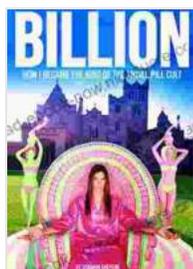


# How a Charismatic Doctor Became the King of the Thrill Pill Cult

## The Rise of Dr. John Brinkley

Dr. John Brinkley was born in 1885 in North Carolina. He was a charismatic and ambitious man, and he quickly rose through the ranks of the medical profession. In 1917, he opened a clinic in Milford, Kansas, where he began to experiment with a new surgery that he claimed could cure impotence. He called this surgery the "goat gland transplant."

Brinkley's goat gland transplant was a controversial procedure, but it quickly became popular. Men from all over the country flocked to Milford to have the surgery. Brinkley claimed that the goat gland transplant could restore sexual vigor, increase fertility, and even cure baldness.



## Billion: How I Became King Of The Thrill Pill Cult

by Anne de Courcy

★★★★☆ 4.9 out of 5

Language : English  
File size : 15745 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 355 pages



Brinkley's success was due in part to his charismatic personality and his ability to market his surgery. He was a master of self-promotion, and he

used radio and newspapers to spread the word about his goat gland transplant. He also offered a money-back guarantee, which made his surgery even more appealing to potential patients.

## **The Thrill Pill Cult**

In the early 1930s, Brinkley began to sell a new product called the "Thrill Pill." The Thrill Pill was a mixture of vitamins, hormones, and other ingredients, and Brinkley claimed that it could cure a wide range of ailments, including impotence, fatigue, and depression.

The Thrill Pill quickly became a bestseller, and Brinkley's followers began to call themselves the "Thrill Pill Cult." Brinkley's followers were a diverse group of people, but they were all united by their belief in Brinkley and his Thrill Pill.

Brinkley's Thrill Pill Cult was a controversial phenomenon. Critics accused Brinkley of quackery and medical fraud, and they claimed that the Thrill Pill was dangerous and ineffective. However, Brinkley's followers defended him, and they claimed that the Thrill Pill had changed their lives.

## **The Fall of Dr. John Brinkley**

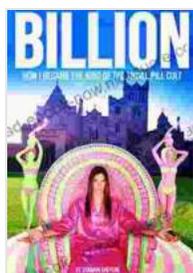
In 1939, the American Medical Association (AMA) filed a complaint against Brinkley with the Federal Trade Commission (FTC). The FTC investigated Brinkley's claims, and they found that they were false and misleading. In 1941, the FTC ordered Brinkley to stop selling the Thrill Pill.

Brinkley's conviction was a major blow to his cult, but he continued to practice medicine for several more years. However, his reputation was tarnished, and he never regained his former popularity.

Dr. John Brinkley died in 1942 at the age of 57. He was a controversial figure, but he was also a successful doctor and businessman. His story is a reminder of the dangers of quackery and medical fraud.

The rise and fall of Dr. John Brinkley is a fascinating story that has been told many times. It is a story of charisma, ambition, and greed. It is also a story of the power of the media and the importance of critical thinking.

Brinkley's story is a cautionary tale for anyone who is tempted to believe in too-good-to-be-true medical claims. It is also a reminder that there is no substitute for good medical care.



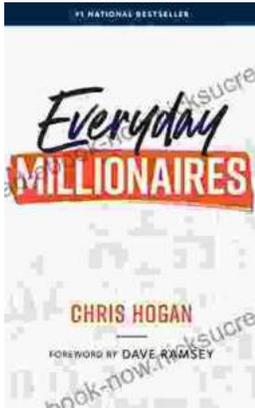
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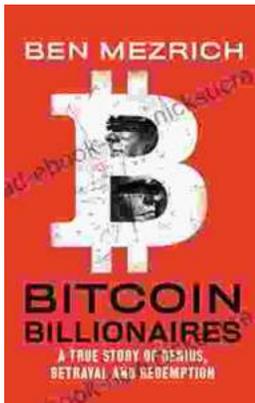
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