new to the field of perinatal drug dependence by including transcriptions of the discussions that followed each paper's presentation. The discussions bring to light the marked disagreements between different groups of investigators over such major issues as heroin's effect on chromosomal aberrations, the drugs to be used for treating drug dependent neonates and the incidence of physical abuse of children by drug dependent parents. The inclusion of the discussions does not, however, make up for the fact that a number of the papers suffer from a lack of critical editing. It is disturbing that at the time of the conference in 1974 there are authors who do not distinguish between premature and small-for-gestational age infants.

Parts of this volume may be of interest to those workers concerned with fetal and neonatal pharmacology and with neonatal drug dependence. The publication of the proceedings of this conference in book form will make the papers more widely accessible than in their original journal form. This volume is not, however, a definitive treatise on the subject of neonatal drug dependence.

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This lavishly illustrated book documents the era of the "medicine show" in all its perverse but entertaining glory. The text gives an exhaustive description of vaudeville techniques and crafty sloganism devised by roving rip-off artists of the 18th and 19th centuries. We learn about the exploits of Nevada Ned and Texas Charley Bigelow, who conducted extravagant medicine shows, all in the name of products as worthless as Dr. Williams' Pink Pills for Pale People, Indian Ka-Ton-Ka Cureall, or Kickapoo Sagwa Oil.

The book has an air of whimsy and takes a fond, theatrical interest in age-old sales tactics. However, one may very easily be offended by its sympathetic view of quackery and reverence for unscrupulous "pitchmen." The ignorance and gullibility of early medicine buyers is viewed as a delightful benefit for talented charlatans; in reality, rampant disease forced these poor country folk to resort to hokey products in desperation. The tantalizing showmen merely raised false hopes; it is not unlikely that the fake cures endangered health even more, depending on the proportion of bizarre extracts, oils, and of course, alcohol. The placebo effect would be, at best, the only redeeming value of such concoctions.

Unfortunately, little critical insight into the true nature of the times can be gained from this book. The graphics are superb, and coffee-table display might recommend it. However, unless one is primarily interested in historical trivia and the theatrical strategies of clever salesmen, this book is not of scholarly interest.

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In 1976, Doubleday bought paperback publisher Dell Publishing.[12] In 1980, the company bought the New York Mets baseball team. [10] The Mets defeated the Boston Red Sox to win the World Series in 1986 in a 7-game contest. By 1985, Doubleday & Company was seeing a decline in sales from 1980 and hired James R. McLaughlin, the head of Dell Publishing, a Doubleday subsidiary, to streamline and downsize. McLaughlin went on to succeed Doubleday in as President and CEO, with Doubleday becoming Chairman of the Board. [13][14]. Garden City Publishing Co., originally established as a separate firm by Nelson Doubleday, Garden City's books were primarily reprints of books first offered by Doubleday, printed from the original plates but on less expensive paper. See more of Oakland University William Beaumont School of Medicine on Facebook. Log In. or. Create New Account. See more of Oakland University William Beaumont School of Medicine on Facebook. Log In. Forgotten account? or. Join us in welcoming Steve Collard to Oakland University William Beaumont School of Medicine, where he is the school's new vice dean for Business and Administration. Collard, CMA, has held various leadership positions in finance with Beaumont Health in the last 33 years. Learn more at tinyurl.com/collardouwb. Longtime Beaumont exec joins leadership team at Oakland University William Beaumont School of Medicine. oakland.edu. Longtime Beaumont exec joins leadership team at Oakland University William Beaumont School of Medicine.