

# Sauce for the Gander

Arthur J. Patek, MD, Editor; Hoyt E. Dearholt, MD, Managing Editor

*Editor's note: The following is from an editorial published in WMJ, Volume 7 (No.9), February 1909, p. 536-538.*

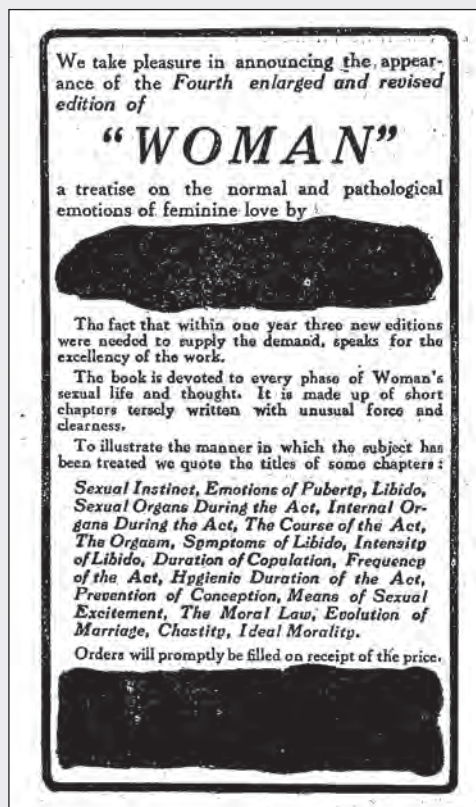
Consistency must ever be the crowning jewel in the diadem of the anointed. And inasmuch as the *Journal of the American Medical Association* is the anointed power of the institution it represents, we must look there for a lavish display of consistent acts. Ever and anon the Association's *Journal*, now *sans peur, sans reproche*, ('twas not ever thus) takes a fall out of some thrifty, perhaps striving, journal because the latter does not find it consistent with its mode of thinking and its spirit of independent cogitation to conform in every particular to the rules that now govern the Association's *Journal*. Therefore it is but just that we ask the *Journal* to show the same critical sense of its advertising pages that it demands of others.

A recent issue of that *Journal* contains the advertisement of a book, now appearing in its fourth edition, which advertisement, because of its indecency and obscenity, outranks in relative harmfulness any dozen or more misrepresented preparations that formerly found a welcome home in the *Journal's* advertising pages, and have now been numbered with the outcasts.

We are not concerned with the subject matter contained in this book; it matters little whether the book was begotten in virtue or in sin; whether it be a treatise scientific beyond reproach—giving forth much needed information on sexology to the un- and mis-informed profession, or a cleverly constructed medium through which, in the guise of science, to pander to the lowest instincts of the second, third and fourth edition readers. Our protest is directed to its foul advertisement as carried in the *Journal*. We here reproduce the announcement, omitting the name of the book and that of the publishers, because of our disinclination to further its sale by any form of publicity.

We would call attention to the further fact that the paragraph headings here reproduced are not those contained in the book in this form, but are selected from several chapters and published in the arrangement as here presented in order to stimulate the reader's "libido" for an acquaintance with the original. Though the facts may be otherwise, there is hardly a line in the advertisement to indicate that this book contains anything but the veriest filth.

This advertisement arouses our disgust.



advancing the art & science of medicine in the midwest

**WMJ**

*WMJ* (ISSN 1098-1861) is published through a collaboration between The Medical College of Wisconsin and The University of Wisconsin School of Medicine and Public Health. The mission of *WMJ* is to provide an opportunity to publish original research, case reports, review articles, and essays about current medical and public health issues.

© 2012 Board of Regents of the University of Wisconsin System and The Medical College of Wisconsin, Inc.

**Visit [www.wmjonline.org](http://www.wmjonline.org) to learn more.**