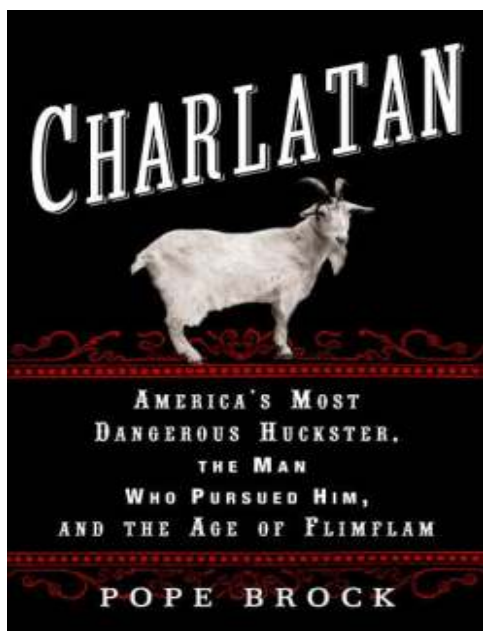


SIMULTANEOUS RELEASE



Read by Johnny Heller

Category: History

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Pope Brock is the author of *Indiana Gothic*, the story of the murder of his great-grandfather. A former staff writer at *GQ*, Pope has written for *Rolling Stone*, *Esquire*, *Life*, *Talk*, and the *Sunday Times*. He lives in upstate New York.

Johnny Heller has been named one of the Top Fifty Voices of the Twentieth Century by *AudioFile* magazine. In 2005, he received the highest award the industry offers—the Audie—for his narration of *The Happiest Toddler on the Block*. His other audiobooks include the *New York Times* bestseller *Amazing Grace* by Eric Metaxas, *Dragon Sea* by Frank Pope, and *My Lobotomy* by Howard Dully and Charles Fleming.



FOR MORE INFORMATION

Toll Free 877.782.6867  
Fax 888.782.7821  
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Tantor Media, Inc.  
2 Business Park Road  
Old Saybrook, CT 06475

POPE BROCK

## CHARLATAN

America's Most Dangerous Huckster, the Man Who Pursued Him, and the Age of Flimflam

Witness the rise and fall of the greatest medical con man of all time in this enormously entertaining story of how a fraudulent surgeon made a fortune by inserting goats' testes into impotent American men.

In 1917, having no medical training aside from years of selling worthless patent cures, "Doctor" John Brinkley opened a medical practice in the tiny town of Milford, Kansas. Fifteen years later, he became America's most famous surgeon, having pioneered an outlandish and highly dangerous method for restoring male virility.

It's pure flimflam, of course, but this is the Age of Flimflam, when toxic snake-oil tonics sell under hundreds of brand names and traveling minstrel shows hawk bizarre machines that supposedly cure everything from cancer to the common cold.

Chicago firebrand intellectual Morris Fishbein, editor of a little-read publication called the *Journal of the American Medical Association*, soon made it his life's mission to bring Brinkley down.

Assisted by such luminaries as H. L. Mencken and Sinclair Lewis, Fishbein launched offensive after offensive. Yet each time Fishbein closed a door, Brinkley opened a window, eventually becoming America's most popular broadcaster so that he could plug his services on the radio. While murdering dozens of patients, he ran for governor of Kansas and nearly won. Finally, his decades-long cat-and-mouse game with Fishbein culminated in a spellbinding trial.

### KEY POINTS/MARKETING

- National publicity
- National and regional NPR campaign
- Author interviews and events out of upstate New York

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