

What the Patients and Officers

Reidsville, N. C., Aug. 3, 1906.

The Observer,
Charlotte, N. C.

Gentlemen: Friday night, July 27th, we wired The Columbia State to interview our Columbia patients who recently took our treatment, and the chief of police and recorder, and print in a page advertisement what they now thought of the treatment. We are enclosing you the page as it appeared in The State of July 29th and desire you to reproduce same verbatim in your issue of Sunday, Aug. 5th.

Please follow the style and make-up of the advertisement as much as possible. And add in the advertisement the enclosed letter from The State Company.

Yours sincerely,
M'KANNA THREE-DAY LIQUOR CURE CO.

Say Now

Columbia, S. C., July 28, 1906.

Dr. J. J. McKanna,
Reidsville, N. C.

Dear Sir: We received your telegram late Friday to interview the five men treated by you and get up page ad for Sunday. We did the best we could in the limited time allowed us. The men of this kind are hard to find, as we do not know where most of them live or work. We succeeded in finding two of them, and published what they had to say, as well as interviews with the chief of police and recorder. One of the men is out of the city, so we are told at his home, one lives across the river from here, and the other we were not able to find on Saturday. We think that we made a very nice ad of the matter and hope it was satisfactory to you.

Yours very truly,
THE STATE CO.

The Wonderful Work of the McKanna 3-Day Liquor Cure

Such of Dr. McKanna's Columbia patients as could be found yesterday and the Chief of Police and the Recorder were asked what they had to say of the treatment, now that some time has elapsed since the patients were discharged. Here is what they say:

WHAT DR. STANLEY HAS TO SAY:

In talking about the treatment, Dr. C. C. Stanley, Recorder, said:
"As far as the treatment itself is concerned, from what I can learn, it must be wonderful. To come right down to facts about the men treated here a week or two ago, I can only say that none of them have been before my court and upon inquiry, I understand that they are doing all right. If they will keep up as well as they have for the last 10 days, the cure is a blessing to the country."

To the Public:

I wish to state my firm belief in the good of the McKanna Three-Day Liquor Treatment. It has been a week since I finished those three days of treatment and I have neither taken a drink nor have I had the least desire to take one. I am glad to be able to say a good word for this treatment. It has done a great good for me and I believe it will prove a benefit to every man who will take it.

I can now smoke my pipe and enjoy every puff, while it used to be that I would be left too nervous to do anything after taking a smoke.

I am working steadily now and I believe I will continue to stay on the level road.

Yours truly,

LOUIS PLATE, JR.

Columbia, S. C., July 28, 1906.

Mr. F. F. Melton, one of the patients recently treated here by Dr. McKanna, was asked for a statement of the effect of the treatment. He said: "You may say that I am all right. I not only have not drunk any liquor since the treatment was given, but I do not want it. I do not even think about it—never have the slightest desire, even for a bottle of beer, and am sure that I shall never drink again. I can heartily recommend the treatment to anyone who wishes to stop drinking. If a man doesn't wish to stop, of course nothing will make him do it."

CHIEF OWEN DALY INTERESTED

Chief Daly says:

"As far as I know the men have kept straight. Up to a few days ago I kept in touch with them from time to time just to see how these men would stand it, and I must say that it pleased me greatly to note that they were all right. In the last few days I have not been able to hear from all of them. I do know that two of them have good, steady jobs and they are sticking to the work fair and square. I know one thing, none of the men treated have been reported to us here at headquarters. They must be all right."

RESIDENT PHYSICIAN

MALE AND FEMALE ATTENDANTS

THE M'KANNA 3-DAY LIQUOR CURE CO.

Reidsville, North Carolina

Phone 184.

No Dangerous Hypodermics in Our Treatment

Phone 184.