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The Active  
Principle of the Poke Berry  
Will Reduce Fat Folks  
From Five to Twenty  
Pounds per Month  
...Absolutely Harmless...

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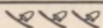


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# Is it Healthy to be Too Fat or Too Thin?

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## HOW TO ELIMINATE

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### ↳ FATTY TISSUE ↳



CELEBRATED writer asserts that "Health depends largely upon the maintenance of an equilibrium between absorption and elimination." The truth of this is well known to all thinking medical minds, and the force of his arguments stand out to a marked degree in certain forms of disease, especially so in obesity. This disease, which is sometimes designated as polysarcia, is characterized by an excessive development of bodily fat, and is due in a great measure to a disturbance of the ratio between assimilation and elimination of nutrition together with defective oxidizing powers of the lungs and kidneys. It is a well-known physiological fact that toxins and ptomaines and other metabolic errors are constantly occurring in the human organism, and if the balance is disturbed in any way, disaster results to a greater or less degree.

Nature's laws are cruel as well as just. The sins which man unknowingly commits against her mandates are punished promptly and impressively. The pathology of obesity is varied, as it naturally is expected to be, considering the teachings of the various investigators high in authority in medical science. Space forbids detailing, and it is deemed unnecessary to more than mention a few opinions held by the foremost investigators. All are seemingly agreed that heredity is



an influence in the causation of corpulency, as is evidenced by the prevalence of obesity in some families for generations.

These people proclaim at all times that it is "their nature to be fat." Perhaps they are right. Race, climate, environment, temperament, occupation and sex are mentioned in the etiology as predisposing causes. Among the direct causes tending to produce obesity we find mention made of over-eating and drinking, not necessarily alcoholic, but other fluids. Deficient muscular exercise and too much sleep both tend towards diminishing oxidation of tissues and favor accumulation of fat. It is quite common to notice the accumulation of fat after convalescence from fevers, because these persons indulge, or rather over-indulge, their appetite, and the reduced oxidation is favored by impoverished blood and an over-amount of rest. Thus is the ratio between absorption and elimination disturbed. The symptomatology is too well known to be enumerated here. As is only natural with a disease common in all parts of the world, a vast amount of literature exists appertaining to treatment; likewise is there an abundance of erroneous matter extant relative to it. Many fads and fallacies have their inception in the fertile minds of overzealous physicians, who advocated this, that or some other pet theory, which practical experience soon exploded and pronounced worthless. Many so-called systems were advanced and lauded, only to die shortly after having seen the light of clinical experience. Dietetics, carried to extreme, mountain climbing, hydrotherapy, and a host of other fallacies fell before the common-sense application of therapeutic measures of the more conservative and practical school. To solve the problem in the treatment of corpulency, we must adopt a method which is efficient yet so mild as not to punish the patient beyond his powers of endurance. If the physician calls upon the patient to deny himself to any great extent, or do too much, the latter will inevitably conclude that the doctor

does not know his business, and he will employ some one who can and will make things easy for him. There is no gainsaying that drugs are of the greatest value in the treatment of obesity.

Many years of clinical application of the various alteratives, diaphoretics and diuretics, saline cathartics, mineral springs and similars, have demonstrated beyond a doubt that while some good may come from their use in exceptional cases, as a rule they exert too great a weakening effect on the organism which is already heavily oppressed. For many years a purely vegetable remedy has held the field successfully in the treatment of obesity. We refer to Phytoline. This product is prepared from the fresh berries gathered in the fall, and by a process of sun distillation the active principle is isolated and presented to the profession. Phytoline has a place in most text-books on materia medica, which should be sufficient guarantee of its excellence. Not only does this remedy possess the power of correcting faulty metabolism within the tissues, eliminating fatty tissue entirely, but it has a decided influence upon the elimination of solid and superfluous muscular and fibrous tissue which becomes organized and materially increases the girth measure of the abdominal muscles chiefly. This superfluous tissue is disintegrated and eliminated by Phytoline, which promotes an organization of healthy tissue cells. Clinical records show that taken in average cases, Phytoline, after the system has absorbed a sufficient amount of the remedy, will cause a reduction in weight approximating about 10 pounds per month. The testimony of thousands of physicians is on record, verifying in a convincing manner the claims made for it by the manufacturers. It is a strictly American remedy, made from a plant, the *Phytolacca Decandra* berry, indigenous to American soil, and is, above all, an ethical preparation. A few expressions from physicians who have tested Phytoline clinically and carefully are taken from our file and offered to the reader.

## An Extreme Case of Obesity Promptly Cured.

Dr. KELCHER

✓ sends following report:

“IT affords me pleasure to send you the following report of a case of obesity treated with your Phytoline. I was on my rounds visiting a patient in the suburbs when I came across a number of boys who were trying to persuade one of their number to serve as the ‘fat boy’ in their penny show. The lad certainly was fat enough to delight a professional showman. A little over 4 feet high, he weighed at least 160 pounds. He seemed to be as sensitive as he was fat, for he emphatically and tearfully refused to be ‘it.’ A few hours later I met his mother and related the incident to her, suggesting to her that I believed something could be done for her son’s physical abnormality. She was inclined to be skeptical at first, but after a little persuasion on my part finally consented to have him treated. I was anxious to treat this little fellow for two reasons: I had never treated a case of obesity before, and was eager to test the merits of Phytoline, of which I had heard and read quite a bit. This boy was a ‘candy boy,’ had an enormous appetite, and seemed to assimilate everything he put into his stomach. I at once prepared a dietary for him—eliminated fats, starches and sweets from his food supply, and instructed him to take five drops of Phytoline before and after each meal in a little sweetened water. He followed instructions carefully, and I was rather disappointed in his case, as he seemingly remained at his usual weight for at least three weeks. His mother, too, was beginning to doubt the efficacy of the treatment, but I held out a good deal of encouragement, and continued treatment. Improvement soon became apparent after this. At the expiration of another week there was a decrease in weight amounting to 5 pounds, and this rate continued uninterruptedly without any untoward symptoms or ill effects showing



themselves. At this writing he weighs 120 pounds and enjoys himself better than he ever did, besides escaping the unpleasant sobriquet of 'fatty.' His organs functionate properly, and he seems to be in perfect health. Needless to say his mother is delighted nearly as much as I am pleased at the outcome of the case. You certainly have a great remedy, and I shall continue to prescribe it at every opportunity."

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**Mr. J. T., Weight 190 Pounds, Reduced to 162 Pounds.**

Dr. WILKERSON

☞ sends following  
report:

“**T**HINKING that a report of an interesting (to me at least) case might prove so to you, I submit the following: Mr. J. T., aged 32, height 5 feet 6 inches, weight 190 pounds, barkeeper, came to me on a very hot day several months ago, complaining of great distress in breathing. The weather had been exceedingly hot and dry for a long time. 'Fat Joe,' as he was familiarly dubbed by his friends, had been out of sorts for several weeks. His movements were laborious, and his smile was void of that *sang froid* so well liked by all who knew him. His friends commented on his looks and manner, and, no doubt, scared him to some degree. I obtained the usual history: palpitation, dizziness, vortical headache, deranged digestion, nausea and pain about the heart. Urine normal as to quantity, but not as to quality. I found his heart very much weakened, his tongue furred, and a general atonic condition of his muscular system. He was told the result of the examination, and what I proposed to do for him. He readily acquiesced to everything suggested, even to the elimination of beer from his list of beverages. He was advised to drink seltzer instead. I found it necessary to prohibit pork and pastry, both of which he was very fond. He began taking your Phytoline in ten-drop doses, and although the dose

was extraordinarily large, it seemed to be the proper one for him. After two weeks' use of the remedy he had lost 8 pounds, which was not so much as either of us had hoped for, but it was something, anyway. At the expiration of the fourth week he was an additional 12 pounds lighter, and better pleased. His circulation was much improved, and much of the gastro-intestinal disturbance had vanished. At this writing he is in excellent health and very grateful over his recovery. I shall give Phytoline my first consideration in similar cases."

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### Lost 12 Pounds in Several Weeks. Saved Her Life.

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Dr. LESLIE

reports following  
case:

“**M**RS. A. T. J., aged 35, 5 feet 6

inches tall, weighing 220 pounds, came to me last spring for obesity with its concomitant symptoms. Her heart was very erratic, and she had severe attacks of palpitation after even slight muscular exertion. On several occasions the pulse would become almost thready at the wrist, and she was cyanotic occasionally, her skin becoming cold and moist. Her immediate kin became very much alarmed and sent for the family physician, who failed to effect a satisfactory cure. Time went on and new attacks came, and with them the fear of death. A similar case had been treated by me successfully, and this family had heard of it; in consequence, I was thought of and consulted. I made a very careful and painstaking examination, and found the area of dullness much increased, the muscle weakened by infiltration of fatty tissue. The prognosis seemed grave to me, and I hinted at this to her sister, emphasizing the importance of strict attention to every detail of treatment proposed. I looked to Phytoline in this case as the remedy calculated to effect a cure, if such were possible. I aimed to get her under the influence of the remedy as rapidly as possible, and so pre-



scribed ten-drop doses, four times daily, to be taken in a little sweetened water. I found it necessary to encourage her a good deal, as the expected result was not attained as rapidly as she had looked for. After taking the remedy for several weeks, a putting away of 12 pounds was recorded, with some benefit generally. Her pulse was becoming stronger and her breathing freer as treatment went on. It took, in all, four months to bring her weight to 170 pounds and to restore her to a normal state of health, and had it not been for Phytoline I am certain the case would have terminated fatally. You have a safe and reliable remedy."

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### Always Reduces from 5 to 15 Pounds per Month.

Dr. WOESTMAN  
reports as  
follows:

“THE following case comes in compliance with my promise to you as to the outcome of treatment in my patient afflicted with obesity, complicated by rheumatism: At beginning of treatment this patient weighed 247 pounds. When I say that she only measured 5 feet 8 inches in her stocking feet, you can readily understand that, from an artistic standpoint, she lacked just enough symmetry of form to put her in the beauty class. For several winters past she suffered from muscular rheumatism, and was then an object of pity—fat, suffering and helpless. She had some shortness of breath and, like most women, an aversion to water, and a regularly constipated bowel. She consumed three bottles of Phytoline in all, and is now reduced to 168 pounds and good to look upon. Her dresses require making-over. Her good temper is restored, as is the peristaltic action of the colon, etc. Her breathing is regular. Does Phytoline act as a laxative as well as an antifat? It seemed so to me in this case. She had no rheumatic attacks this winter, and I have come to the conclusion that Phytoline has marked

eliminative properties. I shall certainly use your preparation to the exclusion of all others in similar cases, and am confident I shall never have occasion to chronicle a failure with it."



## **DIETARY, DOSE, ETC.** **W**HILE Phytoline,

*per se*, is capable of eliminating all excess fat and relieving associated abnormal conditions, it is often advisable on the part of the physician to institute mild dietary regulations. All farinaceous foods, including fresh bread, pastry and potatoes, fat and saccharine foods should be avoided. Let the diet consist of lean meat and fish, peas, cabbage, turnips and other vegetables; acidulous fruits and light wines without water are permissible. Suggest systematic exercise and administer an occasional laxative to stimulate the excretory organs. Exhibit Phytoline in ten-drop doses, one-half hour before and one-half hour after meals, in warm water if agreeable. It may take several bottles in some cases to gain complete control of the system, but if persevered in will safely and permanently reduce the avoirdupois, no matter how obstinate or how great, to normal.

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Phytoline is advertised to the medical profession exclusively, and can be obtained from any retail druggist, or sent direct, postpaid, on receipt of the wholesale price, \$1.00, and ten cents for postage. Dispensed in original two-ounce bottles (sufficient for several weeks' treatment) only; never in tablet or bulk form.

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For further clinical reports and literature, address

**WALKER PHARMACAL COMPANY, St. Louis, Mo., U. S. A.**

