Daily Capital, October 27, 1930, p. 12.

crowd of 8,000 in only 2,000 cars. Exactly at 2:00 p.m. the Brinkley Travelaire monoplane appeared in the west. When a handkerchief was seen waving in the window, the crowd went wild.

As the plane taxied to a standstill near the speaking stand, the crowd again swarmed forward under the wings, effectively blocking the door of the plane. The independent candidate opened the windows in the sides of the cabin and from this safe position made glad the hearts of his supporters by grasping the hands of all who could crowd near enough.

"God Bless you Doctor," cried one old lady. "It is one of the greatest experiences of my life to grasp your hand."

Brinkley welcomed them all, finding little to say except "Thank you" in return for the outpourings of enthusiasm. He shared his hand-shaking labors with his wife, and son, Johnnie Boy, who had accompanied him.

After waiting 45 minutes for as many to arrive as possible, Dr. Brinkley began his speech. "The amazed crowd had expected a political speech, but what they heard was the story of the passion."⁹ Brinkley refused to talk politics on Sunday. He gave the same sort of a talk he would have given over his radio station had he not been on tour.¹⁰

The talk is really a political allegory. Brinkley does not say 'I am a persecuted man, much as Jesus Christ was persecuted,' but he does make

⁸The Wichita Beacon, October 27, 1930, p. 1.

⁹The Kansas City Star, October 26, 1930, page number unknown.

¹⁰The Wichita Beacon, loc. cit. The only rather sketchy account of the text of the speech is that found in the Star article quoted above. "I had rather save a soul," he said, "than to be president of the United States or even King of the world."

"The men in power," he said, "wanted to do away with Jesus before the common people woke up. Are you awake here?"

He stopped, impressively, and drank a glass of water. The glass accidentally was knocked from the table and broken several minutes later when Brinkley referred to the broken body of the Great Healer.

"I too, have walked up the path Jesus Walked to calvary," he said. "I have spent much time in Palestine and Jerusalem. I stood in the Savior's tomb. I know how Jesus felt."

the implication clear. "The men in power wanted to do away with Jesus before the common people woke up. Are you awake here?" he says. Obviously, the rhetorical question is asking 'Should the men in power be allowed to do away with me?'

The following Sunday a similar speech was delivered. This time he spoke in Topeka to a capacity house at the city auditorium. The speech was scheduled for 2:30 p.m., and when Brinkley arrived at 2:25 the streets in front were packed. Mrs. Brinkley spoke first, but only briefly.

You are going to hear J. R. Brinkley . . . I wish to tell you how much we appreciate your coming and we hope to see you all at Milford sometime. I want again to express my appreciation of the splendid reception you have given us.¹¹

When Dr. Brinkley appeared, half the downstairs stood to applaud. "You are listening to J. R. Brinkley," he began and once more a political rally heard a religious talk.¹²

¹¹The Topeka Daily Capital, November 3, 1930, p. 1.

¹²Loc. cit. Again, the best report of the speech found is a paraphrase. It does, however, provide the essence of what was said. "As is my usual custom," Brinkley started, "I will give this afternoon a Bible talk."

"As I came to Topeka to make this address, it was a problem, what to say that would be the greatest personal benefit to you. I decided to give you a little glimpse of my life, and why its course led up to my giving these Bible talks."

He explained that his boyhood was spent in the mountains of North Carolina, where they carry buckeyes in their pockets; where every graveyard is full of 'Hants,' where every old house is full of ghosts; where the left hind leg of a rabbit captured and killed in a cemetery, carried in the right hand hip pocket, is a wonderful charm against bad luck.

"From there I went to college," he continued. "I studied evolution, biology, chemistry. We were taught that man is only mortal after all; that he is made up of certain chemical elements, nothing more; that when he is dead he is dead all over. In that atmosphere, I forgot my early training--gladly. I was glad to cast away the idea of a God who would get bad little boys; a God whose voice was heard in the thunder; the lightning, his anger."

Then he carried himself into manhood.

"This young man that is myself," he said, "looked over the world. He saw the sun, the moon, the stars and was interested in what it is all about. He read and studied for himself, and became convinced that life is everlasting.

There needs be little searching to find the essence of Dr. Brinkley's message in this speech. 'I am a good Christian man; he says. Seemingly his presentation was acceptable for several hundred waited in the alley back of the auditorium to see the doctor, and cheered him loudly.

The basic assumption underlying both these speeches is that the persecution of which Brinkley was the object was unjust, and therefore, he should be elected governor. In evaluation of the logical proof of the two speeches, there can be little question whether Brinkley was persecuted or not. He was. Webster's definition of "to persecute" is "to pursue in a manner to injure, greive, afflict, oppress, to harrass and annoy with urgent attack."¹³ There is no doubt that the American Medical Association, the Kansas Medical Society, and the Star intended to injure, and oppress and create all possible havoc for Dr. Brinkley. Whether their pursuit was just or not is another matter of value judgment. Dr. Brinkley contended it was not, and in these speeches said it was not because he was a "good Christian." As far as appearances were concerned, Dr. Brinkley was a religious man. Every Sunday he gave a religious talk on the radio, he supported the Milford Methodist Church and parson. Ostensibly, he was a moderate man who did not drink or smoke.¹⁴

"Substances change; they do not disintegrate and disappear into nothingness. A cigar is not consumed when it is smoked; it just changes form. We were placed on earth for a purpose; not just haphazard."

Followed a plea for courage to "step out and lead." Most men wait to be led, he explained. They follow a leader gladly.

"For a long time, I was ashamed to proclaim Jesus Christ in public," the goat gland specialist proclaimed, waving his arms wildly and jumping up and down on his unusually small, well-shod feet.

"It took me a long time to get courage to talk about Jesus Christ

"But I have learned that if you will step out and lead in the cause of right, you will always have followers ready to support you."

The followers cheered loudly at this point. The rest of his brief talk was much along the same line.

¹³ Webster, op.cit., p. 1826.

In the case of these speeches, analysis must not rest with accuracy of basic premises. It must go deeper to the basic assumptions underlying both speeches. Thorough examination must not only determine, if possible, whether persecution such as Brinkley received was unjust, but also conclude whether his being unjustly persecuted qualified him for the governorship. To the first question the answer is necessarily relative to situation. For example, no one denies that criminals should be prosecuted. But there is supposed to be legal procedure which proves their guilt beyond shadow of a doubt before prosecution is recommended. It is the judgment of this critic that Dr. Brinkley was probably guilty of quackery and in that respect deserved prosecution. However, it is also believed that Dr. Brinkley was not accorded full "due process" before being attacked, and hence, was unjustly persecuted. He was publicly attacked from three sides before ever receiving a public hearing.

The very interesting question which was never raised during the campaign, except peripherally, was, even if he was a doctor unjustly persecuted, is that reason to elect him governor? The politicians may not have had so clear an understanding of the situation to answer him in this manner. Or they may have been unaware of the strength of the Brinkley sentiment and not bothered to answer him. It is also quite likely they were fearful to admit publicly that he was unjustly persecuted. In the first place, he had been deprived of his license to practice medicine to protect a gullible public. An admission that democratic legal procedures are inadequate to protect the public from itself would hardly be good politics, however accurate it may be. Secondly, those who conducted the campaign against Brinkley, especially the Kansas City Star, were powerful. Admitting their methods were unjust might well have been political suicide.

Ethical and pathetic proof in these two speeches can hardly be separated. As the doctor appealed to the religious prejudices of the audiences and to their sense of fair play, he was also building up his character and imposing extreme strictures on those who opposed him. The religious fervor which he aroused was emotional, but through it Brinkley was shown to be a very "good man." His refusal to talk politics on Sunday showed that he respected the Sabbath. He did not want to mar it with anything so sordid as politics. He built self-respect in the audience again by implying a respect for them through the suggestion that their religious values were high enough not to want to hear of politics on Sunday. Interesting is the suggested contrast between religion (the virtuous) and politics. This is especially noteworthy when it is recalled that Brinkley identifies himself with religion and his opponents with politics. The theme of both speeches identifies Brinkley with what is virtuous and elevated, the Christian religion. At the same time, his opponents are classified suggestively with those who opposed Christ.

Brinkley is not hampered by the fact that he has a special "axe" to grind. He takes advantage of it. Through identification of himself with "good" and his persecutors with "bad," he convinces his listeners that his special interest in being elected is acceptable. This is not the only way he takes advantage of his obviously sought revenge. He associates his cause with the revenge sought by the people for their depressed economic conditions. By proposing some plausible sounding arguments, he contends that he should be supported. Together, he and "the people" could gain retribution, and at the same time receive the many "Blessings" which Brinkley's platform promised.

'Follow me, and I shall make you free,' he said, and over 200,000 Kansans believe the comparison: 'Jesus was persecuted because he came to heal the sick and the lost; I was persecuted because I wanted to heal the sick.'

Dr. Brinkley's 1930 campaign is difficult to evaluate. Various explanations of the amazing appeal of Dr. Brinkley have been offered. Although not relevant per se to the analysis of what elements of persuasion Dr. Brinkley attempted to use, any effort to evaluate the totality of the persuasion cannot overlook these explanations. The total disorganization of the economic environment has been offered as a reason for the aptness of Dr. Brinkley's appeal. Schruben concisely described the situation when he said, "The times, to use an expression, were out of joint."¹⁵ October, 1929 was not far in the past and people were frightened and confused. They were seeking panaceas. Demagogues with small empires were springing up all over the United States. Ma Ferguson of Texas, Alfalfa Bill of Oklahoma, Huey Long of Louisiana, Herman Talmadge of Alabama, were all rough contemporaries of John R. Brinkley. Dr. Brinkley, with the others, is explained by many as a product of this disorganization.

Others develop the Kansas political situation in 1930 and attribute to Dr. Brinkley the capture of voters dissatisfied as a result of the bitter Republican primary. William Allen White was one of these. "Kansas witnessed a new thing (in the primary)--an importation of mass lying, wholesale slandering, gigantic emotional appeals to suspicion and credulity."¹⁶ Even as late as October 22 of the election year, the present Republican governor Reed, who

¹⁵Schruben, op. cit., p. 34.

¹⁶William Allen White. Editorial. Kansas City Star, November 9, 1930.

had not been renominated, was publicly criticizing Haucke, the Republican nominee. Brinkley undoubtedly appealed to the disgruntled Reed Republicans.

While their importance should not be overlooked, these factors alone would not account for 183,000 and more voters who wrote on their ballots, J. R. Brinkley, in one fashion or another. These factors can be considered to have made it possible for the tremendous personal appeal of Brinkley to fall on fertile soil. The "personal" appeal is emphasized in direct disagreement with contentions that the vote for Dr. Brinkley in 1930 was for "the platform, and not the man."¹⁷ Truly, this platform of Dr. Brinkley's proposed to take steps to alleviate many of the serious economic and social problems of Kansas.¹⁸ Still, however good the platform, the voters would respond as did

¹⁷Ruth Friedrich, "The Threadbare Thirties," Kansas The First Century, p. 91.

¹⁸Each plank in Dr. Brinkley's platform was merely one more way in which he said, 'I will conduct government for benefit of the people. The entire platform consisted of the following planks:

1. Repeal of Industrial Court Law and Establish Department of Labor.
2. Establish State Workmen's Compensation Law.
3. Prohibit direct competition with Kansas industry by products made by inmates at state penal institutions.
4. Provide free medicines and medical care to destitute ill.
5. Ratify Federal Child Labor Amendment.
6. Promote Boys and Girls Health Clubs.
7. State Provision of Free School books.
8. Lower Taxes to provide equality of taxation.
9. Construct a lake in every country.
10. Oppose Long Train Bill, Basic Science Law, and corporation farming.
11. Creation of Old Age Pensions and Pensions for the Blind.

Brinkley's patients, only when convinced of the probity and ability of the man proposing it. The strong ethical and emotional appeals of Dr. Brinkley have been pointed out. They are considered by this writer the factors which made Dr. Brinkley appeal to the disgruntled and panacea seeking Kansas voters of 1930.

Kansas Governorship Campaign, 1932

As mentioned above, with minor adaptations as the 1932 campaign progressed, the newspaper reports showed Dr. Brinkley's speeches to be quite similar. Two major lines of thought were followed. Early in the campaign, he spoke mainly about taxes. He later tended to dwell more heavily on his platform and campaign developments. One of his early speeches was recorded as he spoke before a small town gathering, July 29, 1932 and is reproduced in Appendix H of this thesis. This speech is a plea for changing the tax structure in Kansas. As a solution to the problem of unequal and unjust taxation in Kansas, he proposed a tax on gross income. After stating his plan, he spent considerable time in a discussion of how it would be very inexpensive and would cut the load of the taxpayer.

The argument of this speech is that 'the property tax structure now in use is unjust; a tax on gross income would be more equitable.' Upon first examination it appears that Dr. Brinkley was trying to prove his point by remaining generally expository in discussion of the problem, and persuasive later in proposing his particular solution. However, this is only very roughly true, for sections of exposition and argument are interspersed. If he had followed the pattern strictly, he would have inserted comments which pointed out that 'something should be done,' while he was discussing the premise that 'the property tax now in use is unjust.' Instead, he consistently said, in essence, 'My plan for remedying the problem should be

adopted.' Therefore, it is clear all through the speech that he is driving toward one particular solution. He has used a speech form which is supposed to be inductive in nature--the problem-solution. But his actual reasoning process is deductive and this is revealed several times when he inserts pleas for his proposal.

Examination of the argumentation of this speech reveals the speech to be divided into two sections. The first part demonstrates the premise that the property tax now in use is unjust. In this demonstration, the first argument used is 'a tax which confiscates property is unjust; our tax confiscates property; therefore, our tax is unjust.' The syllogism is valid but its empirical correctness is much less easily evaluated. The major premise of the argument is a value judgement, therefore, can be tested only as it is an accepted judgment of the society to which it is addressed. Among Dr. Brinkley's largely rural audience, it will be very acceptable. They would agree wholeheartedly that the government should not have the right to tax away their property.

In consideration of the minor premise, Dr. Brinkley could have effectively used more figures, even if statistics, as such, might have been too complicated for his audience to understand. He uses one example, "In Mississippi one fourth of the farms have been sold for taxes." This definitely proves that taxes are confiscating one fourth of the property in Mississippi, if one accepts the testimony of Dr. Brinkley as authoritative. But it says nothing about Kansas. The assertion by Brinkley that "confiscation by taxes is becoming increasingly prevalent" remains unproven. This is in error since it is the only real support given the minor premise of the argument. Perhaps he deemed it unnecessary to explain what this audience already knew to be true. However, even if they did know, it seems facts and figures would have emphasized valuable emotional proofs.

Dr. Brinkley's next argument is that just taxation is equal taxation; under present tax system some property is not taxed; therefore, the present system is not just. In support of the minor premise first, Dr. Brinkley relies upon historical exposition to show that there has been a change in the form of property but no change in form of tax. Because of this, there are forms of property, notably stocks and bonds, which are not taxed. The conclusion of this short discussion includes only part of the demonstration of the premise, for he later returns to the point.

The next time he uses the tax exemption practice to show real estate is not taxed in proportion to other property. To support this contention, he quotes a member of the Kansas State Tax Commission. The minor premise was relatively well demonstrated, and the reasoning was valid in the entire syllogism. But as before, the major premise is a value judgment. What is just or not just cannot be treated as an absolute. Again, however, in terms of audience value systems it can be evaluated. To Dr. Brinkley's farm audience, the argument was surely acceptable, because their's was the property overburdened by taxes. They were certain to agree that the tax was unjust.

This problem, in fact, was a primary one in the 1932 campaign. The Kansas State Tax Commission reported in 1931 "That the indisputable fact that real estate is assuming more than its just share of the tax burden and little intangible property finds its way to assessment roles" indicated it was time to find other means to finance state government.¹⁹ Their recommendations resulted in submission of two constitutional amendments concerning taxation to the Kansas voters in 1932. These two amendments would allow an

¹⁹12th Biennial Report of Tax Commission, State of Kansas, October 16, 1928 - October 15, 1930. p. 1.

Income tax, and would limit the possible level of assessment of property to two per cent instead of the four per cent assessment then possible. It is permissible, therefore, to conclude that Dr. Brinkley was certainly concentrating on one of the pressing problems of the times. He was forcibly expressing the causes for unequal taxation.

Having established that the present tax system was unjust, Dr. Brinkley proceeds to his recommended solution. First, he says the solution is not new forms of taxation and briefly chastizes the proposed amendments. Then the criteria which any solution must meet are indicated: the tax must relieve the burden upon real estate; it must encourage home and property ownership and induce improvements. It should be noted that only his own testimony establishes these as the important considerations. This is probably none the less effective because they are likely to be concurred in by the audience.

With criteria established, he proceeds to try to explain how a tax upon gross income will solve the problem of unjust taxation. He asserts that his tax plan will meet the criteria. He says, "this plan will meet the test" because it will give owners relief from taxation. He offers no further explanation until he begins the statistical explanation of how little the tax would cost. What he does is show what percent of total gross income in Kansas would replace the amount of taxes paid in Kansas. Then by proposing that a gasoline tax be retained to support the highway program, he concludes that 1/18 of one percent of gross income would be the only levy necessary to carry on all functions of Kansas government. By thus removing the unequal tax burden, he believes the unequal tax principle will no longer operate. Also the contention is that once the tax burden is equal, then ownership of homes and property will be encouraged.

Dr. Brinkley's argument in regard to his proposed solution can be criticized in several ways. In the first place, the argument is not clear. It would take considerable puzzling over the written speech to understand how the proposal is to "meet the tests." A listener would certainly have been confused because oral material much more than written needs to be instantly intelligible. Therefore, the listener was not really to figure this out for himself, but to take Dr. Brinkley's word that the plan "would meet the tests." Furthermore, once the argument is clarified, one can only partially accept it as accurate. One's home would not produce income, hence it would not be taxed, so in this respect home ownership might be encouraged. However, improvement of any other property involves capital investment which is intended to return income; therefore, it is difficult to see how Dr. Brinkley's plan offers positive encouragement to improve property. Its real incentive to do so is contained in the suggestion on which he dwelt only briefly--that a tax be levied on unimproved property.

Moreover, the entire statistical argument for his gross income tax plan contains some serious fallacies. The listeners have only the authority of Dr. Brinkley that a one per cent tax levy on gross income will pay all the taxes. He gives no figures so they may figure for themselves, and no sources where they might check his mathematics. Most serious of all, however, is the proposing a gross income tax to reduce the tax burden on real estate. If the property produces no income at all--if drought or hail would destroy the whole crop, for instance--a tax on gross income would be less expensive than a levy on assessed value of property. When, however, there is a gross income that is considerably less than expense of production, there is a loss to the real estate owner. Under a gross income tax plan, though, he would still have to pay a considerable tax. Furthermore, if the

gross tax is supposed to equalize the burden between stocks, bonds and real estate, it will not fulfill its task. The difference between the gross and net income of the stock or bond holder is considerably less than the difference between gross and net for most real estate. Therefore, the latter is still paying a proportionately higher tax than the former.

Except for this rather dubious use of "statistics," Dr. Brinkley uses little evidence other than his own authority. He makes occasional references to sources outside himself, but they are rare. Two examples are cited throughout the whole speech, one the percentage of farms in Mississippi which are being confiscated, and the other a mention that New Jersey has no real estate tax at all. Examples and cases would have been most valuable evidence, especially in discussion of the proposal for solution.

As in his other speeches, Dr. Brinkley is found using non-specific citation of the few sources he does use. He once says, "a member of the Kansas State Tax Commission," in order to qualify his quotation. The listener in this case, however, would not have been likely to question Dr. Brinkley's assertion. Aside from this citation there is little quotation of authority. Dr. Brinkley appeals to the State Constitution in saying "This is the law," and to the colonial forefathers, but appeal to qualified men who have studied the problem and are in position to make considered judgments about it is not made. This kind of testimony would also have been valuable in showing that the proposal could work. As in the other speeches analyzed, Dr. Brinkley is his own authority.

The appeal to the colonial forefathers is an interesting gesture. It proves very little, but is effective as emotional proof. It takes the audience back to a revered group of men whose unique position in history has conferred upon them a sort of "unsurpassed" judgment. The fact that the

government they created, and the constitution they wrote has been interpreted so differently from what they intended that they would not recognize it, is either forgotten or not known by many people. To many people, having created our government has endowed these "colonial forefathers" with untouchable authority. Therefore, his invoking their authority proves very little, but evokes an emotional response favorable to his proposal because he implies that they would have approved of the plan he is suggesting.

Emotional proof in this speech is especially interesting in its differences from that noticed in the speeches of the 1930 campaign. His attempts at motivation were, however, basically the same. He carefully tied the content of his entire speech into one of the most pressing issues of the time. Primarily related to their economic needs, the subject of taxation was certainly a matter of deep concern to his listeners. Much as he had in 1930, through their serious environmental problems, Dr. Brinkley was attempting to motivate his listeners to vote for him through their needs for self-preservation, security and self-respect. Only now, two years later, the needs through which he appealed had grown more acute. Wheat had been \$.60 a bushel in 1930, but in 1932,

With a dull thudding regularity, the newspapers reported a "new-low" for wheat. It was \$.35 at the beginning of October, then fell until on the eve of the election it reached \$.27.

A pound of butterfat was bringing a mere \$.18, a dozen eggs \$.20, and a two pound broiler \$.12-.18. . . . A subscriber wrote the Emporia Gazette, "I can't pay my taxes this winter. How can a farmer keep going on 15 cent corn, four cent hogs and milk and cream so cheap it hardly pays to bring the stuff to town?" In Greeley County, for instance, only 25% of the taxes could be collected in 1932.²⁰

Still, though the motives Dr. Brinkley appealed to were similar in 1930

²⁰Friedrich, "The Threadbare Thirties," op.cit., p. 94.

and 1932, the methods used to symbolize himself as the way to "salvation," were quite different. In the first place, he relied greatly upon the image of himself already established. This time, instead of directly showing that he was "Savior" he concentrated upon the means by which he would provide salvation. Throughout the campaign, he did not propose only to do so through the tax structure, but provided a platform of 24 planks through which salvation was to be accomplished. A big issue, however, was the revised tax structure, and this is concentrated upon in this speech. One cannot but wonder whether Dr. Brinkley would not have been more effective to support the income tax amendment which was being proposed than to propose an entirely new idea. Where in this case he had to do the entire job of educating the voters to accept the "gross income tax" plan, promotion for acceptance of the income tax plan had been going on for some time.

Again, noted is the striking way in which Dr. Brinkley calculated to elicit emotional responses from his listeners. His is a very personal style. In the first part of the speech he says, "you pay them and I pay them." Throughout there is a constant recurrence of personal pronouns. "You, we, us, our" are very often used. He closely binds himself with the audience to which he speaks. He is still more than once guilty of incorrect grammar; continues intermittent use of large complicated words. He continues to identify himself with his listeners through his language and still to show that he is one level above them. Hence, he can lead them from where they are to where he is. Proportionately, however, this speech contains fewer grammatical errors and more large words than do the extempore speeches of 1930.

This diminution of his extempore style is probably because of the more formal style of presentation of the speeches. During the 1932 campaign numerous reports told of Dr. Brinkley sitting at his microphone and reading

from a manuscript. Many reporters felt that Dr. Brinkley's delivery was "improved" in 1932, but this writer is inclined to be skeptical. Merely reading a speech, of course, provides little opportunity to judge how effective oral delivery might have been. In addition, while reading manuscripts Dr. Brinkley had good opportunities to display his "smooth, sonorous" voice to its best advantage. Still, it is the prejudice of this writer that a radio speaking style is not well suited to strong emotional proof in public appearances.

Newspaper comments on Dr. Brinkley's delivery tend to confirm this judgment in his case. One writer comments, "Frequent intercession of witicism kept the speech from being too serious."²¹ It should be remembered that an interjected comment is designed to be spontaneous and intended for the very audience to which it is delivered. The emotional effectiveness of appearing to speak especially for the exact audience one faces cannot be overlooked. It is, therefore, possible that his speeches having been pre-written accounted for the loss of Dr. Brinkley's remarkable conversational style.

In relation to this same point, it was reported to the author by many who had opportunity to observe Brinkley that he knew exactly when to punctuate a speech with physical delivery. Remembering that at least one-half the reports indicate that Dr. Brinkley read his manuscript while seated at a table, this writer concludes that the change in delivery might also partially account for the changed emotional tone of the speech. This discussion, however, is in no way intended to indicate that Dr. Brinkley was no longer adept at emotional proof. Quite the contrary is true. The attempt was merely

²¹The Brown County World, July 29, 1932, p. 1.

to compare two methods used by Dr. Brinkley and to account for the changes discovered. If the changes made him less effective in 1932 than he was in 1930, they do not destroy the fact that he was still very skilled in manipulating audience emotions.

Dr. Brinkley is also quite adroit in using language to elicit emotional responses. Both ethical and emotional proofs are present in his use of language designed to evoke unfavorable emotions towards the principles he opposes. He used the phrase "destructive to private ownership" to describe the present tax structure. He indicates that its destructiveness is to more than individuals and spells disaster to the entire system upon which our economy is based. This was a very potent argument during the 1930 depression when the Communist appeals fell on fertile soil through the ears of frightened and hungry people. He implies by saying it is "destructive in principle," that the present tax system is inherently faulty. Since the problem is inherent in the present structure, no solution which does not completely eclipse the old can be effective. Reinforcement for this idea is provided by phrases calculated to cast aspersions on other tax plans, which do not entirely reject the principle of property tax. They are purely "temporary measures," or "political promises" offered with the "claim" of relief. They are "false and misleading." Since the new amendments offered only add to the present system, he questions their adequacy whenever he chastizes the old system by calling it an "unwieldy, cumbersome, out-of-date" system which should be "thrown into the junk heap."

He also uses words and phrases intended to provoke emotional acceptance of his ideas. His plan is "fair and equitable," wherein each citizen pays his share to maintain government according to the amount of benefit he receives from it, and pays only if he has received benefit and is able to pay."

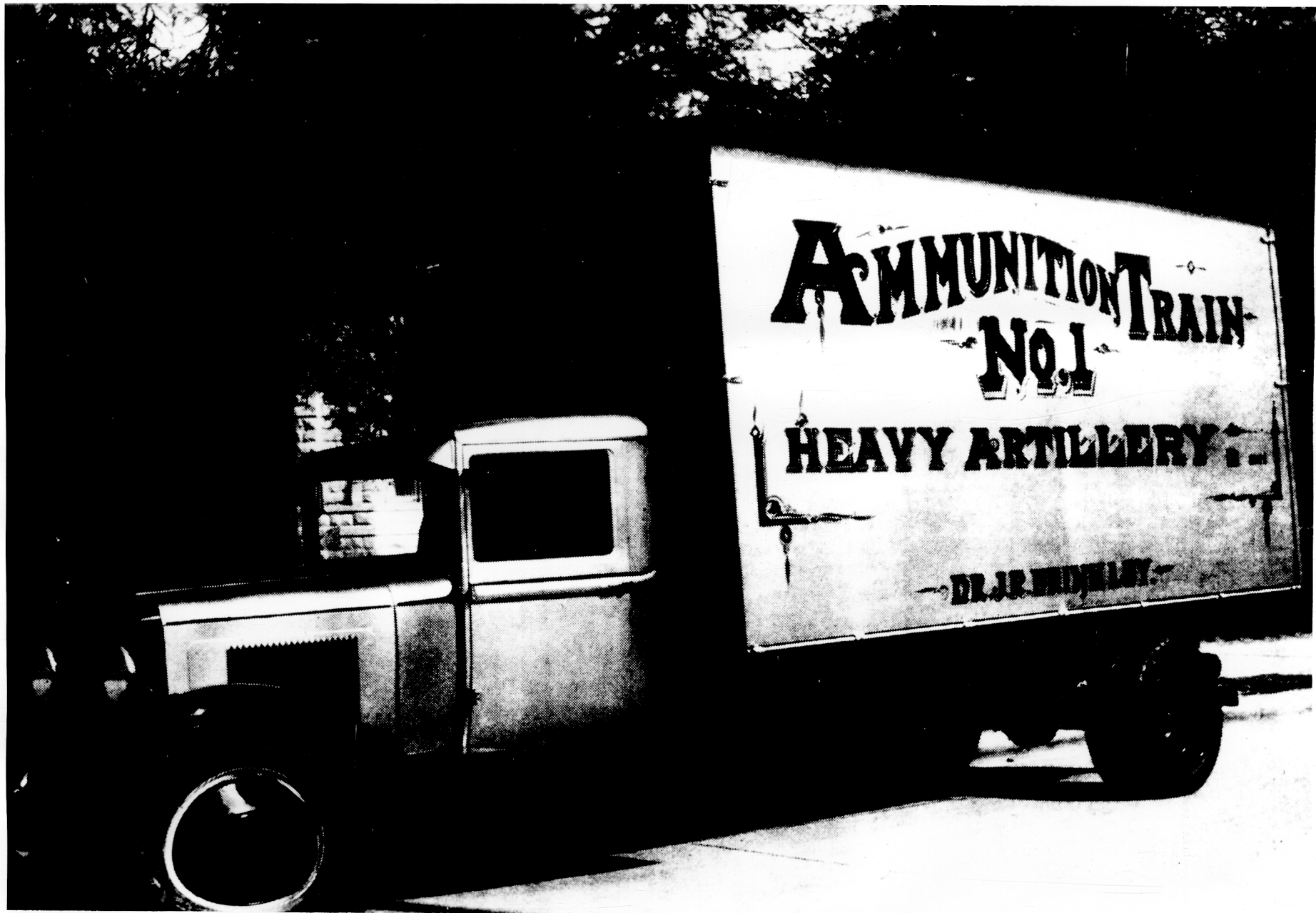
The argument that the United States citizen should pay taxes only according to benefits he receives from the government has no concrete basis in social fact, especially not yet in 1932. The state and central governments are supposed to offer the same protection to, the same roads, schools, and opportunities for rich and poor. Benefits from a government do not necessarily include a guaranteed income. The idea particularly had little relevance to a rural audience in 1932 who received income from their crops according to the whims of nature and not government subsidies. However, the idea is one that an audience would like to believe and one that people like to hear. Therefore, it is surely emotional proof when Dr. Brinkley invokes the blessing of the phrase "pay taxes according to the benefit received" upon his tax plan.

As in all other Brinkley speaking and writing, repetition is an outstanding method of emphasis. In that section of the speech which deals with the problem area, two basic ideas about the problem are repeated numerous times. Nine times he says in one form or another that real estate is assuming more than its share of the tax burden. Seven times it is repeated that real estate taxes are becoming "confiscatory" and hence are "unfair and unjust." Six times in the last part of the speech, he repeats the idea that his plan represents a fair and just method of taxation. These repetitions are not even considering the lengthy "statistical" discussion in which he becomes involved, to show how little the plan would cost in action, and therefore, how "just" it would be.

Many other tactics of emotional proof in Dr. Brinkley's 1932 campaign were quite different from 1930. Upon announcing his candidacy as an Independent, June 1, 1932, he began a tour of every county in Kansas. Thousands of people saw the suave little doctor seated upon the back of his Ammunition

Explanation of PLATE V

Dr. Brinkley's Ammunition Train No. 1



Train No. 1 during the next five months. This "Train" was an immense covered truck on the side of which were painted the words "Heavy Artillery." The title was not an overstatement. The truck carried amplifying equipment and was prepared to stop at any moment, any place, so that Brinkley could speak to as many people as could crowd within eyesight of the truck. It was equipped for radio broadcasting so that as Dr. Brinkley spoke to a live crowd his voice could be carried to thousands listening at home. Thus, Dr. Brinkley traveled across Kansas, speaking in as many as three towns a day. Each newspaper commentary of Dr. Brinkley's speaking during the 1932 campaign this writer reviewed reported his using the Ammunition Train No. 1. Six mentioned his sitting at a table on the back of the truck and speaking through his microphone to groups in city parks and pavilions.

It was indeed suggestive to call the truck "Train No. 1" for, in fact, there was only one Ammunition Train. Opportunities to imply that he had a large and hence, very successful organization could not be resisted by Dr. Brinkley even in politics. He symbolized this in all his actions and possessions. The Ammunition Train was a very large truck, and was covered, which makes any truck seem larger. He drove a car described to the author by many who saw it as "the longest I have ever seen." A sixteen-cylinder Cadillac carried Dr. Brinkley and his family from one town to the next. He was fond of pointing out the size of this car and that it was four-cylinders larger than the car which the governor drove "at taxpayers expense." Brinkley always wore a diamond ring which could not, by all reports have been smaller than five carats and was variously estimated as large as 10. One nearly as large adorned his tie pin.

These items are not included either to ridicule or to admire the doctor. They are pointed out for they created an impression which probably was calculated. Dr. Brinkley wanted his followers to know that he was wealthy.

It has already been pointed out that in the society to which Dr. Brinkley addressed himself, wealth is evidence of success and success often symbolizes "culture." With his immaculate dress, his sparkling diamonds, his sixteen-cylinder car and his Ammunition Train No. 1, Dr. Brinkley convinced many people that he was nothing but an inflated ego. Conversely, though, he convinced thousands of others that he was a very successful businessman who could well use his ability in the governor's chair. Furthermore, as wealth is a sign of "culture," it is a sign of prestige. Through his expressions of wealth, Dr. Brinkley was trying to convey the impression of a man in high social position. He was proposing to all who listened that since he had been able to bring himself from "rags to riches," he could, as governor, do the same for them. Unquestionably, his demonstrations of great wealth were thus factors of both ethical and emotional proof.

Wherever he went, Roy Faulkner, Reverend Cookson, Mrs. Brinkley and Johnny Boy accompanied the doctor, and joined their efforts to show listeners what a fine man was Dr. Brinkley. Roy Faulkner, it is remembered, was the KFKB Singing Cowboy and had been one of the most popular entertainers in 1930. He would sing a number of songs before each Brinkley appearance. Reverend Cookson was the Methodist pastor at Milford and invariably, while introducing the doctor, would tell of Brinkley's benefactions in Milford. He would lead the waiting aggregation in singing religious and patriotic songs such as "America," "When the Roll is Called Up Yonder", and "A Battle Hymn of the Republic." Then there would always be the invitation to the crowd to sing the jazzy campaign song of Dr. Brinkley: "There's a man you ought to know. . .He's the man. . .Who's the man. . .Dr. Brinkley." Mrs. Brinkley and Johnny Boy often spoke a few words of encouragement for "Daddy."

These attempts to mold the audience into a "psychological crowd"²² with song and prayer did not always meet with success in this campaign. Only two of the newspapers reported an enthusiastic crowd. Others made such comments as "At Sabetha the songs were sung rather indifferently and the applause was faint and far between;"²³ "The minister asked the crowd to join him in singing, but many were bashful. . . he was at no time loudly applauded."²⁴ "Those present laughed at the doctor's jokes and applauded a funny story. There was little applause elsewhere throughout the speech."²⁵ The sum of all these reactions seemed to be that Dr. Brinkley always spoke to capacity crowds, (One paper noted that so many people had not been to town since the county fair!) all of whom were polite, some of whom were enthusiastic.

Before immediately concluding that Dr. Brinkley was not well received in these appearances, the sources of the quotations must be considered. Dr. Brinkley was actively supported by few newspapers in Kansas, and none of those quoted were among the sympathetic. It is entirely conceivable that, consciously or unconsciously, reports of the editors "toned down" the enthusiasm which was present. The writer may very badly have wanted to perceive a lessening of the ardor of the Brinkley supporters. Therefore, he saw

²²This term is used as descriptive of the phenomenon which occurs when all members of a large aggregation have a single attention focus. They are thus especially susceptible to suggestion from that center of attention because of interstimulation of reactions of individuals within the larger group. It is distinguished from a "mob" only in responses are less violently emotional.

²³The Sabetha Herald, July 27, 1932, p. 2.

²⁴The Brown County World, loc. cit.

²⁵The Horton Headlight-Commercial, July 21, 1932, p. 1.

just that. Or he may have purposely reported it in order to convince his readers that the Brinkley campaign was passe. This writer concludes that either or both of these possibilities might be completely accurate. Several reasons account for this conclusion. With no exceptions, Brinkley spoke for an hour or more to a standing crowd. Even when his speech lasted two hours, attention was reported to have been quite good. For a standing crowd to remain attentive for one to two hours reflects a great deal of interest, if not enthusiasm. Furthermore, even a man inclined to become excited about politics is not as enthusiastic early in the campaign as he is a few months later. Therefore, a noticeably unemotional crowd in July when the election is not until November is not at all indicative of a complete lack of enthusiasm for the candidate. It is concluded that Brinkley's emotional tactics were not ineffective. While he did not often arouse the mob hysteria he seemed to in 1930, he did arouse the emotions of many of his listeners much of the time.

As in other cases, much of Dr. Brinkley's ethical proof has been impossible to discuss apart from its closely related pathetic and logical proofs. Already mentioned have been his expressions of wealth, symbols of his business ability, the ethical support of his introducers, and keying his campaign to the most pressing issues of the day. This choice of subject and line of argument is a principal attempt to provide ethical proof in the entire 1932 campaign. By proposing a plan which is fair and will bring benefit to the audience to which he speaks, Dr. Brinkley indicates that he is the man who would run the government for the benefit of the people.

In other, less obvious ways, he establishes himself as the "benefactor of the people." When he speaks of how those who are losing their homes and

farms are writing to him, he indicates that many people have turned to him for help. In this speech he builds the "savior" image of himself through his tax proposal. Actually, if the entire speech situation is considered, Dr. Brinkley made a great deal of this factor, for he distributed copies of his platform among the listeners. In this platform, he develops with great thoroughness the idea of himself as the people's candidate. He usually pointed out that it was with the aid of 46,000 letters from the people of Kansas that he compiled this platform. In the platform itself, ideas are proposed which are supposed to demonstrate that Dr. Brinkley is running for governor so that he might do "Great Good" for the people of Kansas.

Though the platform is not considered in detail in this study, the ideas he presented are listed below in order to illustrate the point just made, that Brinkley's platform was a factor of ethical proof. Twenty-four planks were discussed at great length to show that Dr. Brinkley would conduct government for the benefit of the people of Kansas. They are summarized below:

1. Abolition of Unnecessary boards, bureaus, commissions and state jobs to conserve state expenses.
2. Utilization of income tax, if approved by the voters, to equalize the tax burden.
3. Defeat of the tax limitation amendment. Substitution of a real estate tax exemption.
4. Lower Automobile license fees.
5. Drastic economization in state affairs. Consolidation of tax bureaus, creation of state central purchasing bureau, enforcement of state civil service law; strict accounting of all state moneys, attorney general's office to handle all legal business for the state and not outside hired counsel.
6. Elimination of political appointments to state office.
7. Statewide consolidation of schools, minimum salary schedule for teachers, pensions and annuities for state employed teachers.

8. State provision of free school books.
9. Development of Kansas industries to alleviate unemployment.
10. Conservation of State resources.
11. Creation of State Lakes and Game Preserves.
12. Revision of Workman's Compensation Law to abolish 90-day limit for reporting injuries, abolish the industrial court law, ratify the Child Labor Amendment.
13. Regulation of excessive and unjust utility rates.
14. Investigation of the Highway Department as approved by the last legislature and vetoed by the present governor.
15. Provide efficient care for sick and afflicted unable to pay for their own care. Improvement of treatment at state institutions.
16. Provide pensions for the blind and aged poor.
17. Require periodic examination of every physician and all boards of the healing sciences, including pharmacy.
18. Establish a state hospital for care of colored citizens.
19. Development of reforestation program.
20. Revision of investment regulations to protect the inexperienced investor.
21. Full law protection of state funds.
22. Opposition to basic science law.
23. Conduct of state business in honesty, frankness, and economy.
24. Prosperity begins at home. Home consumption of Kansas Raw and manufactured products to promote Kansas business.

It would be difficult to analyze the 1932 appeal of Dr. Brinkley any differently from that of 1930. The disorganized economic and hence social conditions had not improved. The split in the Republican party was less obvious, even if not completely healed, although dissatisfaction of the voters was growing less with the Republican party because of the continuing depression. The campaign of Dr. Brinkley emphasized, as before, his emotional appeal and

personal ethical appeal. Any differences which did occur have been discussed within the text of this analysis and were concerned with methods of invoking the same motivations as used in 1930. It is concluded that votes received by Dr. Brinkley in 1932 were, much as in 1930, in response to ethical and emotional persuasion which effectively used the economic and social disorganization to his advantage.

"IT IS NOT ENOUGH TO DO GOOD, ONE MUST DO IT THE RIGHT WAY"¹

What was the sum of Dr. Brinkley? Why was he an effective persuader? Were there noticeable differences between his political and medical persuasion? Was there detectable variation with passage of time? This analysis has been an attempt to answer the above questions. The conclusions reached are reiterated below.

Though accurate, it is not enough to say that Dr. Brinkley, as demagogues usually do, maintained a false appearance of being logical while appealing to the emotions of his listeners. In his medical speaking and writing he was most guilty of being logically valid, but "untrue." His reasoning is nearly flawless, but his premises were "untruthful." It has already been emphasized that although much of Dr. Brinkley's persuasion was emotional, his potent appeal was ethical. Dr. Brinkley's ethical proof was composed of many factors. He spoke and acted as if he were a true "rock-ribbed" religious fundamentalist. He identified himself with his listeners while at the same time symbolizing himself as a skilled surgeon with a modern, up-to-date hospital utilizing the newest equipment and latest techniques of treatment. Without all these very cogent evidences that Dr.

¹Viscount Morely John, "On Compromise," Page number unknown. See Bartlett's Familiar Quotations, page 700b.

Brinkley was a good man and a skilled surgeon, his emotional appeals would have fallen upon deaf ears.

In his political persuasion, Dr. Brinkley sounded more the demagogue and, upon analysis, was found to be the more logical. Even though he evoked violent emotional reactions his premises were often accurate, and nearly always usually partially accurate. Furthermore, many of the ideas which he proposed have been partially or wholly incorporated into social or political law. Still, as in his medical advertising, Dr. Brinkley's strongest proof was ethical. All the factors which had created his ethical proof in medical speaking were compounded by an ability to triumphantly withstand persecution. An intriguing paradox in his speaking is that even when by most standards he should have been on the defensive, Dr. Brinkley was on the offensive.² Dr. Brinkley's ethos, which in the final analysis accounted for his persecutions, so righteously withstood them that he was able to achieve success in the face of impending defeat. Furthermore, Dr. Brinkley addressed himself to a society in which special conditions of economics and politics existed. His influence was not merely a result of the economic and political disorganization of the early 1930's, but the disorganization created a social climate susceptible to his machinations. Indeed, when one has studied his political persuasion, one needs an explanation of why Dr. Brinkley was not governor of Kansas.

That Dr. Brinkley was not governor demonstrates the real paradox of his life to anyone who is not a student of persuasion. That paradox is between democracy in theory and democracy in practice. In 1930, the

²Even in the medical society hearings to revoke his license, he was very difficult to put on the defensive, and it could not be done until he was cross-examined. During defense testimony, he assumed the offensive. The advertisements reproduced in this thesis which were in defense of his licenses illustrate this remarkable phenomenon in that they are not defensive.

Kansas law enacted to enable the elected representatives to conduct government for the people read that "the intent of the voter" should be paramount in recording his vote. There can be no other conclusion than that the intent of the plurality of the voters in 1930 was that Dr. Brinkley be their governor. Political manipulations of men in control of governmental functions, however, distorted the will of the people to the degree that their chosen candidate did not become governor of Kansas. In theory, the government was democratic. In practice, not even the will of the majority could be heard. As is obvious, Dr. Brinkley was not governor because the office was taken from him, he did poll enough votes to be elected; and he was elected because of his skillful persuasion.

Comparing his political persuasion to his medical persuasion, the most noticeable phenomena are the similarities. It is proposed that the striking similarities between the medical and political efforts are due to the ability of Dr. Brinkley to remain on the offensive. But whatever their source, the likenesses are notable. In both cases, the primary appeal was ethical. In both, manipulation of emotions of his listeners and the appearance of logical validity accounted for the strength of his ethical proof. In both, he motivated through his listeners desires for self-preservation, through their desires to advance themselves and to preserve their self-respect. The primary dissimilarity was in logical proof. However incorrect his argumentation because of lack of evidence or lack of clarity, the basic premises and the ideas propounded in Dr. Brinkley's political persuasion are more fully acceptable as social facts after thirty years than were his premises in medical persuasion. Still, with the argumentation itself there are strong similarities. The predominant evidence used to demonstrate his premises is testimony of authority and the prime authority is Dr. Brinkley. What citation

of other sources there is in all his speaking and writing is not specific. Use of examples and illustration was the other main kind of evidence and restatement was so predominant that it tended to become a kind of evidence, not a means of emphasis.

The last question which this study attempted to answer was whether there was a change in the persuasion after the passage of time. In the medical persuasion, the conclusion is definitely affirmative. The early advertisements of Dr. Brinkley's were primarily to establish his ethical proof as a skilled surgeon with a "famous" technique for rejuvenation. Although never stated specifically, this rejuvenation was strongly suggested to include a return of sexual potency to those who had lost it, or of sanity to the insane. These early persuasive efforts were often sensational in nature, making claims that would test the credulity. Therefore, curiosity was a much more important motivation factor in these than in later advertisements.

As Dr. Brinkley's career matured, the sensational claims disappeared. Both his establishment of ethical proof and his claims to rejuvenation were present, but were more subtly expressed. Instead of blatantly advertising rejuvenation, he contended he could cure the aches, pains and diseases which seem naturally to accompany physical degeneration of a man's body. He still suggested, though not so obviously as he had earlier, that he could remedy the loss of sexual potency which also is supposed to accompany physical degeneration of old age. He attributed most of these problems of approaching old age to prostate enlargement. Therefore, when he offered a cure for the enlarged prostate, he could stop, at least for a while, the physical degeneration. Also appearing as his advertising matured were sly and barbed innuendos of attack in answer to the full-scale campaign conducted against him by "regular" doctors. The only major variant noticed in the two

advertisements of later years was an attempt to motivate through economic needs, in addition to the other factors of motivation used since 1925.

Between 1930 and 1932 very little variation is noticed in Dr. Brinkley's political persuasion. His style of presentation was somewhat different; the subjects he talked about were similar but much more intellectually developed. Basically, however, his attempts at motivation, his basic premises, and his expressions of ethical proof remained the same. It is noteworthy that the effect of his persuasion, as measured by votes cast for him showed little change. Perhaps there was a slight total increase in the number voting for him, but there was also a slight decrease in the proportion of the total vote cast for him.

That Dr. Brinkley was an effective persuader because of his ethical proof seems evident. That he was not "ethical" according to standards of his profession is beyond question. It is interesting to speculate what would have happened had Brinkley been fairly treated and become governor of Kansas. To the student of persuasion it is even more interesting to conjecture what would have been the result if the wish of a bitter enemy of Brinkley's were true: "Poor Brinkley! If only his head and his heart had been screwed on right."³

³William Allen White, "Obituary," Kansas City Times, May 29, 1942. Page number unknown.

ACKNOWLEDGMENTS

The writer would like to express her gratitude to all whose time and assistance made this study possible. It is impossible to mention all with whom interviews about Dr. Brinkley were conducted, but the writer expresses deep appreciation to each one who took the time to write about or discuss events which he experienced.

Special acknowledgments are due major professor Dr. Norma D. Bunton, Associate Professor of Speech at Kansas State University, under whose direction this thesis was written; members of the graduate committee Dr. John Keltner, Dr. Forest Whan, Dr. Charles Goetzinger, and to temporary Assistant Professor George Zollschan, for their information and criticism. For the invaluable research assistance of the employees at the State Historical Society Library in Topeka, the writer is deeply indebted. To W. G. Clugston, Mrs. Ernest A. Dewey, and K. W. Pyle for their contributions of personal insight; and to W. Graham Calkins, M.D., and Barrett A. Nelson, M.D., for their explanation and criticism of medical technicalities, the writer expresses special thanks.

Finally, the writer gratefully acknowledges her husband, Walter M. Taylor, whose encouragement made possible the writer's entire program of graduate study, and whose financial assistance made this study of Dr. Brinkley's persuasive efforts a reality.

BIBLIOGRAPHY

Books

- Aristotle, The Rhetoric of Aristotle An Expanded Translation. Lane Cooper, Trans. New York: Appleton-Century-Crofts., Inc., 1932.
- Baird, A. Craig, and Lester Thonssen. Speech Criticism The Development of Standards of Rhetorical Appraisal. New York: The Ronald Press Company, 1948.
- Bonner, Thomas Neville. The Kansas Doctor, A Century of Pioneering. Lawrence: University of Kansas Press, 1959.
- Bracke, William B. "Triads and Goat Glands." Wheat Country. New York: Duell, Sloan and Pearce, 1950.
- Brembeck, Winston L., and William S. Howell, Persuasion, A Means of Social Control. New York: Prentice-Hall, Inc., 1953.
- Brown, Clinton Giddings. You May Take the Witness. Austin: University of Texas Press, 1955.
- Clugston, W. G. "Goat Gland Politics." Rascals in Democracy. New York: Richard R. Smith, 1940.
- Friedrich, Ruth. "The Threadbare Thirties." Kansas The First Century. New York: Lewis Historical Publishing Company, Inc., 1956.
- Minnick, Wayne C. The Art of Persuasion. Boston: Houghton, Mifflin Company, 1957.
- Oliver, Robert T. The Psychology of Persuasive Speech. New York: Longmans, Green and Co., 1957.
- Packard, Vance. The Hidden Persuaders. New York: David McKay Company, Inc., 1957.
- Websters New International Dictionary of the English Language, Ind. Ed. Springfield, Mass., G. and C. Merriam Company, 1950.
- Wood, Clement C. The Life of A Man. Kansas City: Goshorn Publishing Company, 1934.

Periodicals and Journals of Professional Organizations

- Bailey, R. H. "Dr. Brinkley of Kansas." Nation, September 21, 1932, 135:254.
- "Brinkley Bubble." Newsweek. April 7, 1941, 17: 18.
- "Brinkley's Trials." Time. April 18, 1939, 33: 46-48.
- Copper, Donald. "Doctor Brinkley's Own Story." Radio Stars, August, 1933. Wichita City Library Clipping File.

Davenport, Walter. "Gland Time in Kansas." Colliers, January 16, 1932, 89: 12-49.

Furnas, J. C. "Country Doctor Goes to Town: Dr. J. R. Brinkley Sells Operations by Air From Mexico." Saturday Evening Post, April 20, 1940, 212: 44-50.

"Goat Glands and Sunshine." Time. November 16, 1931, 18: 40.

"Mexico Wants Politico-Medico Off the Air." Newsweek. February 24, 1939, 15: 9-10.

Murphy, Anna Mary. "A Political Nightmare." The Kansas Teacher, December, 1958, 67: 38-40.

American Medical Association, Journal. January 14, 1928, 90: 104-105; April-June, 1930, 94: 1146-1147; 1241; 1339-1340; 1426-1427; November 9, 1940, 115: 1655.

Kansas Medical Society, Journal. October, 1928, 29:343; October, 1930, 31:383; August, 1935, 36: 341-343.

Walker, Jack D. "The Goat Gland Surgeon." Kansas Medical Society Journal December, 1957, 57:749-755.

Carey, James C., and Verlin P. Easterling. "Light on the Brinkley Issue in Kansas, Letters of William Allen White to Dan D. Casement." Kansas Historical Society, Quarterly, February, 1953, 20: 350-353.

Pamphlets, Government Bulletins

Campaign Platform of John R. Brinkley for the Election of 1932. (no title, no date.)
Published for public distribution.

Community Life Institute. Milford: The J. R. Brinkley Health Institutions, 1926.

Proffitt, Maris M. State Provision for Free Textbooks and Instructional Material. Federal Security Agency, U. S. Office of Education Bulletin, 1944 No. 1. Washington: Government Printing Office, 1944.

Documents and Government Reports

J. R. Brinkley v. Morris Fishbein. Transcript of Record, U. S. Circuit Court of Appeals, Fifth Circuit. 9230.

Twelfth Biennial Report of Tax Commission, State of Kansas October 16, 1928-October 15, 1930. Topeka: Kansas State Printing Plant, 1931.

Twenty-Seventh Biennial Report of the Secretary of State, 1929-1930.
Topeka: Kansas State Printing Plant, 1930.

Twenty-Eighth Biennial Report of the Secretary of State, 1931-1932.
Topeka: Kansas State Printing Plant, 1932.
(On the two sources immediately above, specifically used were general election results of 1930 and 1932.)

Newspapers

- "Brinkley Bids for Votes of Local Citizens." News item. The Kansas City Kansan. October 14, 1932. Page number unknown.
- "Brinkley Demands Proof." News item. Junction City Union, October 19, 1932, p. 2.
- "Brinkley Draws Crowd." News item. Valley Falls Vindicator, July 29, 1932, p. 1.
- "Brinkley Drew Large Crowd." News item. Clifton News, July 28, 1932, p. 1.
- "Brinkley Evangelist." News item. The Sabetha Herald, July 27, 1932, p. 1.
- "Dr. Brinkley Gets a Big Crowd Here." The Horton Headlight, July 25, 1932, p. 1.
- "Brinkley Here." News item. The Frankfort Daily Index, July 23, 1932, p. 1.
- "Dr. Brinkley in Hiawatha." News item. The Brown County World, Hiawatha, Kansas, July 29, 1932, p. 2.
- "He Doesn't Read Papers." News item. The Courier Tribune, Seneca, Kansas, July 25, 1932, p. 2.
- Hutchinson Kansas News, October, 1932.
- John W. Gunn. Feature Story. Life and Letters, Girard, Kansas, December, 1923, p. 1-8.
- Kansas City Journal-Post, April, 1930 - November, 1930.
- Kansas City Star, April 9, 1930 - November, 1930.
- The Pink Rag, Topeka, Kansas, August, 1932 - November, 1932.
- Publicity, Wichita, Kansas, November 20, 1930 - November, 1932.
- Topeka Daily Capital, April, 1930 - November, 1932.
- The Wichita Eagle, October, 1930 - November, 1932.
- The Wichita Beacon, October, 1930 - November, 1932.

J. R. Brinkley Newspaper Clipping File, Kansas State Library, Topeka, Kansas. Contains clippings from the Topeka Daily Capital, Topeka State Journal, Kansas City Star and Kansas City Times.

Unpublished Material

McClellan, O. D. A History of Radical Political Movements in Kansas. Unpublished MS Thesis, Kansas State Teachers College, Pittsburg, Kansas, 1934.

Schruben, Francis. J. R. Brinkley, Candidate for Governor. Unpublished MA Thesis, University of Wichita, 1953.

Slechta, Don. B. Dr. John R. Brinkley: A Kansas Phenomenon. Unpublished MS Thesis, Fort Hays Kansas State College, 1952.

W. Graham Calkins, M.D., interviews with author, July, 1959.

W. G. Clugston, interview with author, July 11, 1959.

Mrs. E. A. Dewey, interview with author, March 28, 1959.
Mr. E. A. Dewey was Dr. Brinkley's publicity director during 1932.

Harris Miller, interview with author, July 10, 1959.
Mr. Miller is Manhattan Oldsmobile dealer.

Barrett A. Nelson, M.D., interview with author, July 13, 1959.

K. W. Pyle, interview with author, March 30, 1959.

B. S. Ruddick, interview with author, July 18, 1959.
Mr. Ruddick was Oldsmobile salesman in Manhattan in 1938.

Oliver Field, letter to author, April 20, 1959.
Mr. Field is Director of American Medical Association Bureau of Investigation.

Joseph B. Kirby, letter to author, February 10, 1959.
Mr. Kirby is Vice-President-General Manager of KFBI.

K. W. Pyle, letter to author, February 3, 1959.

C. A. Swallow, letter to author, February 17, 1959.
Mr. Swallow is Assistant Secretary, Farmers and Bankers Life Insurance Co.

APPENDICES

APPENDIX A

Lecture

Given by Dr. Brinkley

May 28, 1929

over KFKB

Stone in the Kidney and Enlargement of the Prostate Gland

Compliments of the Brinkley Hospital Established in 1917 Milford, Geary
County, Kansas

You are listening to Dr. Brinkley speaking to you from the hospital at Milford, Kansas, over station KFKB.

The orchestra boys are in fine shape this evening. They watched me perform an operation this morning and were quite enthused about it, I believe.

I have an operation in mind that I am sure they will be very anxious to observe. We are going to discuss something in relation to it, and that is the treatment of kidney stones.

Medical treatment is concerned chiefly with the relief of acute symptoms, particularly pain, and the care of patients upon whom an operation for one reason or another is impossible or inadvisable. Treatment by drugs given with the object of dissolving a stone or causing its dissolution within the tract and subsequent escape would be ideal.

Many different drugs have been used from time to time for the purpose, and have enjoyed a passing popularity. Piparazin, one of the latest, has been widely and extensively used. The results have been disappointing. Unfortunately little or no success has attended this method of treatment up to the present time, and we may say that there is no drug now known which will dissolve a bladder or kidney stone.

However, the hope has recently been expressed by several that with a better understanding of all the factors involved in the process of stone formation, especially the chemical changes associated with disordered metabolism, together with the source, character, and exact role of fixed and adventitious colloids, it may be possible, ultimately to bring about solution and disappearance of a stone within the tract. It has already been pointed out that large cystine calculi have been dissolved and made to disappear from the kidney by alkalization, and a vegetable diet.

Regulation of the diet has formed a large part of medical treatment. It is natural to assume that an increased consumption of foods rich in stone forming material would favor the development of stone. Thus, certain foodstuffs rich in oxalic acid, as for example, rhubarb, beans, spinach, watercress, coffee, tea, milk, would be avoided by one suffering from an oxalate stone.

Similarly nitrogenous foods, rich in purin bodies, should increase the uric acid and predispose to that form of stone. Elaborate tables are contained in the older text-books, giving the composition of the chief articles of diet, by the aid of which one might rigidly regulate diet according to indications.

To be effective, such diets must of necessity be kept up for an indefinite time. Very few patients, indeed, would have the fortitude to submit to an effective regulation for very long. There is, moreover, no sound clinical evidence that diet has any appreciable influence upon the formation or growth of stone.

Furthermore, it has been found impossible by feeding experiments in animals to increase to a great extent the concentration of the stone forming materials. The only exception is in the case of oxamid, which does not occur normally. It follows, therefore, that regulation of the diet in cases of lithiasis of this type, which at best must be inefficient and temporary, is useless and unnecessary so far as any effect upon stone formation is concerned.

General hygienic measures are in order. The bowels should be carefully regulated and free daily evacuations secured. Large quantities of water should be taken. This is extremely important. Any pure water suffices. Probably the good results sometimes noted following the use of water from certain springs are due more to the large amount regularly consumed than to any inherent peculiar properties. Overeating should be carefully avoided.

Disturbance, frequencies and burning may demand relief. In addition to water taken freely, an alkaline mixture may be given if the excreta is strongly acid. Local injections of one of the organic silver salts is sometimes helpful in controlling these symptoms. Santal oil internally is also helpful.

When infection has occurred, proper treatment demands removal of the stone. Urotropin should be given in combating this condition, beginning with 30 grains a day rapidly increased to 60 grains or more if the drug is well borne. The excreta must be acid when this drug is used; if it is alkaline, acid sodium phosphate in 10 grain doses three times a day is usually sufficient to render it acid.

This may be conveniently combined with the hexamethylenamin (urotropin). Caprakol, a new antiseptic, a kidney antiseptic, introduced by Leonard, may be used in place of, or alternating with, urotropin. The dose is two capsules three times a day, after meals. During the administration of the drug the intake of fluids should be limited rather than pushed.

The fixed pains of milder grades may be controlled by the application of heat to the kidney region, either in the form of a hot water bag or an electric pad. These attacks rarely last more than few hours and may not recur for a long period. For the more acute pain, morphin, hypodermically, is necessary. It is quite characteristic of these attacks that, once relieved, the pain does not recur immediately after the effect of the morphin wears off.

Renal colic is best relieved by large doses of morphine hypodermically, which must be repeated in smaller doses, if necessary to control pain completely. It is useless to give small initial doses. This rarely relieves, and the patient continues to suffer until another injection is given. With a sharp attack an initial dose of one-half grain should be given and this may be followed by a smaller dose if necessary.

It may rarely happen that morphin does not control the pain, or the patient is made so sick by its use that other measures must be used. I once saw a young man in repeated attacks of severe colic who was always made deathly sick by morphin. In one prolonged attack lasting throughout a night, it was necessary to administer chloroform intermittently for hours to control the paroxysms. In exceptional cases the passage of an instrument will give instant relief. This procedure serves to relieve retention behind an obstructing stone in the kidney pelvis.

Many more kidney stones are passed spontaneously than are removed surgically. Many of these are small; some are incredibly large. A rough jagged calculus, its surface bristling with crystals, will naturally have greater difficulty in making the descent from kidneys to the viscus than a smooth one, even though much larger. It is safe to assume that any stone up to one centimeter in diameter, may pass through unassisted.

Large stones occasionally do. Hence a small stone, either in the pelvis or a calix, which may escape spontaneously should be treated expectantly, providing the patient is not suffering. Abundance of water should be taken, and active exercise advised to assist in its passage. We have followed by successive x-ray films the migration of a stone from the lower calix to the pelvis and thence to the viscus.

How long should one persist in watchful waiting? This will depend upon symptoms and the progress made. Damage to the kidney must be avoided. The patient should be kept under close observation. Repeated x-ray examinations may be necessary to determine any change in position or size of the stone. Prolonged lumbar pain is disabling, while acute colic, recurring at short intervals, is unbearable and may demand active measure for its relief.

Each attack of colic probably produces some light damage to the kidney. This is certainly increased in the presence of infection. Unless rapid progress is made, these symptoms will demand operation where further delay would otherwise be advisable. The incidence of infection may completely change the clinical picture. Symptoms are exaggerated, and serious damage to the kidney are more likely to occur. Under these circumstances, operative removal may be necessary.

There is a group of borderline cases where the size of the stone does not preclude the possibility of spontaneous passage, but makes this improbable. Here one may well delay operation. It has happened not infrequently that such a patient, advised to be operated upon and refusing, has later presented the surgeon with the offending stone which was passed naturally. One should remember, however, the possibility of such a stone becoming incarcerated in the juxta-vesical ureter. In this event a simple pelvolithotomy is exchanged for a more difficult ureterolithotomy at this level.

In the operative treatment of nephro-lithiasis there has been a noted trend toward conservatism during the past few years. The indications for surgical interference are becoming more clearly defined. There is, however, no general rule applicable to all cases. Each case presents a separate, distinct problem, and a solution can be reached only when complete data is available.

Hence, as already pointed out, a complete study is necessary in every case. The factors influencing one's judgment when considering operation are: age and general condition of the patient; the possibility of spontaneous escape or removal by instrumental manipulation; amount of pain and discomfort; presence or absence of infection; whether the lesion is unilateral or bilateral; the shape, size, number, and distribution of the stone; and the functional capacity of each kidney.

Operative interference is definitely indicated in the presence of obstruction and infection, and for the relief of symptoms which are crippling and unbearable. It is convenient to consider the implications for operation in the following groups:

Large single stone in the pelvis or calix--this group includes the majority of cases of kidney stones. Any stone too large to pass naturally should be removed, the sooner the better. If allowed to remain, it will ultimately cause the destruction of the kidney. This may be slow, gradual, and symptomless, but nevertheless progressive. Infection inevitably occurs sooner or later. The destructive process is then much more rapid, particularly in the case of alkaline decomposition. If the patient is suffering with recurring attacks of colic or more or less constant pain, then there is sure to be obstruction which produces rapid, irreparable damage to the kidney.

In the majority of cases operation is demanded for the relief of distressing symptoms. Damage to the kidney has already occurred in many cases, either from infection, obstruction, or both. Operation is indicated to prevent further destruction and to preserve as much kidney function as possible. In the exceptional case, where infection has not occurred and pain is not impelling, delay in operating may be considered. However, the presence of a foreign body in the kidney can never be looked upon as unobjectionable, since it is always a menace to the integrity of that organ.

The age of the patient and the shape and size of the stone are two important factors to be considered when deciding for or against operation, as well as the operative procedure to be undertaken. In the case of a large symptomless stone, for example, with sterile excreta, operation may be inadvisable in an elderly patient, but advisable in a younger one. In these cases of giant calculus the kidney function is often surprisingly good. More damage to the kidney may result from its removal than by its retention. Likewise, having decided to operate, nephrectomy is often the operation of choice in elderly patients while a more conservative procedure is advisable in earlier years.

The shape of the stone is of more importance than its size in considering the operative procedure for its removal. An irregular, branching stone offers more technical difficulties at operation than does a smooth, round one; greater damage to the kidney is produced, and the chances of recurrence are much greater.

When two or more stones are located in the pelvis, these should be removed through a pyelotomy incision when this is feasible. Multiple stones in one or more calices may be reached and removed in this way. Great care is necessary to prevent overlooking a stone in these cases. This can easily happen if a thorough search of all the calices is not made, and even in spite of this. The x-ray film does not afford accurate information as to the exact number of stones present, since two or more may be superimposed, and not cast separate shadows.

Thus, in one large series, a single stone was reported by x-ray examination and multiple stones found at operation in 146 cases. Overlooking a small stone at operation is doubtless an important factor in the recurrence of kidney stones. In the same series the opposite error appears; multiple shadows reported, a single stone found 66 times. To insure complete removal of multiple calculi, thorough instrumental and digital exploration of the pelvis and calices is necessary.

In addition, the wound should be thoroughly irrigated with warm, saline solution to wash out any mucus, bloodclot, sand or debris, along with fragments of stone which may have broken off during removal. In this manner small stones may be dislodged which might otherwise escape detection.

The indications in multiple stone in the kidney are clearly to remove the stone in the ureter first, otherwise, post-operative obstruction may occur and a renal fistula will result. The urethral stone may be dislodged by instrumental manipulation if in the lower ureter. These manipulations must be of the gentlest possible, for fear of lighting up infection in the kidney.

Failing to dislodge it, the ureteral stone must be removed by operation leaving the kidney stones for subsequent operation if necessary. It may occasionally happen that a migratory stone may be pushed up to the kidney pelvis by the ureteral catheter just before the operation and removed together with kidney stones. When the ureteral stone lies high in the ureter it may be removed at the same time as the kidney stone.

Here, as in all operations for stone in the kidney, it is necessary to establish definitely the patency of the ureter. This is usually done during outline preliminary study. However, if any doubt remains, a ureteral catheter should be passed through the wound. This will detect any small fragments which may have escaped in the ureter during operation.

You have been listening to Dr. Brinkley speaking to you concerning some of the kinds of stones to be operated upon in the kidney. This will be taken up more in detail again tomorrow evening, and a further discussion of it will be given for your enlightenment.

One of the things we are trying to teach is the prevention of complications in disease, and prevention of beginning diseases becoming chronic, because a chronic disease is difficult to overcome, regardless of what kind of a chronic disease it may be.

Our experience in the hospital is quite extensive in this work, because the majority of our patients are thus afflicted. We are trying to interest people in having an examination made to find out their true condition of health. Whether you come to us and have a good examination made, or whether you go to someone else and have a good one made, is immaterial to us, but we do want to encourage you to form the habit of having an examination made from the top of your head to the soles of your feet at least once every six months.

And if you will follow this plan I can assure you that you will live longer and have better health, providing you patronize a first-class institution that is equipped to do this work.

You know that operations are perfectly safe providing the surgeon is capable. Any kind of an operation is dangerous if the surgeon is not qualified. No operation is serious if the surgeon is a man of experience and ability. The reason why some people do not recover from operations is because the patients were not operated upon soon enough.

There is too much "last chance" surgery being undertaken, rather than "first chance," surgery. If you have pneumonia or influence and are seriously ill and do not call the doctor until you are far advanced, the likelihood is you will have a hard time to recover, or may not recover at all; while if you had had proper treatment in the beginning your case would be abated promptly.

This is true in surgical operations. The man or woman who has their condition attended to promptly in the beginning of their ailment and has an operation performed by a careful and competent surgeon will get some results, but the person who puts off having something done until they are obliged to have something done--they are the ones who get into many difficulties.

We all know operation for the removal of an appendix before it becomes acutely inflamed or ruptures is almost a minor operation; while the person who puts off having anything done for themselves eventually gets into a serious complicated condition and regardless of who performs the operation, the results are not so good, and we all know a ruptured appendix is a dangerous thing.

Now then: I have presented to you facts from our best medical authorities during the past eight months, showing you that the concensus of medical opinion is that 65 per cent of the men of this country suffer from prostate gland enlargement. I have presented further evidence to you from the great medical authorities that 20 per cent of the men who suffer from enlarged prostate gland suffer from cancer of the prostate gland, and 15 per cent of the prostate glands are tuberculous.

Now 20 per cent means 20 men out of every 100, and 15 per cent means 15 men out of every hundred, so you see the ratio is quite high.

From the writings of our leading investigators I am convinced authoritatively that cancer of the prostate and tuberculosis of the prostate is on the increase. This comes as a result of long continued infection and irritation in the prostate gland. The prostate gland because of its location

is subject at all times to normal infection. It is continually irritated, and unfortunately the average man has it massaged.

This massage is a serious business because one of the best surgeons in the United States tells me, and he has put himself on written record in one of our leading text-books that massage does not influence the growth of the prostate gland.

Now when a man begins to have prostate trouble he goes to his doctor and has it massaged, and this continued rubbing of the prostate, because massage means rubbing, irritates the prostate gland more than it ordinarily would be irritated and oftentimes the man undergoes a massage treatment for an extended period of time---maybe lasting over many months.

This massage treatment, we believe is causing the prostate gland to become infected with tuberculosis and other infections that it ordinarily would never have become infected with.

Another thing on which all the medical authorities, both great and small are in accord is that probably one of the principal causes of cancer is irritation. We believe that irritation is one of the predisposing causes of cancer. For instance, we think that the man who smokes a pipe with a hard pipe stem in his mouth is more subject to cancer of the lip than the man who does not smoke a pipe; and jagged broken teeth irritate the tongue and in a great majority of cases is a cause of cancer of the tongue.

One of the advices we give to people is to never permit any jagged teeth to remain in the mouth because they are a possible source of cancer production. I point these things out to you to show you that irritation, chronic irritation is believed to be a factor for cancer.

I want to tell you my own humble opinion is that massage of the prostate is the predisposing cause and the reason why cancer of the prostate gland in men is so much on the increase, because it has only become a fashion or a habit in the past ten or fifteen years, and since then there has been the enormous increase in cancer of the prostate.

So if smoking a pipe irritates the lips; and if jagged teeth against the tongue will cause cancer of the tongue or lips, why is it not reasonable to suppose that the continued irritation of the prostate will cause cancer of the prostate?

I want you to think these things over. I cannot think of but one place where massage is justifiable and that is where there is a definite infection in the vesicles; and there are few physicians who can do this properly. None but an expert can do this because it requires skill and a highly developed sense; and educated sense of feeling to be able to differentiate the vesicles from the prostate because of their adjacent and nearby location, contiguous or in juxto-position to the prostate.

Now I give you this advice because it is good. I want you to keep out of trouble. I think it is the mission of any good doctor to keep well people from getting sick and to keep sick folks from getting sicker, and my experience has been over several years, dealing particularly with all prostate cases, and I know that massage is the worst thing in the way of treatment.

If any of you who are having your prostate massaged doubt my word just come here to pay a visit to the men who are in the hospital and who have been operated upon and take an inventory and see how many of them have had massage and what the end results of prostate massage are.

Another thing that is just as bad is the application of heat to the inflamed, infected and enlarged prostate gland. Heat brings more blood to the prostate and this causes it to grow faster. Heat increases the rapidity of the growth of the prostate and should not (*italic*) be indulged in unless you are anxious to have your prostate removed as soon as possible.

Now we are engaged in two kinds of business. One of them the removal of the prostate gland--and the other is the preventing of the removal of the gland. We operate upon ninety-nine men to prevent its removal where we operate upon one to remove his prostate. We are doing this work of preventing the removal of the prostate without danger or risk to you, and it will positively prevent the removal of the prostate, if it has not already reached a point where its removal is necessary.

Now there are various degrees of prostate enlargement. It is just like a fire. It is a little one at first but it continues to grow and enlarge--and it is the same way with the prostate. The growth of the prostate depends on how long it has been diseased; how long it has been growing, and its present stage of development.

This week we have a majority of cases who are quite advanced. They were considerably enlarged, more so than the average, to take a hospital full of patients. Maybe next week we will have a hospital filled with patients whose prostates are slightly enlarged, but when the prostate starts to enlarge it is going to keep on until it is decompensated.

The prostate gland when it begins to enlarge becomes a robber and a thief. It steals from the other glands and especially one gland. It enriches itself at the expense of the other glands and until the connection between the prostate and the other gland is destroyed and broken, taken away so that the source of supply to the prostate is destroyed, it is going to keep on feeding and growing.

And these other glands are going to get smaller and smaller and lose their function. This is an established fact that we have proven in thousands of cases.

This information is reliable and trustworthy. When we tell you that we can prevent the removal of the prostate gland by this simple operation we are telling you a fact, and when we tell you that when you fool around with medicine and massage and such treatments they will ultimately cause your prostate to be removed, we are telling you the truth.

Now is it not safer and saner on your part as a man to take off from your work a few days, say five or ten days and come here for this operation? Our patients are operated on on Monday and are able to leave the next Saturday or Sunday for their respective homes.

You spend a week with us and have something done for you that is going to keep you out of a lot of trouble in years to come. We have demonstrated this in our hospital so many times that it is not even necessary to discuss the matter so far as dependability is concerned.

This talk is given especially to those who have been told that the only relief for an enlarged prostate was massage or to take it out. That is just as bad advice as a man can receive. I can assure you if you will act before the prostate becomes too large its removal will never become necessary.

However, if you stay away from us until the prostate has become so enlarged that its removal is necessary--then we can't do anything for you but take it out. We are trying to reach you before this stage. This information is given to you in all sincerity, and I can assure you that if taken in time we can prevent the removal of the prostate gland.

This is Dr. Brinkley speaking to you from the hospital at Milford, Kansas, and those of you who listen to my talk and would like to know how easy it is to save your prostate, to prevent its removal, and will write to station KFKB, to the hospital at Milford, Kansas, or to Dr. Brinkley at Milford, Kansas, and state your age, occupation, how long you have been suffering from prostate trouble, what treatments you have taken, and your present condition of health--we will write you a personal letter of advice.

In addition we will send you our booklet "Your Health," containing some pertinent facts and good advice as to how to maintain your health. It is a booklet that is worth thousands of dollars to you if you will pay attention to the advice therein.

We will also send you the story of Paw and Maw, which is the story of the Prostate man from beginning to end. We will also include a reprint from a medical journal giving the unusual symptoms of the prostate gland. This will show you how prostate gland enlargement appears in many phases, and yet, when we recite the many symptoms of enlargement of the prostate, we do not mention nearly all of them because the symptoms of the enlarged prostate are legion.

I hope you have been able to hear us and will benefit by the advice given. This series of lectures will be continued for just a few days yet, after which they will be concluded for the summer.

Tomorrow evening I will speak to you at 8:30--possibly beginning my talk at 8:20.

APPENDIX B

Broadcast of Dr. J. R. Brinkley
Over Radio Stations KFBI and KFEQ

6:15 to 6:45 A.M.
November 26, 1934

Greetings to my friends here and everywhere. You are listening to Dr. J. R. Brinkley speaking to you from my home here on Palm Drive in the Hudson Gardens, Del Rio, Texas.

My old friend, Harry Lindscott who was night watchman at Milford is down here and last night was his first night on duty.

Miss Rosa Dominquez paid us a visit yesterday. Miss Domingues, as you recall, is our nightingale. She is going to Mexico City to attend the inauguration.

One by one, my old friends from Kansas, continue to drop in and after a while we will have quite a representative delegation down here.

Mr. Weldon came in a while ago and said that Jack Frost paid us a little visit last night.

I hope you folks have good reception this morning. I have a few announcements to make before I get into the main part of my talk. Remember that next Friday morning will be my last talk over KFEQ. After Friday you will hear me in the mornings from 6:15 to 6:45 over KFBI, Abilene, Kansas, and XEPN from 7:00 to 7:30 and from 8:00 to 8:30. On the 7th of December my contract with KVOR and KVOD will expire and then I will be speaking over two stations only: KFBI mornings from 6:15 to 6:45; also over XEPN at the same time; KFBI by proxy from 12:30 to 1:00 noon. This talk is given by Mr. Denney; KFBI evenings from 6:30; also over XEPN evenings from 7:00 to 7:30 and from 8:00 to 8:30.

Mr. William J. Aupperle left for home Sunday, yesterday morning, and he wants someone in Marion, Indiana to call Mrs. Aupperle - the number is 8F210 - and tell her that her husband is coming back home in better shape than when he left. He left a little note and said - "Goodbye Pete, Mrs. Brinkley, Dr. Brinkley and all the staff. Best luck to you all.

Mr. Bob Tindall, of Silvertown, Texas, was examined and accepted, and will be operated on Tuesday. He was accompanied to Del Rio by our patient, Mr. W. M. Patzing.

Mr. Oscar Hessech of Merstrand, Minn., with his friend Norman Nelson, will leave tomorrow for California. Mr. Nesselck is fine.

Mr. R. V. Ferguson has been examined and accepted. Mr. E. J. White of Dillard, Oklahoma is fine.

I have 22 operations lined up - 10 this morning and 10 tomorrow morning, and by Wednesday will have about 30 more. People are rushing in to take advantage of the free operation offer, which positively will be electrocuted and sent to the undertaker the last day of this month.

Someone said that truth is stranger than fiction, and some smart man once said "The greatest study of mankind is man." So let us listen to the story of Larry Reardon, the veteran railway station agent. For years Larry has been serving the public, and has an interesting story to tell. Larry has five children, and one of his daughters is married to a doctor, hence, he asks that we do not use his right name. Here is Larry's story, in his own language:

"I started in the railroad service as a yard clerk. I studied telegraphy, station accounting and ticket selling, and finally, got so I could figure out the complicated freight rate schedules, and when the Superintendent thought I knew enough to run a station he sent me down here to Georgeville as agent. I like the work and I pitched right in and "cut the buck." I was determined to make my station the best on the division or in the district. I got along fine. When the auditor came to check up my records, I had my books up to the scratch, so he went through me in two hours and found me balanced to the penny. This auditor was a hard boiled sort of a guy, and I imagined he felt disappointed because he couldn't get any dirt on me. But I guess his grouchy front was just a pose for his own protection to keep employees from imposing on him, because a clerk in the Superintendent's office told me later that this tough auditor had made report on my station to the Super that Larry Reardon's books were in tip top shape, always neatly written, and in balance, and that my station gave him less trouble than any station in the district. Still, whenever this auditor blew in to go through me, he always acted like a suspicious police captain questioning a suspected criminal, and I was always half scared of him, even though I knew my books and accounts were perfect.

I belonged to the Chamber of Commerce, and one time I tried to make a speech on 'Transportation Problems'. That speech will not be found recorded in the World's Famous Orations, but the boys were not expecting much of a speech out of me.

So, I got along, raising my family of 3 girls and 2 boys, and I can tell you I had to figure close to make my salary stretch to cover bills for shoes and clothes, and make my payments on my house. Five growing kids can sure account for a lot of groceries, and there wasn't anything delicate about my own appetite either, after 10 to 12 hours of juggling mail and baggage and express, selling tickets, telegraphing, keeping my records, - and always answering questions.

"I liked it all except that everlasting barrage of silly, darned fool questions that people fire at an overworked station agent:

- 'What time will the 3:30 train leave?
- 'Why don't passenger rates come down?
- 'Is that clock right? Is it hard to learn to telegraph?
- 'Is the Southbound train on time?
- 'What's the rate on baled hay from Podunkville to Punkin Center?
- 'Why don't they run the 9:15 train about 8 o'clock?
- 'Will anybody bother my grip if I leave it in the waiting room?
- 'What is the latest report on that there train?
- 'Does it cost any more to ride in a Pullman?
- 'Do children under 12 ride for half fare?

"That's what used to get my goat - questions! I couldn't see why nobody ever seemed to use their heads. But I guess a lot of folks don't travel much and get pretty excited when they take a trip and get down to the waiting room an hour before the train arrives, and just ask questions and try to talk to the agent to keep from getting lonesome. I used to get so blamed disgusted that I could hardly keep from wise-cracking them, but I realized that, as far as the public was concerned, that I was the Railroad Company, and it was these chattering people whose money came through the window for passenger tickets and freight that kept the wheels turning and the tracks repaired so I tried to be patient and tolerant.

"My first trouble began when my oldest boy was 14. I got to developing severe headaches and when I got out monthly reports - these were not just ordinary headaches, but splitting, busting headaches that made me sick at my stomach - I couldn't concentrate at the office, so I carried my records to the house. The least noise out of the kids and I seemed to go INSANE, and it got so when I started to make out my reports the kids would try to keep quiet, but their efforts to be still only made things worse. Growing children generate a lot of energy, and their energy like steam, will stand just so much pressure and then it is coming out somewhere, and Jack would let out an involuntary snicker, and then all five of them would catch it and break out in suppressed giggles. My frazzled nerves would snap and I would jump up and those poor kids would scatter and scamper like a bunch of baby chicks at the shadow of a chicken hawk.

"Then one morning, while I was lifting a heavy sample trunk into the baggage car, I thought my back had broke in two; it sure felt like I had uncoupled. The train crew had to finish working the train, and I had to go home and go to bed. My wife got scared and called a doctor. The Doc said it was a little back strain, and would be all right in a day or so, and he sent Jack down to the drug store for a porous plaster, and wrote out a prescription and said if I didn't get better tomorrow to call him. I don't know what was in the medicine, or what it was meant to do - but it was like Kipling's camel: 'It smelt most vile' and tasted a lot worse.

"Well, those headaches and backaches got to coming on more often. But what was worse, I seemed to lose my pep, and my memory got to getting bad. Now a man making meeting points for railroad trains just MUST NOT FORGET. IT JUST WON'T DO. One little slip of memory and you may pile up two passenger trains. So my worries were a lot worse than the headaches and backaches.

"You know us railroad men get six bits deducted from our pay every month for 'hospital fees'. I had had a lot of 75¢ deductions in the years I had worked for this railroad without getting anything out of it, so I called the Super's office on the wire and arranged for a relief man and a pass up to the Company's Hospital at Stony Point.

"A couple of days of being treated like a park BUM at a charity flop house, and I busted right into the office of the Chief Surgeon and got him told in not a very mild way. I told him I had worked for this Company all these years, and how I had always had my hospital fees taken out whether I liked it or not, and that I had not ever got as much as a box of pills that they called 'The Fast Mail'. I will say for the old Chief Surgeon, that he got up out of his chair and went with me to the ward, and really got on those doctors and nurses and internes. He burned them down in language that did not require any blue print for them to understand. Then I was treated like I was something resembling a human being instead of a fat steer in a Kansas City Packing house, and the doctors and nurses gave me a going over. I had some bad teeth they said, and some kidney trouble, and my liver wasn't working right; and they gave me two bottles of liquid medicine and three kinds of pills, told me to have my teeth fixed, and send me home.

"I got my teeth worked on, and took the medicine according to directions. The medicine worked as a physic all right, but I didn't get any relief to speak of. I talked it over with our family doctor that had ushered my babies into the world, and he said it was just my age,--couldn't expect a man to be young always, and I was getting to that time of life when I could expect to have some trouble. He said I had been working pretty hard, handling baggage and freight, and I would just have to be my age and slow up.

"Good Old Doc! One of the most lovable men in the world, with a smile that brought sunshine into the sick room and a personality that radiated good nature, so that you forgot, almost, that you were sick. But I honestly don't believe that the old man knew the difference between tonsolitis and colitis. His theory of medicine, surgery, and the healing art was very simple. Nature is a great restorer; just live right, and nature will do the rest.

"Oh, yeah! Sounded all right, but it didn't satisfy me. I had always lived right; I hadn't ever been a booze fighter, and I hadn't ever had time to dissipate around even if I had had the inclination, which I hadn't. And I had plenty of exercise, and a lot of it in the open air, working my trains, and I wasn't far past 40 and it didn't sound fair to Old Mother Nature to be putting the blame on her for the pains and misery I was having.

"And then my books got to getting snarled up like a yard full of box cars handled by green switchmen, and it would take the auditor all day and part of the night to straighten them out, and I just had to quit handling train orders. Had to leave all that to the operators. And then I got a sassy letter from the General Superintendent's office, saying he had complaints that my station was not showing a proper degree of courtesy to the Road's patrons. I hadn't realized it, but I can see now that, as sick as I was, those darned fool questions that are always being fired at a railroad station agent, had got in my hair and I must have got to snapping back."

"I was getting most awful blue, when one evening I was sitting at my radio feeling sorry for myself, and feeling around on the dial, and I happened to catch somebody giving a health talk. HEALTH had got to be a mighty interesting subject to me, so I noted down the number on the dial where I got this talk, and next night I tuned in again. Well, it was a doctor, and the doctor's name was Dr. John R. Brinkley. I had heard something about this doctor before, but they said he was a QUACK. I didn't know what a quack was, but supposed it was something like what us boys on the railroad called a scap or something. But I kept listening to this guy, see, and I heard him say that a lot of pain and sickness comes from a gland in your body that is called the prostate gland, and that when this gland gets diseased and enlarged it causes severe pain. I thought about this a whole lot, and wondered if there was anything to it. I knew the world was full of fakes and I had worked too hard for what little money I had, and had too much responsibility with a wife and five kids to go throwing my dough away. I didn't know whether a man had such a thing as a prostate gland, and I figured our family doctor didn't know any more about it than I did, so I slipped down the line one day to the city and called on a big-shot Doc, and talked to him about prostate glands. I found out there was such an organ, all right, and that when it gets out of tune, it sure plays a lot of discords.

"The difference of opinion among the doctors seemed to be a question of what to do about it. This big-shot M.D. said some of his contemporaries advocated massage treatment, but he was inclined to favor the Violet Ray treatment. I asked about what these treatments cost and how many it would take to cure a man, and when he told me I bid him a hasty goodbye and grabbed the rattler back to Georgeville.

"Anyway, I figured this Doctor Brinkley was talking about something that had these other doctors bothered. I had figured that Dr. Brinkley was writing those letters himself that he read over the air, and so as to check up, I took down the names and addresses of some of the men whose letters he read, and wrote to 'em asking what they knew about it. To my surprise, most of 'em answered me, and every mother's son that did answer was sure ace high for Dr. Brinkley and his treatment. Then I wrapped up a two bit piece and sent to the Brinkley Hospital for their time card book and rule book. They sent me what they called their Red Book and the Story of Paw and Maw, by first class, sealed mail. When I had read them through a couple or three times, I had my mind made up. I made an appointment with Dr. Brinkley, ordered me a foreign pass on the S.P., got a two weeks lay-off, and highballed it for his hospital.

"I unloaded at the station and a fellow met me and drove me to the hospital. I began to think maybe I was chasing those well-known wild geese. Well, we pulled up in front of the hospital and went in. Mrs. Brinkley met me and made me feel right at home. It sure was a lot different from the way you get treated at the ordinary hospital. The staff of doctors took me back into their private offices and gave me an examination.

"They reported to me what they found, but did not insist that I stay for any operation. I asked if they could get my prostate back to something like normal, and they said they could,--in fact, they would guarantee that they could IN WRITING. I looked the place over, talked to some of the patients that were in there from New York to California and from Texas to Canada and Oregon. I heard men tell how they were relieved in only three or four days. I decided to sign up for the works. Well, there wasn't anything to the operation. I would a whole lot sooner go through the operation than one of those sick headache spells I used to have. I said USED to have, and that is what I mean. I was at the Brinkley Hospital just one week; had good food and every convenience in the hospital, and except for the nurses' costumes I would have thought I was just in a hotel. Every doctor, nurse and employee about the place, and every merchant in the city all try to make you feel at home and treat you nice. The time spent at the Brinkley Hospital was like a pleasant vacation, and I have the consolation that IF this trouble ever comes back on me, I can go right back to the Brinkley Hospital and be taken care of without another hospital bill to dig up.

"When I got home, the wife and kids noticed right away that I was feeling a lot better. I kept getting better. I quit snapping at the Missus, and soon got so I could stand up at the ticket window and answer all those questions the public chose to shoot at me. And in no time I could go out on the platform and smash baggage like I used to ten years before. The auditor was agreeably surprised on his next check-up to find my books all back to the old standard. No more headaches and no more backaches, and I can sleep all night.

"Now, what I can't figure out is this: With this Dr. Brinkley pulling right down the main line, under full head of steam, and able to take care of all the passengers, and right on schedule, why do so many of these regular members of the Doctor's Union try to run him in on a blind siding? That's what I can't understand."

Larry Reardon, as we call him, did not know he was becoming an old man before he was 45 until he heard Dr. Brinkley talking on the radio, and then he was suspicious that Dr. Brinkley was talking a lot of foolishness. But he had the good sense to investigate, and he investigated among the right people MY PATIENTS. He wrote to the men whose letters Dr. Brinkley read over the air. He sent to the Brinkley Hospital for the Red Book and the Story of Maw and Paw. (Now we ask you to send for Dr. Brinkley's Doctor Book.)

When he received our literature he read it over two or three times and perhaps more. Larry Reardon might have done just what a lot of men, YOU MEN who are listening to me tonight, are doing - just sitting around worrying and suffering, and procrastinating, and putting off coming to Dr. Brinkley, while your prostate keeps getting larger and larger, and harder and harder, heading toward cancer; and your blood pressure gets higher and higher, and your old over-worked heart pounds louder and louder; and your poor kidneys are being abused and worked overtime trying to filter the poison out of your blood that the old diseased prostate keeps throwing into it.

Yes, Larry Reardon might have done like you are doing, but he did not. He came to the Brinkley Hospital and had his prostate reduced and his blood stream clarified, and after a pleasant week at the hospital, which seemed to him like a pleasant vacation, he returned to his work, just like his old self, able to do any of the work about his station, and in good health and good spirits, free from any worry and pain, so he can treat his wife and children like a civilized man and not like a raving maniac.

And Larry knows that if his prostate ever gets to bothering him again that he can come to the Brinkley Hospital here in Del Rio, Texas, and the Brinkley Hospital will take care of his trouble without any additional cost to him, and that knowledge is worth a lot toward his peace of mind. For he knows that for 18 years we have been giving relief to prostate sufferers at the Brinkley Hospital, and that during all that time we have been improving our hospital and our facilities, and he knows that we are a permanent institution, and that our GUARANTEE means just what it says.

Now, men, what are you going to do? Are you going to do like Larry Reardon and come to the Brinkley Hospital at Del Rio, Texas, and get relief and go on your way rejoicing, enjoying life right on through the years like the Great Creator intended you to do? Or are you going to just sit around and suffer and mope and pout and cuss, trying all kinds of medicine for your kidneys and bladder and constipation; or are you going to take the massage treatment, or heat treatments until your poor abused prostate has been abused beyond the hope of human help and you develop cancer of the prostate, so that Dr. Brinkley with his wonderful treatment cannot relieve you, and you get yourself into such a condition you will be rejected when you come as a patient?

Surely you are not. Surely you will not keep postponing the reduction of your prostate until it is too late. You want to go through life, enjoy life, able to do your work - whatever kind it is. You want to go through your allotted span of life, a whole man, not just a mere hollow shell, as you will be if your prostate is cut out of you. If taken in time, it is SO useless for men to suffer the tortures

of the condemned by prostate removal. Doctors of medicine used to think that when the prostate became infected, the only thing to do was to operate and remove it. But the results of this operation were so piteous, so disasterous--that every effort was made to find some way to reduce the enlarged prostate without removing it. Various kinds of treatments, and in fact, everything which the fertile imagination could devise was attempted to reduce the enlarged prostate and free it from infection. Some of these treatments gave temporary relief, some NONE. But it was discovered that many of these treatments had a very disastrous effect on the prostate, and really served to further enlarge this gland, and to produce a cancerous condition.

Dr. Brinkley set to work to discover some means of successfully reducing the enlarged and infected prostate and to clear the infection out of it, and after a long period of diligent research study and labor, he perfected a treatment which has, for so many years proven so entirely successful that even our worst enemies admit is effective. Even those people who do not like us know that it is silly and futile to contradict the proven results of the Brinkley Compound Operation, when more than 7,000 cured and satisfied patients rise as one man and declare that the operation is entirely successful, and say they would not go back to their former condition for ten times what the operation cost them.

These are a few remarks to you this morning, and I do hope you pay attention to what I am telling you and I do hope that you send and get a copy of my Doctor Book. I noticed quite a few postcards in the mail last night. I will not write you a letter upon a postcard request. If you are not any more interested in your health than a one cent stamp, I am not interested enough to spend three cents to write you a letter. For a short time I will continue to give you the Doctor Book free of charge, but in a few days the free offer will be withdrawn.

I try to point out to you the pathway to good health. I am anxious to help you. I have been lecturing for years. I have thousands of patients. I am not someone that is unknown. My work is absolutely guaranteed for a lifetime. You walk to the operating room, you are given a local anesthetic, you walk back to your bedroom, you stay with us from five to seven days and then return to your home. Now send me a telegram or a letter telling me when you will be in Del Rio for at least a good examination. The old year 1934 is almost gone so let us be in perfect health and perfect condition to take advantage of the opportunities that come to us in 1935. And to my friends here and everywhere, Dr. Brinkley sends greetings and wishes you the best of everything. Good morning.

APPENDIX C

Compliments of KFKB

The Home of Gland Transplantation.

500 Watts, 273 Meters,
1100 Kilocycles,
Water Cooled Tubes

Milford, Geary County, Kansas

(8 Pictures appear here.)

Brief Sketch of Dr. Brinkley and the Hospital.

You who have spent so many hours listening to KFKB and have just now glanced through this little booklet would be without your share of human curiosity if you did not wish to know something regarding the man behind the Brinkley-Jones Hospital, of which the broadcasting station is a part.

John R. Brinkley, A.B., M.D., LL.D., ScD., to recite a few of the degrees which have been conferred upon him, is the founder and presiding genius of the institution, a surgeon with a record of achievement that has few parallels in the history of the profession.

Orphaned at an early age, he was forced to seek his own livelihood while still a youth. At the age of 16 we find him carrying mail in a Southern village. At 19, having mastered telegraphy, he was one of the most proficient operators in the city of New York. At 21 he was claim agent for one of the largest railroads in the East, with a bright future ahead of him.

But the desire to follow in the footsteps of his father, who as a physician had served as an officer in the Confederate Army, had been strong within him and he threw up his job, going to Chicago to begin the study of medicine working as a telegrapher at night to pay his expenses. It was there that he became interested in the study of glands, a study which he was able to continue while employed as plant surgeon for Swift & Co. at Kansas City. His experiments continued when he established himself in private practice and during his career as an officer in the medical corps of the regular army in the World War.

In the fall of 1917 he was afforded his first opportunity for testing in actual practice the theory he had evolved--that sex glands were the source of all nerve energy and dominated the ductless glands, and that the sex glands of a young, healthy goat, implanted in a human being, would function. This theory was in direct contravention to all previous surgical theory and practice--eminent surgeons had said it simply couldn't be done. But Dr. Brinkley performed the transplantation successfully, and the baby boy born some ten months later, as a direct result of the operation, is today a lusty youngster who bears the appropriate nickname of "Billy."

The transplantation operation, developed into the Brinkley compound operation as a result of numerous experiments, has been performed successfully by Dr. Brinkley more than 4,000 times upon men, women, and children from every State in the Union and from every nation on the face of the globe. Dr. Brinkley was called to China in the fall of 1923 to perform it on a score of persons, including men of wealth and high officials of the Chinese government.

The Brinkley-Jones Hospital, which occupies an entire block of ground in the little town of Milford, Kansas, was built by Dr. Brinkley for his patients. The splendid broadcasting station, housed in a \$15,000 brick building and costing more than \$50,000 is used by Dr. Brinkley as a part of the regular hospital treatment and for keeping in touch with ex-patients. Each room in the hospital has a radio receiving set, and the patients are kept in cheerful mood by the evening program sent out over KFKB. Former patients, as well as the rest of the radio receiving public, find the lectures very instructive.

KFKB holds a number of records for long distance transmission. Its programs carry to every State in the Union, Mexico, Canada, Cuba and Alaska, and they have been heard frequently in the Hawaiian Islands and in South American countries. KFKB is Dr. Brinkley's hobby. He is one of the best informed men on radio topics in America, and is always pleased to receive letters from people who have heard his programs.

Order Blanks.

The Brinkley-Jones Hospital Association,
Milford, Kansas

Gentlemen:

Enclosed please find One Dollar for which send me a copy of Dr. Brinkley's book, "The Brinkley Operation."

Name
Address

The Brinkley-Jones Hospital Association,
Milford, Kansas.

Gentlemen:

Enclosed please find One Dollar for which send me a copy of Dr. Brinkley's book, "Shadows and Sunshine."

Name
Address

The Brinkley-Jones Hospital Association,
Milford, Kansas.

Gentlemen:

Enclosed please find Twenty-Five cents for which please send me a copy of Wm. J. Fielding's book "Rejuvenation," enclosed in a genuine leather cover. (Stamps not accepted.)

Name
Address

The Brinkley-Jones Hospital Association,
Milford, Kansas

Gentlemen:

Enclosed please find Ten Cents in coin (stamps not accepted) for which please send me your reprinted article "Sex Gland Operations," by Dr. Knud Sand, Copenhagen, Denmark.

Name
Address

The Brinkley-Jones Hospital Association,
Milford, Kansas

Gentlemen:

Enclosed please find Two Dollars, for which send me both of Dr. Brinkley's books, the leather bound copy of Fielding's book and the reprint of Dr. Sand's article.

Name
Address

APPENDIX D

YOUR HEALTH

Compliments of
The Brinkley Hospital
Established 1917

Milford, Geary County, Kansas

Operating Radio Broadcasting Station
KFKE

Published by
Scientific Press
Milford, Geary County, Kansas, U. S. A.

All Rights Reserved
Printed in U. S. A.

Index.

	Page
Introduction or preface, Your Health	3
Examination, description of	4
Diagnosis	6
Advice to Patients	8
The Compound Operation	9
Diseases of the Prostate Gland	11
Treatment of the Prostate Gland	18
Blood Pressure	19
Impotency	20
Sterility	22
Varicose Veins--Variococoles	23
Hydroceles	23
Hemorrhoids--Piles	24
Ruptures--Hernias	24
Diseased Appendix, Teeth, Tonsils, Sinus	24
Losses of Seminal Fluid	24
Premature Ejaculation	25
Epilepsy--Fits	25
Dementia Praecox	26
Diabetes	26
Neurasthenia	26
Gland Transplantation	28
Fees	29
Location	31

APPENDIX E

Office, Roswell Hotel
Phone 202

Residence Phone 625

The Brinkley Hospital

Established 1917

Del Rio, Val Verde County, Texas

March 26, 1936

Guaranteed Prostate Treatment for April, 1936 for Only \$250.00.

Dear Friend:

This is the News You Have Been Waiting For.

Many people could not take advantage of this offer during March, hence it is repeated during April. Since it is expensive for us to write to you, we will appreciate it if you will answer and tell us whether to keep on writing or not. If you can't come, it is alright, but we would like to know.

During the month of April, 1936 we are offering you a guaranteed prostate treatment for \$250.00. The administration of this treatment requires you to stay in Del Rio for 7 days, and have a thorough x-ray, chemical and microscopical examination made, and this is the very best examination we can make at any price. The examination fee is included in the above price of \$250.00.

You are one among thousands who have written me concerning my prostate work. Lack of money may have kept you away. If you are suffering from prostate enlargement or infection, I feel confident you have failed to secure relief by the methods of treatment you have been having. The treatment I am offering you is harmless in every way. We have given more than 50,000 doses of this medicine and have always seen good results and never any bad effects.

I need no introduction to you. I expect you hear me over XERA on 840 kilocycles and XEWA on 950 kilocycles broadcasting my medical talks. Very likely you are acquainted with some of my patients in your state. Probably I sent you the names of my patients.

Now get this straight--this offer means prompt acceptance by you. No time for correspondence, and the quicker you get here, the better it will be because I am confident this offer will bring hundreds to us during April, 1936.

When you get this letter, I would suggest you wire me saying when you will be in Del Rio. When you arrive in Del Rio, come directly to the Roswell Hotel, go to the mezzanine floor, register at the Brinkley desk and make arrangements for your examination.

You can live in the Roswell Hotel at reasonable rates, or you can room and board out in town and stay any place you please.

Guarantee

(Any person coming to the Brinkley Hospital, Del Rio, Texas, during the month of April, 1936 and paying \$250.00 in cash for our medical prostate treatment, it is guaranteed that should in the future the prostate become infected or need another treatment, the same will be repeated by us once free of charge at our hospital; or if not convenient for the patient to return to our hospital, the treatment will be sent to the patient at his home without charge to be administered by his family physician. When the second medical treatment is sent or given, the guarantee is fulfilled in all respects.)

(The Brinkley Hospital.)

Faithfully yours,

(Written)

J. R. BRINKLEY, M.D.

Be sure and Read This Letter Before You Come.

A New 1938 Oldsmobile Automobile Free

Brinkley-O-Gram

The Brinkley Hospital, Del Rio, Texas,
And Little Rock, Arkansas.

Prostate Sufferers Everywhere:

For a limited time I will personally give to one patient in every ten who has paid the operating fee of \$1,119.00 to the Brinkley Hospital a modern 1938 Oldsmobile automobile stop the only requirement is that each patient must write a letter of praise or condemnation of our work to be used by me to advertise and tell other sufferers about the modern medical and surgical services of the Brinkley Hospital stop the letters will then be judged by three disinterested judges and the one writing the best letter in every group of ten will be awarded the car stop if you are suffering from a diseased prostate let the Brinkley Hospital start you on the road to health and happiness stop do not delay.

JOHN R. BRINKLEY, M.D.

Read the complete details of this amazing offer--inside

(Picture of car and Dr. Brinkley appears here)

It May Be Yours!

There is hardly a man alive but what would be thrilled to own one of the 1938 Oldsmobile "6" two door sedans. 95 horsepower six cylinder motor, 117 inch wheel-base. The car with the new safety dash and eye-level instruments, compactly grouped in front of the driver. A roomy five passenger unisteel body with spacious luggage compartment in the rear. Center control steering making car exceptionally easy to handle. Knee-action contributes greatly to Oldsmobile's outstanding riding quality. These are only a few of the Oldsmobile features which have earned the slogan for Oldsmobile "The car that has everything."

Oldsmobile sets the pace again for 1938.

Oldsmobile steps out ahead again with style-leader styling.

Oldsmobile may be truly called the safety car, equipped with safety steel body, safety glass all around, safety super-hydraulic brakes, safety center control steering, safety instrument panel and safety rear seat compartment because of padded back of front seat and flush roborail anchoring. Oldsmobile's forty years of motor car building gives you sound engineering assuring you the utmost in dependability and economy.

If you are the winner. . . .and you may be. . . .(Read Dr. Brinkley's letter on opposite page). . . . you not only get the title to this sensational new 1938 automobile, but when you return home from the Brinkley Hospital, Dr. Brinkley will pay your railroad fare from your home to the Oldsmobile factory at Lansing, Michigan. Here you can have the added thrill of driving Your car out of the factory through the new customer drive-away building provided for customers who come to take personal delivery of their cars.

Such an offer as this cannot last long, so act now.

The Brinkley Hospital
Established 1917
Del Rio, Texas
(Val Verde County.)

To Prostate Sufferers Everywhere:

Too many times men suffering from a diseased prostate are prone to neglect it until it is too late. We have seen thousands leave this hospital with a new lease on life because of the treatment received here. Some waited until too late and we couldn't help them. It has literally become an obsession with us here at the Brinkley Hospital, to help, 'til the last ounce of our strength is gone, prevent the further suffering of men with diseased prostate.

And so for a limited time, as an added inducement to prevent men suffering from this terrible disease, putting off until too late . . . we are making the amazing offer of several new 1938 model Oldsmobile sixes.

Here are the only requirements:

As soon as you register at the Brinkley Hospital and pay the operation fee of \$1,119.00 you will be included in a group of ten patients. While here, each of the ten will be provided with a stenographer, if they so desire, and will write their own impressions or opinions of the Brinkley Hospital and its service, doctors, nurses, or what was being done for the sick, or any other information they wanted to give. Then ten letters in each group will then be turned over to three disinterested judges who will determine the best letter in each group and make the award. This award will entitle the winner to accept delivery, at the factory, of a new 1938 Oldsmobile "6" two-door sedan. When the winner returns home and is ready to go for his car, I personally will pay his railroad fare from his home to Lansing, Michigan. All letters are to remain the property of the Brinkley Hospital, to be used by us if we desire.

If this unusual offer causes you to stop and think and to take action without delay to get that diseased prostate treated to relieve further suffering, then we shall more than feel repaid.

Wire when we may expect you for examination. Don't delay. Act now.

Sincerely yours,

THE BRINKLEY HOSPITAL
J. R. BRINKLEY, M.D.

An Award To You . . .

As a special inducement to prevent your suffering longer due to a diseased prostate without medical attention, the Brinkley Hospital is issuing this certificate which, when accompanied by the fee stipulated below, entitles you to:

- 1--One Complete X-ray, blood chemistry and microscopical examination.
- 2--Room, board, doctors, nurses, medical and surgical prostate treatments in the Brinkley Hospital, Del Rio, Texas, or Little Rock, Arkansas, for seven days while undergoing the prostate treatment.
- 3--Credit for railroad fare from your home to Del Rio, Texas, or Little Rock, Arkansas, and return to your home. . .even though you come by bus, ride on a pass or drive your own car.
- 4--Treatment of piles, without knife or scissors.
- 5--Treatment for repair of ruptures, without cutting.
- 6--Corrective treatment of varicose veins with medicine.
- 7--Corrective treatment of leg ulcers.
- 8--A lifetime guarantee of service certificate, covering work done on your enlarged or infected prostate gland.

Upon delivery of this certificate and \$1,119.00 payable to the Brinkley Hospital, Del Rio, Texas, or Little Rock, Arkansas, all of the above will be furnished to you absolutely without further cost. If you suffer from prostate gland disease and not from piles, hernias, varicose veins or leg ulcers . . . but are troubled with other diseases, that the Brinkley Hospital can treat, then these diseases will be substituted in lieu of the ones mentioned above.

Bring this to the Brinkley Hospital, Del Rio, Texas, or the Brinkley Hospital at 20th Street and Schiller Avenue, Little Rock, Arkansas.

This certificate is for prompt acceptance only.

THE BRINKLEY HOSPITAL
(Written) John R. Brinkley

APPENDIX F

The Story of "Paw and Maw."

Dedicated to the Prostate Man.

Compliments of
The Brinkley Hospital,
Milford, Geary County, Kansas.

The Story of Paw and Maw

To me, the story of Paw and Maw is a tragedy being enacted in many homes every day in the year. A sad and pitiful story because it is a story of neglect and something that could have been prevented in many many cases. It is a story of ignorance too, because in this enlightened age every man should be able to secure accurate and scientific information from his physician.

If you have been to your physician and had an examination, including your prostate, and are more than 40 or 50 years of age, it is quite likely that you have been told you have some degree of prostate enlargement or infection, because statistics would indicate that 65 per cent of men who have passed these ages suffer from some trouble with the prostate.

Do not get the idea just because you are not 40 or 50 years old you are immune from prostate infection, inflammation or enlargement, because many young men, even before the age of 20 have prostatitis, and sometimes enlargement, but of course not nearly so many before the age of 40 or 50 as thereafter, and especially after the age of 50. A man's prostate is analogous to a woman's womb, and begins to undergo a change in form and function somewhat around the age of 40 to 50, just as a woman undergoes a "change of life." I expect you have Not been told this, but I am sure you will appreciate the reasonableness of it when called to your attention.

You know women have many symptoms indicating their change of life, and with many women it is a "stormy" time. A great many women have what we call menopausal high blood pressure. The blood pressure seems to increase as the ovarian function decreases.

This abrupt break in the health of a woman calls her condition sharply to the attention of the family, but it is not so with man. Men have not been taught to think along these lines, and I am sure to many of my readers, this will be surprising information. However, I assure you a man undergoes a "change of life" just as a woman does, and the man's change is reflected in his prostate gland, while the woman's is principally in her ovaries.

We have learned over many years of prostate experience that the enlarging prostate is a compensatory enlargement, and we believe that it is an enlargement

just as the spleen enlarges in malaria, and the liver enlarges in typhoid fever, and the thyroid gland (neck) enlarges in certain conditions.

We do not remove a man's liver or spleen when he has typhoid fever or malaria. A Physician so doing would probably lose his license to practice.

In days gone by it was customary to remove thyroids just because they were enlarged, just as we had the habit of removing teeth and tonsils. Then surgeons began to find that taking teeth and tonsils out did not always cure rheumatism, sciatica, and the various pains, as they had hoped, so when the patients were toothless and tonsilless, and no better, the doctor had to admit something was wrong, and a more extensive examination disclosed infection in a man's prostate, rather than in the teeth and tonsils, and the wrong thing had been removed. Treatment of the infected prostate usually resulted in the patient's being relieved of his aches and pains, that had failed to be relieved by other treatment.

The women came in for their share of tooth-pulling and tonsil removing, and in spite of toothless mouths and tonsilless throats, their aches and pains kept on, and they would go back to their doctor and complain, so further examinations were made, and lo and behold, infection was found in the woman's cervix (neck of the womb), probably getting there when giving birth to a child, or possibly from her husband. Then the doctor cleaned out the cervix and rendered this part of the body free of infection and her aches and pains were gone, but of course all the good teeth and tonsils could not be replaced.

The profession is becoming a little more conservative about tooth-pulling and tonsil-removing because they are becoming better diagnosticians and realize that all infections are not due to teeth and tonsils.

Quoting from Nelson's Living Surgery, Volume 6, 1928 Edition, page 185, bottom of second paragraph, "starting from the prostate, infections may reach, by the lymphatics and also the blood-vessels, the kidney, the perirenal tissues, and more remote organs, resulting often in a general septicemia or toxemia, arthritis, neuritis, myositis, myocarditis, cardiorenal disease, etc. The prostate should be considered One of the Four Most Important Regions of Focal Infection to be studied and eliminated in all cases suggesting a remote origin of focal infection; the teeth, nose and throat, gastrointestinal tract, and prostatovesicular region in the male are certainly the most common foci of general toxemia. Cultures from cases of chronic prostatitis are not infrequently negative. This may be due to our inability to force to the surface the more remote cells and secretion which carry the infection in the more remote acini. Sometimes two or three massages of the prostate are necessary before the pus cells appear in the secretion in abundance and cultures can be obtained."

The above quotation is from one of our recognized authoritative teachers who contributed an article to the text-book from which I have quoted; and you see the doctors are beginning to realize that a great many of the "ailments" of men come from infected and enlarged prostate glands.

Of course the first impulse is to take them out, just as had been done with other organs; however, as many prostatectomies are "head-aches" to the surgeon, and quite a few deaths, every doctor is not claiming to be a prostate specialist, like on the nose and throat.

Do you remember how the small-town and country doctors used to leave their country practices (where they had never attempted to do any surgery, always calling a surgical consultant when any was to be done) and move into the city and set themselves up as a nose and throat specialist, and operate on every one who would submit? But most physicians have surgeon friends to whom their prostate cases are sent, and it is reasonable to suppose that the surgeon gives the doctor a part of the patient's fee for sending him this nice business. Probably your own doctor has suggested you go to some particular surgeon friend of his, probably because you need your prostate removed, and it is not improbable to believe because of the fee he will receive.

Don't You Think It Would Be Appreciated By The Average Man If Somebody Would Devise a Safe and Sane Method of Preventing the Removal of the Prostate Gland? Is it not reasonable to at least suppose that not all the prostates that are being removed need removing, and that some of them could be saved? Surely this is not unreasonable, and where there is reason there is usually results.

Thomas A. Edison believed it reasonable to have electric lights, and we have them; he thought it reasonable to put music and voices on wax records, and we have them; Marconi thought it reasonable to transmit messages through the air without any wires, and the radio has certainly proved him right. So, my dear prostate sufferers, don't you think it reasonable to believe that your prostate might be saved and its removal not required, even though somebody said that it could not be done, because we have always had our doubters. Do you remember poor old Thomas who did not believe until he had seen and placed his hands in the wounds of our dear Saviour? Thomas was such a doubter that he would not even trust his own eyes.

Kindly continue to read this booklet and you will have a better understanding of the symptoms of prostate diseases than many physicians.

Lumbago.

Do you remember the familiar pictures in the newspapers of the man getting out of bed, standing stooped over with his hands on his back, an expression of pain on his face? Lumbago was the name given, but the cause was in many cases coming from prostate gland disease.

Sciatica and Rheumatism.

What man has not gone to his own doctor and diagnosed his own case, and the doctor accepted his diagnosis without examination, writing a prescription for medicine to help his sciatica and neuritis. Many of these painful conditions were due to the infected prostate.

Tired Feeling.

How many men of your acquaintance complain of that "played out, tired feeling?" Getting out of bed in the morning just as tired as when they went to bed at night. Many things can cause this condition, but the infected prostate is the cause of many of them.

Constipation.

How many men, including yourself, take something for constipation, which in many cases, is obstipation, due to the enlarged prostate gland filling the rectum and acting as a block to the passage of feces?

Loss of Memory.

Do you hear your friends say? "I am getting awfully forgetful; seems like I can't remember things like I used to; I remember faces but I just can't remember names." I have had lawyers tell me that sometimes when they were pleading a case before a judge and jury they would forget the important point they were trying to make. I believe the prostate is many times directly responsible for this because of toxemia, from retention, or infection.

Rheumatism.

What would the doctors do for a living if they did not have our old rheumatic friends coming for prescriptions, or **baths**, massage, electricity, violet ray, sunshine baths, and the Lord knows what else; and it seems to me that if the doctors lost this class of people some of our incomes would be ruined. And I can say to you in all sincerity that many men who are spending their incomes for such treatment could be cured of these aches and pains by having the infection removed from the prostate, and elsewhere. Not so long ago I read in one of our clinical booklets, giving the statistics of the results obtained on this class of patients, that this great clinic showed the prostate to be responsible for a large percentage of cases which had resisted all other forms of treatment.

(And so on for three more pages attributing to the enlarged or infected prostate Indigestion, Dyspepsis, Biliousness, Sour Stomach, Belching Gas; Loss of Ambition, Pep; Getting up Nights, Coated Tongue -- Bad Taste in Mouth -- No Appetite; Nerves -- Nervousness -- Sleeplessness; Headaches; High Blood Pressure, Enlarged Heart, Hardening of the Arteries; Frequent Urination, Burning when urinating, Difficult Urination; Kidney and Bladder Weakness.)

By this time you may be of the opinion that I think all the ills of man come from the infected or enlarged or otherwise than normal prostate. Probably you will be saying "I guess Dr. Brinkley thinks the prostate causes small pox and the itch." No! Far from it. Let's see how I arrive at these conclusions and see if my arguments are sensible or if they are mere figments of my imagination.

Before reading any further I ask you to turn to the Addenda in the back of this booklet and read the many symptoms and complications arising from a diseased prostate, other than those I have set forth. Those listed are the ones shown in the index of "Differential Diagnosis," by Herbert French, physician to the Royal Household of The Kingdom of Great Britain (probably Great, but I don't know where the error came from) Britain, 1928 Edition, page 1114.

You will remember in the beginning of this letter to you, and I want you to consider this little booklet a personal letter To You -- I stated that a man

had a change of life just like his wife does, but did not recognize his symptoms as related to his prostate gland. This is the fault of doctors in not recognizing the true condition years ago and acquainting men of what was actually taking place.

Now, I want you to feel that you are in my office and we are talking the matter over and I am trying to educate you up to a real understanding of the prostate and its various symptoms. Now of course, not every man has All the symptoms I have enumerated, any more than every woman undergoing the change of life has the same symptoms as her neighbor. Maybe **your wife** went through the change without any annoyance, or maybe she had a hard time of it, while your neighbor's wife had just the opposite. So it is with men, not all have the symptoms I have enumerated, but all men have **Some** symptoms, and it is necessary to enumerate **All** in an effort to fit each individual case. In quoting from a text-book, I believe Dr. Deaver's, it is stated that **Only One Man in Seven** has any symptoms of an enlarged prostate that are referable to the prostate. To put it another way, six men out of every seven may have prostate disease and never have a symptom that would cause anyone to suspect their prostates were responsible.

Now how does the enlarged prostate bring about these symptoms? First we must remember that the prostate is a gland, one of our sex glands; somebody has called it the "sexual brain"; and when it is removed, many of us are usually about as good as if we had been castrated. The gland is located in the neck of the bladder, in front of the rectum. We think of it as having three lobes, two lateral and one middle. As these lobes enlarge, closing the exit of the bladder, difficulty in passing the urine is experienced. We usually think of it as an adenoma, a tumor within the gland. It is a growing tumor, fed by your blood; and the larger it gets, the more blood supply it has and the faster it grows. It is usually slow in growth, requiring several years to become very large, although no doubt some prostates become large in a few months. We think it seldom starts growing until a man has passed 40 to 50 years of age, and seldom gives much trouble before the age of 50, but of course this is not always true. I have seen men less than 40 who were bad off, in fact, men in the twenties who were in serious trouble from the prostate. In fact, I remember reading somewhere in the literature where an enlarged prostate had been removed from a baby boy, 13 months old. Some men do not have much trouble until after 50, others after 70, and a few reach 80 years and beyond, so I think this gland requires anywhere from a few months to ten to twenty years before producing really serious symptoms. Unfortunately when these Serious Symptoms arrive you are in bad shape.

Some authors claim that men are stronger sexually when the prostate is enlarged, others claim they are weaker, and I believe others just "fess up" and say they don't know, or don't say anything. Personally I believe one of the very first symptoms a man has of prostate disease and never realizes it, is a slowing up of his sexual powers. I say this because practically every patient we examine and find suffering from enlargement of the prostate or infection of the prostate, claims a decrease in sexual potency but has never considered that his slowing up sexually was because of his prostate. He may be 50 or 60, and thinks this natural. He and his wife have raised their family, the boys and girls are married, have babies of their own, grandchildren, so it's "Grandpa,

Granddad," and "Grandma"; and Grandpa would be ashamed to even mention such a thing to Grandma, who is satisfied with her decline after a busy and hard life, raising the family, doing the chores and getting the kids off to school. So Paw would feel like a fool to mention his weakness, and it is passed up, forgotten, because Paw and Maw think it's due to old age, and their candle is burning low, and hasn't the good family doctor told them it is "natural?" But sad to relate, the next thing Paw notices is that he has to get up nights to pass his water, the stream is getting smaller, it dribbles on his clothing, on his shoes, and Paw's water-works are getting "messy." Too many times Paw speaks to the old family doctor, who tells him that this is just "natural" and the likelihood is that the old doctor is "dribbling" too.

Paw and Maw thinks this is kidney trouble and so they go to the old family doctor, who has delivered all the babies and grandchildren, too, and suggest medicine for kidney trouble, and the beloved old doctor gives them a bottle of kidney medicine and Paw goes back home, firm in the belief that this is all that will be required. At first the medicine seems to help, but Paw notices that the good effect soon wears off, the stream gets smaller and harder to start, Paw has to strain and he dreads it, and dribble, dribble, dribble. The act of urination becomes a dread, and it seems the more he dreads it the oftener he is called upon. He goes back to the doctor and gets another bottle of medicine, it is probably the same medicine but a different color, and still is no better. Then Paw goes to the druggist. He has known the druggist for a long time, in fact, the druggist is quite a wise man because he has filled all the prescriptions that the family physician has written over a period of years, and considers himself just about as good a doctor as the family doctor himself. And he does not hesitate to prescribe over the counter, cheating the doctor out of many a fee. So the kindly old druggist knows lots of good things for kidney trouble, and with a pleasing courtesy, a "know-it-all" smile he fills an order for Paw; and at first this seems to work, but is followed by the same disappointing results. Then Paw sees one of these newspaper advertisements, probably headed "Getting Up Nights"; "Bed Wetting", telling all about the wonders of such and such a pill, some secret preparation that has been discovered by some German chemist, or maybe it's some man that had the same ailment as Paw has and this man tried everything without relief, and one day -- you know it's always "one day" -- this man saw a secret prescription of some famous doctor and copied it and cured himself, and is so big-hearted that he wants all men to be cured just as he was, all for \$5.00 or \$2.00 depending on how soon you order. Or maybe it is some electrical device that gives off heat, either run by batteries or hooked on the electric light socket. Anyway, Paw and Maw read it and it sounds good to them, and they write. In a few days the treatment arrives by parcel post, with an absolute guarantee of "money back if you are not satisfied," and of course Paw does not have to pay unless it cures him; the Great, good man is sending it out to Paw to try it for ten days or 30 days, and if he doesn't feel better he can send it right back, but if he feels better he can remit whatever the price may be. Of course, Paw feels better and remits, but the darned medicine seems to lose its charm and won't help any longer, and Paw is just as bad off as ever. Then Paw, who never before has received much mail, begins to find his mail box filled to overflowing with letters from would-be "benefactors". It seems that the world is full of men who were just like Paw and got well for \$2.00 and they want to tell Paw how. So Paw bites again and with the same results. Now Paw is getting worse all the while, he has lost his energy, he is

tired and "played out", get no rest at night, and he and Maw begin to realize something serious is the matter. Paw begins to think they are all frauds and fakes and refuses to read the literature and goes back to the old family doctor who sends him to the surgeon, and Paw's prostate comes out. Sometimes Paw comes back home a sadder but wiser man, but many times, I am sorry to say, the hospital ships Paw back home in a box and Maw is left to mourn -- soon to follow.

Folks, that is the story of Paw and Maw -- and it is a tragedy. Will it happen in your home? You, you who are reading this now, will this be your fate? I read somewhere in an authoritative text-book that 30 per cent of men who have their prostates removed, taking the country over as a whole, 30 per cent died as a result of the operation. Then 40 per cent were made worse, or at least no better than before the removal of the gland, leaving something like 30 per cent with satisfactory results. Do you want to be in this class?

Now while you have been treating yourself with this, that, and the other, your prostate has been growing because these treatments could not stop its growth. The public is so gullible in matters medical. Many people believe we have medicine to dissolve kidney and bladder stones, and pay all kinds of prices for treatments that are worse than useless, and the patient is getting worse all the while. Now the prostate shuts off the exit from the bladder and you are carrying residual urine, even though you urinate every five minutes. This residual urine spoils, the germs multiply by millions, and by back pressure, enter the tubes leading to the kidneys. The kidneys become infected and you have Bright's disease, and this is the name applied to such conditions as nephritis, albuminuria, pyelonephrosis, pyelonephritis, acute and chronic intestinal nephritis, chronic glomerulonephritis. The kidneys contract, putting more work on the heart, the heart enlarges, its pounding into the elastic arteries causes them to harden, besides an arteritis may develop and since the arteries are still all over your body you have pains everywhere. When the kidneys contract it is like if you have been accustomed to running an inch stream of water through a one-half-inch pipe. They are carrying more pressure and the heart enlarges. High blood pressure comes as a result of the contracted kidneys, and I think someone has said that 98 per cent of all the cases of high blood pressure are due to infected or contracted kidneys. The kidneys being raw and sore like a raw piece of meat, fail to function and faulty elimination of poisonous substances left in your blood and, you are poisoned all over. Your stomach gets out of order, your nerves are jumpy, your appetite is gone, your breath is bad, your tongue is coated, and you are weak and dizzy. This slow poisoning of your brain and nervous system causes you to be nervous and careless and you neglect yourself and your health because you can't think clearly. You become an easy prey to every fake in the country because you are looking for an easy cure. Somehow or other you think there is a medicine or liquid or pill that will cure all of your ailments, but my friend, you are sadly mistaken. These poisons, this toxemia in your blood produces all kinds of symptoms such as rheumatism, sciatica, neuritis, lumbago, and until you have the cause removed, you are going down hill.

Now, dear readers, I have tried to state facts in plain language. I have given you my humble illustration of Paw and Maw, and if it fails to bring to your mind the drama of some loved parent or family you have known, then my efforts

have been in vain, but surely, as a sane and sensible individual you will sense the earnestness and sincerity in which this is written.

Let us now consider how we are going to prevent the misery and suffering pictured up to the present time. I have told you the enlarging prostate was a growing tumor, fed and nourished by your own blood. This is clear, isn't it? All right, what would you do to stop the growth of anything? Starve it, wouldn't you? Reduce its food supply? Of course you would. If you had an animal that was over-fat you would cut his food supply, reduce his nourishment. That is reasonable, logical, and appeals to the common sense of most men. How would you reduce the steam pressure in the boiler? Reduce the fuel supply, in a sense, its nourishment.

Let us see how we are going about this. I speak of the blood reduction to the prostate because if I go into technical terms I fear you are not going to understand me. The average man thinks of hospitals as hospitals, places for sick folks, a kind of a last-chance place; a place to be butchered, and a place in which to die. Fallacious thoughts, how far from the truth! He figures all hospitals are about the same, but this is not so. Some hospitals employ trained chemists, bacteriologists, pathologists, Roentgenologists, for the purpose of determining each patient's true conditions before allowing them to submit to an operation.

Every person coming to us suffering from any degree of retention receives an intravenous injection of phenosulphonephthalein to determine his kidney function. He further receives blood tests to determine his non-protein-nitrogen content, and creatinin and urea; besides we count his red and white blood corpuscles and determine his hemoglobin. Furthermore, twenty-four hour specimens of urine are collected and these are centrifused, tested chemically and under the microscope.

People who receive such careful examinations before operation seldom die as a result of surgery or anesthesia. But the patient who calls at the doctor's office one day and is sent to the hospital the next morning without preliminary treatment are in the mortality and high death rate columns. Good surgeons never guess, but know all there is possible to know about their patients before operating. For this reason the death rate of good surgeons is very small as compared to others who are not so careful -- and these good careful surgeons who have provided all these expensive equipments, and high-salaried technicians to protect you cannot be expected to operate as cheaply as the man who does not offer you these safeguards. People used to undergo operations wondering if they would survive, now in the hands of capable surgeons they know beforehand what to expect. Surgery, and especially prostate surgery is not left to guesswork, but is scientific and accurate.

For instance, we have learned that it is never safe to draw all the urine out of a bladder, containing much residual, where the ureters are dilated and the kidneys involved because the patient is liable to go into shock or have urinary fever. We decompress his kidneys slowly, taking days of careful drainage before the bladder is entirely empty. We know the kidneys are bad in these prostate cases and will not stand much shock, therefore we have kidney function tests and if the test shows below . . . certain known level we do not operate; or

if certain blood tests show an excess of certain products we do not operate. If the specific gravity is 1010 or lower we don't operate. All these precautions are taken to protect you, and only the specialist is prepared and trained to administer them and to interpret them for you. Therefore, you want the specialist as a surgeon and you want the hospital that is equipped to carry out and execute the specialist's orders. It matters not how good your surgeon may be, if the hospital is not equipped to execute his orders, you are no better off than if you had gone to any kind of a hospital. Therefore, select your hospital with care and your surgeon with care.

There is a safe method to remove your prostate, and there is a dangerous way. Don't try to get by on cheap prices, because first class prostate pre-operative and post-operative treatment cannot be given without adequate remuneration. One visitor this morning reports one of his friends has been in the hospital for eleven weeks, spent over \$2,000 on his prostate operation and not through spending yet. Compare this to our five to seven days.

But Why Have your Prostate Removed At All? Why not have the nourishment, the blood, reduced to it before it produces all the damage enumerated and save yourself all this misery? You know before we take out a toxic gland or amputate a tongue, we reduce the blood supply, so why not with the prostate?

My method for preventing the removal of the prostate is, in a sense, similar, and for the sake of conveying the idea, I speak of reducing the blood supply. The fact is, the enlarging prostate is compensatory -- it is a compensatory hypertrophy; therefore, why not produce a decompensation? A compensatory atrophy?

I am a surgeon specializing in prostates. In some cases I am obliged to remove them because the patient has waited too long and is so poisoned that relief must be obtained without delay, and I endeavor to use all the skill and precautions before mentioned, as well as pre-operative and post-operative treatment, and I have many patients who are living and in very good health. However, I dislike removing prostates because I know it is risky regardless of how careful we may be, and as previously stated, there are many "head-aches."

But I specialize in preventing the removal of the prostate. This prevention work can be performed with a local anesthetic, you are not put to sleep, nor subjected to any harm or danger. You walk to the operating room, receive the mild, harmless local anesthetic, you can carry on a conversation with the doctor, have the harmless decompensation performed without any shock or danger; walk back to your bedroom, stay with us from three to five and seven days, and go on home. Some few patients who have urgent business leave in three days, others in five days, and the maximum stay is seven days. This is more by choice than necessity as we receive patients on a weekly basis.

Now I know you are interested in this preventive . . . operation, because common sense tells you that you would much prefer having something done that was not risky and keep your gland, then to subject yourself to a major operation that has some risk and lose your gland, and who would blame you? Probably you know of some neighbor who had his gland out and died, or you

probably know some friend who lived through the operation but is very much dissatisfied, suffering a lot of inconvenience. You may do as one man did, grab the train and come without your hat, but very likely you will consult your home doctor who has told you that sometime your prostate must be taken out. You go to your doctor with high hopes and say, "Doctor, I have good news. Dr. Brinkley says he can reduce my prostate and stop its growth and prevent its removal." And your doctor will look as wise as an owl and say, "Dr. Brinkley can't do it."

Then your high hopes drop quite a little bit because you have lots of faith in your own doctor, but I will tell you what to do. You ask your doctor if he ever saw one of Brinkley's patients who had this operation to prevent the removal of the prostate and it failed; and if he says he has you insist that he give you the name and address of this "patient". Don't you take any "put-offs" and alibis -- and I am quite sure he cannot produce a single patient. Then you ask him if he ever saw me operate; ask him if he knows what the operation consists of; if he knows anything about it -- and he will probably "hum and haw", and you will soon sense that he is talking about something he doesn't know anything about. He may tell you this because he is not informed, or it may be because he does not want to lose you as a patient, or because he does not want to lose the commission some surgeon will pay him for your case. I don't pay commissions to get business.

After this interview I know you will be upset and sick at heart, and your hopes are gone. You begin to reason with yourself and say, "Suppose I spend my money with Dr. Brinkley and it happens as my doctor says and I have to have my prostate out -- I have paid two fees for the same thing." We have anticipated this and here is our reply:

First -- your home physician says nothing will do for you but the removal of the prostate. Then if I say it does not need removal and I can prevent its removal -- you are between two fires; but if you listen to your own physician his only hope for you is a major operation, probably dangerous, and the loss of your gland. I say to you -- take the Four-phase Compound Operation, not the two-phase, but the four-phase, and if we accept your case without restrictions, that is to say, if we tell you that your case is not a "border-line" case, and you pay for these four phases, and it develops that we were mistaken and your prostate must be removed then you are invited to return to us and have your prostate taken out free of charge, and the hospital expenses free of charge. We can make a proposition like this, because over a practice of 12 years we have never had one man return, and it is reasonable to suppose that if this work was not successful that . . . nobody would have come back.

I can make this offer because I am a surgeon and can remove prostates just as easily as I can operate to prevent the removal of the prostate. When you get here we examine you, and if you are too far gone for the mild, harmless operation, we tell you so. Why should we want you to come back here at our expense and have your prostate removed, when we could have removed it the first time, or refused your case?

Did you ever stop to think we are operating upon 50 to 75 patients a month to prevent the removal of the prostate, and doing this nine months out

of the year? And our patients run in numbers from 900 to a thousand yearly, and none of them came back to have their prostate removed in the cases where we told them removal would not be necessary. Don't you think it stands to reason that any hospital doing such work on such a large scale would have somebody kicking if results were not being produced? My friends, there is no argument that will stand up against this. We have been doing this work for a long time, and we are now entering our thirteenth year here, and I believe our records will show more than 5,000 patients. At this writing every bed in the hospital is filled and patients are out in town waiting a chance to get in, and we are kept just as busy as we can be.

I want you to know that there is no drug or combination of drugs that will stop the growth of the enlarging prostate. I also want to tell you that it has been my experience that heat treatment and electric treatment are of very little value, if any, for the enlarged prostate.

No doubt you have received many letters and many advertisements telling you how to get well of your prostate trouble, but I am sure you never received any personal letter like this, and I have written it in the hope that I may render you a service that will make you a life-time friend of mine, a cured patient, and a booster for Dr. Brinkley and the hospital, as many are today.

We are growing and prospering, and don't let anybody tell you to the contrary. We are prospering because our keynote is "service". When you come here you pay one fee and that is all you ever pay, one fee from the time you get here until you leave.

Our aim is to treat or operate for all your ailments so that when you leave you are "cleaned up" so to speak, and by following the instructions and advice we give you, you will not be required to continue to go from doctor to doctor for your previous complaints; and this is so Radical From Methods Of other institutions and other doctors that we can never hope to have the support of the medical profession in our life-time, but the day is coming when this method will be adopted because the public is very much dissatisfied with doctors and hospitals as they are now conducted. The public is getting tired of spending their money all the time, being treated and never getting any results.

It is nice to pat you on the back and say you will be all right, but it's a different story when the b. . . comes due.

Will you be kind enough to acknowledge receipt of this letter? And be kind enough to tell me when I may expect to have you for examination, because if you don't reply I follow you up, which is expensive, and since I have been so generous in my explanation I am sure you will treat me in like manner.

Trusting to have you as a patient, and do for you what you need, and save you from a serious operation, and hoping I may number you among my many friends, I beg to remain,

J. R. BRINKLEY, M.D.

The Brinkley Hospital,
Milford, Geary County, Kansas

Addenda.

To show you the many complications and symptoms arising from a disease prostate other than those I have set forth, I list herewith those shown in the index of "Differential Diagnosis" by Herbert French, Physician to the Royal Household of the Kingdom of Great Britain.
(1928 Edition -- page 1114.)

Prostate, adenoma of, felt per rectum
 Prostate, haematuria from
 Prostate, carcinoma of
 Prostate, disease of, pain in leg from,
 Prostate, sacral pain from
 Prostate, enlarged, abscess of testis with
 Prostate, aching in perineum from
 Prostate, age incidence of
 Prostate, albuminuria from
 Prostate, ascending nephritis from
 Prostate, bladder distended from
 Prostate, growth stimulating by carcinoma (cancer)
 Prostate, casts in urine from
 Prostate, cystitis from
 Prostate, delirium from
 Prostate, difficulty in micturition from
 Prostate, epididymo-orchitis from
 Prostate, frequency of micturition from
 Prostate, haematuria with
 Prostate, hiccough from
 Prostate, indigestion from
 Prostate, pain in perineum from
 Prostate, papilloma of bladder stimulating
 Prostate, priapism from
 Prostate, prostatitis
 Prostate, pyelitis from
 Prostate, pyelonephritis from
 Prostate, phenophrosis from
 Prostate, pyuria with
 Prostate, retention of urine from
 Prostate, sixty the age of
 Prostate, stone behind
 Prostate, straining from
 Prostate, strangury due to
 Prostate, suppurative nephritis from
 Prostate, tenesmus due to
 Prostate, uraemia from
 Prostate, urine stream abnormal from
 Prostate, gleet due to infection of
 Prostate, gonorrhoea of
 Prostate, mucus cylindroids from
 Prostate, nodular, from calculi
 Prostate, carcinoma
 Prostate, in renal tuberculosis

Prostate, pain in, from prostatitis
 Prostate, refractile globules in secretion of
 Prostate, sarcoma of
 Prostate, scarred, after abscess
 Prostate, tender, in gonorrhoea
 Prostate, tuberculosis
 Prostate, epididymis after
 Prostate, perineal fistula after
 Prostate, urethritis after
 Prostatic Abscess
 Prostatic calculus
 Prostatic ducts, gonococcus infecting
 Prostatic thread from gonorrhoea
 Prostatitis, abscess from
 Prostatitis, aching in perineum from
 Prostatitis, due to *Bacillus coli*
 Prostatitis, blood infection
 Prostatitis, cystitis simulated by
 Prostatitis, difficulty in micturation from
 Prostatitis, epididymitis from
 Prostatitis, fibrosis from
 Prostatitis, frequency of micturation from
 Prostatitis, due to gonococcus
 Prostatitis, haematuria due to
 Prostatitis, micturition difficult in
 Prostatitis, nocturnal micturition from
 Prostatitis, pain in calves from
 Prostatitis, pain in feet from
 Prostatitis, pain in hypogastrium from
 Prostatitis, pain in ischinal tuberosities from
 Prostatitis, pain in loin from
 Prostatitis, pain after micturation from
 Prostatitis, pain in penis from
 Prostatitis, pain in perineum from
 Prostatitis, pain in rectum from
 Prostatitis, painful micturition due to
 Prostatitis, prostate enlarged from
 Prostatitis, prostate painful from
 Prostatitis, prostatic abscess from
 Prostatitis, pyrexia from
 Prostatitis, pyuria from
 Prostatitis, retention of urine from
 Prostatitis, suprapubic pain from
 Prostatitis, tenderness per rectum from
 Prostatitis, urethral discharge from
 Prostatitis, from urethritis
 Prostatitis, vesiculitis simulating

(written) J. R. BRINKLEY

APPENDIX G

Text of Speech in Wichita Forum, October 29, 1930

This is the Third Time I have spoken to you good people in this city and I believe the crowd is larger tonight than it was when I spoke a few words to you in the Crawford Theatre. And you are an enthusiastic crowd. That's what counts. That's what makes us all feel good.

Now, you have seen a certain newspaper article, purporting to be instructions that have been sent out by the attorney general of this state, Mr. Smith, telling you good people that votes will be counted even though the name is written Dr. J. R. Brinkley, Dr. Brinkley, Mr. Brinkley, John R. Brinkley, J. R. Brinkley or Erinkley; any way it is written it will be counted. And my friends, I am trying to tell you that is one of the most misleading pieces of propaganda that has ever been turned loose.

As I stated to you over our radio station, I want you to listen to what I tell you because I am not going to lead you astray, and I want your votes to be good and I don't want them to be thrown out later on. I am quite sure that every vote cast on November 4 for any kind of a Brinkley will be counted for me. I am quite sure of that, regardless of how you write it.

But suppose Mr. Woodring receives 100,000 votes and Mr. Haucke 125,000 votes and I receive 500,000 votes and suppose a recount is demanded and, upon the recount those that have Doc Brinkley and Mr. Brinkley and Dr. J. R. Brinkley and everything but J. R. Brinkley, and we find that 450,000 of you people have written them incorrectly, and I have only 50,000 votes left; you see what would happen. I want you to understand this: There is a trick in this information. Mr. Smith is either no lawyer at all and don't know the law or he is malicious; which ever one of the two you care to believe, it makes no difference; but this information he has put out is incorrect.

The law states (says) that you are to write the name of the person, or persons, on the blank line underneath the names of the other candidates, and put a cross-mark in the square.

Now, this has been tested out before; don't forget that. This has been tested out, probably not in Kansas, but in other states; and the Supreme Court ruled that the law means the name of the man, or the name of the woman, and not the prefixes, and that Dr. or Mr. or Rev. or Hon. are not a part of anybody's name. And the law tells you that it is not lawful to write anything but the name of the person for whom you desire to vote. The law is emphatic; it is specific. It is not lawful for you to write anything excepting the name of the person for whom you want to vote.

Therefore, if you write Dr., or if you write Mr., it is unlawful.

I am sorry to have to bring these things to your attention, but that's why I am taking Thursday and Friday on the radio station to sit there all day, and tell you about it, and try to keep it in front of you, besides other things that will be told you.

But it sounds so nice. Everybody was tickled to death when the attorney general rules that any kind of vote would be counted. It looked so pleasing and so gratifying, but it is the most misleading piece of propaganda that has been issued to date.

I have been asked what I would do if I were elected governor of this state. Lots of people ask me that question. It seems to be one of the leading questions, what are you going to do first? And I have told everybody the same thing,--you will always find I tell the same yarn everywhere I go. Therefore, I don't get caught, you see. And I want to tell you good people here, as I have told everyone else, that the first thing I am going to do when elected is to move the capital of the state of Kansas from Kansas City, Mo., back to Topeka, where it belongs.

I had some friend,--I think it was the Tell-Me-A-Story Lady,--listening over the radio; I don't have time to listen. I have to have my friends listen and tell me what is going on and what the other fellow is saying. And she told me that the other day one of the speakers over another broadcasting station in the state had said that some people voted for spite and some voted for fun, and some people voted seriously; and his advice to the people was to think twice before casting their votes on November 4. Folks, I would tell you to think a half a dozen times, or to think a dozen times, before you vote and while you are thinking, try to figure out why a bushel of the farmer's wheat sells for 58 or 60 cents and after it leaves the farmer it comes back in the shape of 10 cent loaves of bread, and he buys it back at \$6 a bushel.

And while you are doing the thinking, think of the fact that the very people who are asking you to support them are in power at the present time.

Also think of the countless numbers of unemployed; think of the general unemployment all over the United States; and think of the thousands of people that are unable to pay their rent, and unable to get something to eat. I will tell you what some of the railroad people in Parsons told me last night. They said one of the workmen at the shops fainted, and they took him to the hospital, and someone looked into his dinner pail and they found he only had some potato-peelings to eat, and that all he could get to eat he was giving to his wife and babies, and he was trying to live off of the crumbs and scraps from his own table, and he was so starved he was unable to work. That is the situation that is confronting many people; and the very ones that are asking you to support them and stay with the "old ship" are the ones that are in power today.

Now, I see by the papers,--I am playing safe there. I will make them responsible for it,--that one of the speakers last night, here in this building someplace, said if you elect him governor he was going to carry out the broad platform of the political party that he represented. And I believe the gentleman told the truth; because that platform is so broad that, when you elect that man, you will never catch him, because he has so much room to run around, you will never run him down.

You know a lot of people say to me, "Why don't you have more to say about the Democratic party than you do? It seems like most of your remarks are directed toward the Republican Party." Well, I will tell you. I have been watching the newspapers, and, from what I can read, they say the Republican Party is busy trying to figure out whether I am going to get three votes off of Mr. Haucke

to Mr. Woodring's one or not; and I want them to keep on figuring and while they are figuring until next Tuesday to see which one I am going to get the most votes from, I will run off with the election.

Another thing: I got friendly the other day with some of the Democratic people and they are all bolting their party and coming over to my band-wagon. You know, Mr. Bandwagon is only so big, and I am afraid if I say anything to the Republicans, they will all jump over, and we will be going down next Tuesday and you will only have one candidate to vote for and it will be one of the biggest writing contests that has ever been pulled off in this or any other state, in spite of the fact that the opposition say that you people can't write. I know that you can write, because you have written me 40,000 letters in the last four weeks.

Now, my good friends, in all seriousness, I am here tonight because you good people wrote to me by the thousands and asked me to run for something,--you didn't exactly specify what,--but you told me that you had written to the newspapers and your letters were not published, and that you had written to this person and that person, and, in most instances, you had not received a reply; and that you had certain personal feelings in the matter, and you hoped and wished I would be a candidate for the people of this state, and give you an opportunity to express yourselves.

It was a tremendous thing for me to consider, and I gave it much serious consideration, before I ever complied with your request. And when I made my announcement here in Wichita one Saturday night, I told you, "I am complying with your request." But I never dreamed what a great request you had made until I got into it. There is more work in campaigning than fighting a dozen radio commissions and medical boards. I wish that you could read some of the letters that I received; many of them. One person wants to know if I am for this, and if I am for it, they are not going to vote for me; and somebody else says if I am for it, they will vote for me; and you know, they get me going like this sometimes: you know, I jump on this foot and then on this one because they are shooting darts at me from every angle.

But I want to make a public statement here tonight and say to you, as you people know, that I am not sponsored by any organization or group of any kind; that I am sponsored by the people of this state. And I owe allegiance and swear allegiance to the people of this state as a whole without any special privileges to any group or combination whatever. And, friends, I mean it when I tell you that if I am elected your governor I am going to put a microphone in the governor's house so I can keep an open forum for you, and you can write and express yourselves and we can get a referendum in 24 hours, without it costing the people of this state anything.

Now, I have never found it difficult to secure the co-operation of people; I have always been able to get along with men and women in a friendly fashion, and I am not anticipating any serious disagreement if I am elected your governor, even though I stand alone as your independent candidate. I am going to try to get along at first, peaceably and friendly, just as courteous and sweet as you please. But if I can't, I am going to come back to the microphone and I am going to tell you people about it, and I am going to tell you who

it is, and where they live, that is putting stumbling blocks in my pathway, and why they are blocking me, and why they are blocking the issues that you people are so tremendously interested in.

You know, these other candidates, they have never run a broadcasting station, and they don't know how people write to broadcasting stations, and to the man that broadcasts over one; and, if they ever get me broadcasting them over a broadcasting station and they begin to receive registered letters and special delivery letters and telephone calls and telegrams and ordinary mail by the thousands, why they will wake up to the fact that the people back home do listen to radios.

Now, there has been quite a little bit of fun poked at my idea of a lake in every county in the state, just like it was something impossible of attainment, or just like the folks don't want to take a bath. We all know,--everybody knows,--that where there is a large number of lakes and rivers, there is an increased rainfall. If you have any doubt about it, go around in states where there are many lakes and see the difference in rainfall in those states as compared with our own sunflower state. Now, lakes not only increase rainfall, but by increasing rainfall, we increase the productivity of the soil and we give many poor people and poor children a chance, during the hot summer days, to go out on the lakes and keep cool and enjoy themselves; and, besides, we save money for thousands and thousands of people who cannot afford to go away to another state for their vacations; and, besides, we would keep thousands and thousands of dollars in the state of Kansas where it belongs, without having our people have to go away to spend their money in other states.

You know, I have been telling you people for a long time to read Kansas Newspapers and to buy your insurance with Kansas companies and to patronize your Kansas manufacturers and support the people in Kansas that live in Kansas and pay taxes in Kansas and help you build your schools and your churches and your streets and your cities and your homes, and assist in making Kansas the great state that she is; and I want you people to pay attention to this and think about it and keep your money within the confines of your own state as far as possible.

When I decided to buy a flying machine there was an outside company,--or there was more than one outside company,--that offered to give me one and make me a present of a fine cabin plane as an advertisement because I was going to use it in this campaign. I said, "No, I am going to a Kansas company and buy a Kansas plane. I wouldn't have an outside state's plane if you would give it to me."

And another thing that I heard the other night by a speaker that was imploring people to "Stick with the old ship", "the old ship of state that has carried you along safely so long." And he said the old ship was in danger and she was liable to sink and for you to sit steady in the boat and not rock it. You know, when I listened to that the thought came to me that according to all marine laws and all navigation laws, when the boat is sinking the captain puts the passengers in the lifeboats and gets them to safety. Who ever heard of a captain, when the ship was sinking, telling the passengers to stay on board and not desert the old ship?

Another plea that they were making,--this is a good one. He was pleading for party solidarity. He says, "Don't break up the two old parties. Don't mix in with a newcomer. Stay with the old ones because you need two of them; because when one is in power you always have the other one to watch the one that's in power, to see that they don't get away with anything." So, I thought the matter over and here is what occurred to me. If that was good logic, then there was all the more reason in the world why you should vote for me because I would have both the old parties watching me and you would have double protection.

Now, my friends, I come to the subject that is closest to my heart and that is the subject of free school books and free school supplies. And I am going to tell you why.

I was raised up just as poor as the poorest boy could possibly be raised, many times without sufficient food and never with sufficient clothing. I was unable to buy books. My father and mother were dead; they died when I was very small and I was raised by an aunt in Western North Carolina; and if any of you people doubt my being a member of the American Legion, I have my card in my hip pocket, but I am not asking you to vote for me for that reason.

Now, going back to the school book business; I was denied school books. The only books I had were given to me by friendly neighbors. Judge Davis' wife, in North Carolina, gave me most of the books I had to read and study. We were not even able to buy coal oil. I went down many a night to the river bank and picked up little sticks and brought them to the house and built a fire, and studied my lessons by the light of the fire for school the next day. I know something about the difficulties of getting an education. Oh, don't I know! Oh, yes, I know! And I realize and you people realize that there are thousands of children that are denied any more than a grammar school education, and in this day and age of keen competition we should not consider less than a high school education for our boys and girls to give them an opportunity to go out in life and earn a livelihood. From letters that I have received from people over this state, I know that they are in hearty accord with this idea and I assure that one thing that should have been done, all the time, and should be in force at the present time is that we should have our own state printery, printing our own school books and not be paying a royalty to outside agencies.

I believe that the professors in our universities in Kansas and our teachers in our colleges everywhere in this state are just as capable of writing school books for our boys and girls as teachers up in Chicago or New York or any other place. If they are not, we should fire them and get some who are.

If we would operate just like we operate a business, to make it pay a profit, the salvage of waste that could be prevented and the money that could be saved would allow so many things that we are now denied.

About this free medicine and free clinics: that was a dream that I had and my architect, Mr. Murray of Abilene had received instructions from me to go to Rochester and New York and Chicago and other cities and inspect the best clinics they had in other large cities and find

the best that there was and come back to Milford and draw plans for one that was better than any in the United States and this was to be called the Brinkley Clinic.

When I started the Medical Question Box, giving out free medical advice, it was my dream, and my plans were laid to build a free clinic in Milford where free advice, free operations and free treatment could be had, for thousands of requests were coming to me from people in this state who needed surgery and needed treatment but we had no room for them. And I say to you people, in all sincerity, that we have enough going to waste to go a long ways toward doing this. And I make this promise to you tonight; that if I am elected governor of this state, if I cannot find a way to provide this without increasing your taxes one cent, I will go ahead and build a free clinic in Milford myself that I was starting to build when my troubles began.

A prairie fire has started in this state and has spread from the east to the west, from the north to the south, and the people have declared they are tired of the old order of things; that they have been promised this and that and the other thing year after year and that the only thing they have for their promises is to wait two years or four years, as the case may be, and the same organization comes out and gives them a new set of promises.

People have been writing to me and have talked to me and told me, and people have resolved that they are going to shake themselves loose from the shackles and free themselves and go forward as a free and independent people, and I want to say to you people tonight, in all sincerity, that if I am elected as governor of this state, I will serve all the people all the time in all the ways I can, working unceasingly for your benefit in building up the state in prestige and wealth and health and at all times letting you be informed of what is going on and keeping nothing from you because it will be an open forum as far as the public is concerned and I want to assure you that at no time in any way will I recommend or sign any bill to in any way increase your taxes without first talking it over with you and if you want them increased, or don't want them increased, and you decide it, your will be done,--not mine.

And, friends, I take this opportunity of thanking you for your kind attention and wish you each and every one a happy good night.

APPENDIX H

Partial Text of Major Campaign Address in 1932

Everyone knows who pays the taxes. You pay them and I pay them. Everyone of us are taxpayers, directly or indirectly. You may pay your taxes to the county clerk or you may pay your taxes to your landlord when you pay your rent or you pay your taxes to the governor when you buy a can of beans, or buy a movie ticket, write a check or get a gallon of gasoline, for your car. Every citizen pays taxes in one way or another and, therefore, every citizen ought to be interested in taxes and should know something about them. For that reason I am going to give you a little history of taxes and am going to discuss the tax plan which a good many of you have heard about as "Dr. Brinkley's tax plan for the future."

I believe as we become enlightened in tax matters with study and striving toward fair and just methods of taxation that taxes upon real property eventually will be abolished and a direct tax on income substituted for it,--that property will be taxed, not upon its physical valuation, but upon the income it produces. Property taxes become confiscatory in direct ratio to the failure of property to produce enough to pay the taxes on it. Confiscation by taxes is becoming increasingly prevalent. In the state of Mississippi, for example, over one-fourth of the farms have been sold for taxes. It is obvious that when property or land fails to produce enough to pay the taxes then that tax is unjust and destructive in principle. Mere fact of ownership does not make property valuable. Its value depends upon the amount of income it represents or is capable of producing and levied and upon this income its taxes should be levied rather than on the property itself which has no value except as it is capable of producing income.

Everyone recognizes that our constantly rising taxes,--which rise double high as our ability to pay them decreases,--are making the ownership of real property undesirable, discouraging the improvement of property and destroying the incentive to employ labor. By substituting the taxation of income from property for taxation of the property itself this element of injustice is removed and balance is restored. The ownership of real property then becomes desirable, its improvement is encouraged and a demand for labor is created. All property taxes could be absolutely abolished except on unimproved property as a penalty for failure to improve it!

The idea of taxing the income from property instead of the property itself represents a fair, equitable and just system of taxation. It is the ideal and the goal toward which we should strive. It is necessary because it eliminates the weakness and the abuses of our present tax system which has caused an enormous burden to fall upon real property causing it to carry a load out of all proportion to its ability to carry that load.

The development of business and the change in property itself have caused the tax upon property to become a tax which does not serve the purpose for which it was originally intended. No other country in the world has a tax system of this kind. It was first adopted in our country

in the form we have it now and it occurs nowhere else in the world. Its roots reach back to medieval England, yet in the United States it has developed in its own way and is entirely different from English property taxes. The English principle of taxation is based partly upon the principle I am advocating but not entirely.

Originally 'property' represented both the citizen's possessions and his income in those years long past, whereas now it represents his income not at all and does not even represent all of his possessions. The corporation form of business has completely changed the form and character of property. Stocks and bonds quite often represent ownership, or at least part ownership in a thing, whereas in earlier times possession of the thing itself was the sole proof of ownership and taxes were levied accordingly. Therefore, the property tax was entirely fair and just when it was first put into effect but now it is old and out of date because property has changed in form but the property tax has not. There has grown up a form of property known as intangible property which has come to escape the tax burden and has caused the weight of government in our states to fall more heavily upon what we know as "real property."

Our tax methods have not kept up with the change in the form of property. Property has changed but our tax methods have not. That is why it is necessary for us to go back to first principles and study the background of our tax system so we will know what needs to be done to find a solution to the tax problem.

Because we failed to change our tax methods to keep the burden equal while the form of property was changing we have made the same mistake that has been made in other centuries of turning off at the wrong road in matters of taxation and have pursued and fallen upon real property and saddled it with an unnecessarily heavy burden even as it has grown weaker and less able to carry that burden.

Hard times aggravate the imperfections of property taxation. It is during these times that we feel this burden upon us the most painful and cry out for some form of relief. It is unfortunate that we are too often deceived and misled by some purely temporary measure of relief or some political promise or constitutional amendment offered for vote with the calm that it will relieve us and which we will find out afterwards, too late, that it will make us worse off than before. The tax limitation amendment is an example. Too few of us realize that the thing that needs to be done is to go back to the fork in the road where we got started in the wrong direction and get started again.

As I have told you, the United States is the only country which has the general property tax as we know it here in Kansas. It has developed in various states along this line and has become destructive in principle because we are taxing the property regardless of whether it is worth anything to us, whether we are getting any good out of it or not, or whether we are able to pay it or not. That is why we find it destructive to private ownership, why we find people crying out that taxes are "confiscatory" and that they are in danger of losing the property or have already lost it because they cannot pay the taxes on it. That is why more than 25% of the farms in Mississippi have been sold for taxes. That is why they are being sold for the same reason in Iowa and other states. That is why people are losing homes and farms right here

in Kansas. If there is anyone who doesn't believe that, I would like for them to come to my office and read some of the pitiful and heartbreaking letters I am receiving every day from good, honest, hardworking citizens of Kansas who are pleading for some sort of intervention which will help them to save their farms and their homes from falling under the auctioneering hammer of the sheriff.

I am no alarmist, no fire-eating radical or any Aunty Doleful. I am merely telling you people that it is time for you to wake up and I am happy to tell you that there is every reason for hope in the future because the people of our state of Kansas are waking up. Your letters to me are testimony of that and all of us are going to have reason to be glad of it. What I am doing is pointing out that we simply have taken one little wrong step in the past and we are not going to get any better off by keeping on going in the same direction and piling more and more of a load on property and business. It so happens that our colonial fathers,--those wise old chaps who provided our constitution and laid the foundation for our liberty and freedom,--those wise old fellows set up a guide-post back there in those early days along the road for us and it is no fault of theirs if we didn't pay attention to it. If we had followed that guide-post, we wouldn't have to be discussing this subject today.

In colonial times our national government was supported by property tax. The guide-post I speak of was set up in those days when they abolished this tax so far as the national government was concerned and that is why we have no government property tax. The government is not supported by any property tax today and hasn't been since that time. The property tax is put on by the state government and not the national government. And so if you say it is radical to talk about exempting real estate and abolishing the property tax and taxing instead the income from property and other incomes, then I reply to you that the men who founded this country were radicals and you can paint them just as red as you please but you can't paint out the fact that they were a lot wiser than we are today.

Even when there was a colonial property tax it was considered on ability to pay but now the tax on property is the same whether the owner is rich or bankrupt, whether his property is free from debt or mortgaged beyond its value, whether he gets an income from it or whether he don't, whether his wheat sells for a quarter or a dollar, he has to pay the same tax or else lose his property.

Our state constitution says "the Kansas Legislature shall provide for a uniform and equal rate of assessment and taxation." How important are these words "and equal" which are intended to protect the people and provide that the burden of taxation shall apply alike to all and not fall on and tax away from one unfavored class the title and ownership of their property, leaving the tax burden light on others. Is our tax burden equal? Does it fall with equal weight upon each taxpayer whether he lives on a farm or in town and regardless of what form his property takes? No indeed. Most emphatically No.

A member of the Kansas State Tax Commission made a speech in Wichita during April of this year in which he was quoted by newspapers as stating that most of the taxes paid in Kansas comes from the farm and the home owner. This will serve to illustrate the point I want to make clear to you. It shows how the burden of taxes is falling upon real estate,--

the patch of ground that you own, the house that you live in, the farm that you are trying to make a living from,--your property! It shows how the tax burden has continued to pile up on real estate until the ownership of real estate has become undesirable. It shows why more and more money is being taken out of real property and put into less tangible and less taxable forms of property such as stocks, bonds, etc., and for every dollar that has been taken out of real property and put into some form of property which pays less taxes, the burden upon real property has been increased.

When your taxes rise so high upon your home, your business or your land that you cannot pay them, then you lose your property. That is why we say that the power to tax involves the power to destroy.

Certain classes of property bear special rates of assessment. Certain classes of property carry certain exemptions. But if these exemptions are equal or if certain exemptions are provided on all classes of property our tax system would still be obedient to our constitutional provision "and equal" and would apply with equal justice to all. But this is not true. There is one class of property which receives no exemption and for that reason must bear the burden for all exemptions on other forms of property. Personal property allows an exemption of \$200.00 to each individual taxpayer. Some classes of property are entirely exempt. Others are exempt in part. But real property,--real estate,--is exempt not one penny.

The remedy for this is not found in new forms of taxation added to the forms we already have nor in false and misleading tax limitation propositions. It has been said that new taxes are easier to invent than new economies. How true that is. The only possible way to lower taxes is to spend less money. The only way to more fairly and impartially distribute the tax burden is not to add another tax but to improve the tax system that we now have and when the improvement is made in our tax system it should be a substitution for the property tax and not an addition to the property tax. The change that we need and the change that we must have must be a change which will relieve the burden upon real estate and personal property.

In my previous talks to you friends of mine, I pointed out to you the flaws and defects in our present tax system and I recognize the truth of that old saying that it is better not to criticize unless you have something better to offer. I believe that I do have something better to offer,--a plan which will result in a more fair and more just tax system,--a plan which will be recognized by the people as the best and which will be adopted and will come into effect after we have cleared away the political underbrush and dead timber in government.

The theory of this plan is to remove the objections to the property tax as we have it, to maintain government but to maintain it in such a way that it will not be a burden upon the people. Under the taxing system in our state now, government is a burden. Government is of no service to the people unless they benefit by it, unless their interests are safeguarded and protected by it. This is the true purpose of government. The only fair tax system is one under which each citizen pays his tax to the government according to the amount of benefit he has received under it. It is a pity and a shame when the father of a family must lose

his home because he cannot pay the taxes on it. It is wrong and unjust when a farmer is compelled to sell his wheat at a loss because he has to sell to pay taxes on it. When property produces no income it has no value to its owner. When taxes must be paid on property, even though it produces nothing, the principle no longer is taxation but it is confiscation.

Real estate has been the greatest sufferer under this system because no exemptions have been provided on it while nearly every other class of property has been favored by exemptions of one kind or another.

The first test of any tax plan must be "Will it encourage home ownership and property ownership and will it offer inducement for improving property? This tax plan will meet the test. Relief from taxation must come to owners of real property,--and that relief will come when we place the tax upon the income return to the owner from property instead of the destructive principle we follow when we tax the property itself. The ownership of real property then will become desirable and its improvement will be encouraged. Exemptions would then occur automatically. No income,--no tax. Or we could word it another way by saying that exemptions would be abolished. The property tax would be done away with and a tax upon gross income, without exemptions would provide the revenue to maintain government. Such a tax would require a levy so small that it would not be a burden upon any taxpayer.

The people of Kansas pay between \$115,000,000.00 and \$135,000,000.00 in taxes every year. Do you people realize that a gross income tax levy of less than one percent will raise enough money to support every tax unit in this state,--state government, county government, city, township, school, and every other tax unit if everyone of them continue to spend just as much money as they are spending right now?

The state of New Jersey has no tax upon real property or personal property for state expenses. If we use this plan to do the same thing and leave the other tax units to be supported by property tax as they are now then the levy would be needed would be about $\frac{1}{8}$ of one per cent. A fraction so small that you can hardly see it, nevertheless, even this little $\frac{1}{8}$ of one percent would do a lot of things. It would eliminate the property tax so far as state government is concerned! It would make the gasoline tax unnecessary! It could eliminate the motor vehicle license tax and the state could furnish you your auto tags free or at least for the cost of the tin and the paint on them, not more than 10 cents. It would support the state government without any other direct or indirect tax, fee, or charge whatever! No other tax, charge or fee for the state would be necessary unless it was some tax that the people wanted to remain in effect and didn't want to take off.

If we leave out the highway department and should want to retain the gasoline tax and a tax fee for auto tags then this $\frac{1}{8}$ of one per cent would be reduced to a fraction so small that you could hardly find it. It would be about $\frac{1}{18}$ of one percent and this would carry on every function of government, except the highway department even if we continue to spend as much money as we are spending now.

Our present tax system is unwieldy, cumbersome, defective, and out of date. It places the burden heavily upon some the citizens and allows others to escape their share of that burden because their property is in a different form than real estate. The change in tax methods has not kept up with the changes in the form of property.

When our present out of date tax system is discarded and thrown into the junk heap and a fair and equitable tax system is established which will not confiscate property, which will not be a burden upon some of the citizens who find it a greater burden than they can bear while others **carry practically none** of the weight at all,--when each citizen pays his share to maintain his government according to the amount of benefit he receives from it and pays only if he has received benefit and is able to pay,--this is the plan which we followed and this plan is our tax plan of the Future! How far in the future it will be rests entirely with the people,--whether that future is any farther away than 1933 is up to you!

No income tax amendment or any other kind of amendment is necessary to put this plan into effect.

This plan can be put into effect. Neither the tax limitation amendment at the next session of the legislature nor the income tax amendment are needed and they ought to be defeated anyway. When your legislature meets next January, it can put this plan into effect and you people can receive its benefits.

APPENDIX I

The medical speeches included in the thesis and the "Story of Maw and Paw" were submitted to Barrett A. Nelson, M.D., and W. Graham Calkins, M.D., for criticism. Their explanations to the author formed the basis for determining the accuracy of Dr. Brinkley's premises and conclusions. The doctors examined Dr. Brinkley's speeches independently of each other and pointed out the same fallacies to the author. Finally, the critical manuscript of the author was submitted to Dr. Nelson for checking the complete accuracy of the final criticism.

These two doctors were chosen to give expert testimony on the basis of their training and practice. Dr. Nelson received his M. D. from the University of Minnesota Medical School in 1927 and was licensed to practice in Kansas in 1927. He is and has since that time specialized in surgery. Dr. Nelson is a member in good standing of the American College of Surgeons and past president of the Kansas Medical Society. Dr. Calkins received his medical degree from the University of Michigan Medical School in 1950 and began practicing as a specialist in Internal Medicine in Kansas in 1956.

By choice of a doctor with many years of experience in surgery and one with a recent degree in internal medicine, it is hoped that both the weight of experience and the latest of medical learning were used in the criticism of Dr. Brinkley's medical premises. One last balance between the two doctors chosen to give expert testimony is that Dr. Nelson was practicing in Kansas when Dr. Brinkley was here and experienced the efforts to remove Dr. Brinkley from Kansas. On the other hand, Dr. Calkins came to Kansas 24 years after Dr. Brinkley left, and did not begin to study medicine until after Brinkley's death. He indicated the only knowledge he had of Dr. Brinkley was having heard him spoken of upon occasion.

PERSUASIVE TECHNIQUES IN SELECTED
SPEECHES AND WRITINGS OF
JOHN R. BRINKLEY

by

ANITA GRIMM TAYLOR

B. S., Kansas State University, 1957

AN ABSTRACT OF A THESIS

submitted in partial fulfillment of the
requirements for the degree

MASTER OF SCIENCE

Department of Speech

KANSAS STATE UNIVERSITY
OF AGRICULTURE AND APPLIED SCIENCE

1959

This thesis is a study of the persuasion of the late Dr. John R. Brinkley, "goat-gland specialist," of Milford, Kansas, who amassed a small fortune while publicly convicted of quackery and then when his medical license was revoked was elected governor by outraged citizens, only to lose the office on a technicality. The persuasive efforts in areas of both politics and medicine are analyzed, evaluated and compared. Analysis is of selected communications, chosen from speeches in Brinkley's 1930 and 1932 campaigns for Kansas governor, from his radio medical speeches, and from advertisements written and mailed by the doctor.

Evaluation is based on a tri-partite apportionment of proofs as established in classical rhetorical criticism. Proofs are classified as logical, pathetic, and ethical--denoting persuasion as effected through thought content of the communication, through the responses evoked in communicant, and through the personality of communicator. A brief review of Dr. Brinkley's life is included to create a framework in which to place the persuasive communications in perspective.

The analysis shows Dr. Brinkley's emotional appeal in medical advertising to be based on motivation through nearly universal desires of people for self-preservation, sexual gratification and curiosity. Through various emotional and psuedo-logical means, he created an image of himself as a very skilled surgeon who was also good, kind, friendly, and interested in the welfare of his patients. This image was his potent appeal for it encouraged people to turn to him for treatment when they were ill or imagined they were ill, or believed they suffered from the lack of sexual potency Dr. Brinkley suggested he could cure.

When Dr. Brinkley's "unusual" medical activities brought him into disrepute with his profession and he was convicted of being a quack, his license to practice medicine in Kansas was revoked. He turned to politics to gain retribution. The analysis shows his political was also largely ethical. He proposed some plausible ideas for operating government for benefit of the majority of the people of Kansas. He capitalized on the disorganized economic situation of 1930 to motivate listeners to turn to him. Furthermore, he showed himself to be a well-liked, altruistic, religious fundamentalist who was persecuted by the same groups he held responsible for the economic conditions because they did not operate government in the interest of the people. By thus identifying himself with his audience, he made his persecutors to appear to be their persecutors. As a result, a man convicted by his profession of gross immorality and quackery was once elected governor of Kansas and a second time defeated by only 30,000 votes.

To the rhetorician, Dr. Brinkley's persuasion is a graphic example of the power of ethical proof. He vividly demonstrates how the demagogue can capitalize on social disorganization by manipulating the emotions of his listeners to create in their minds an image of himself as "demi-god."

