

# The Story Behind the Whisky Label



Murder, Lust, Misery and Death lurk behind the gaudy label on the Whisky Bottle. Every crime in the calendar—every human atrocity, every form of misery, disease, horror and despair is masked by the alluring trade-mark of the Bottled fury. The Drinking Man cheats himself, saying "the label tells me this is good whisky," but when the paper mask is torn away his own mask falls, and he is hustled to prison to let iron bars quench his thirst and confinement cure his diseased body.

## THE MCKANNA CURE

Does not treat the Drinking Man as a criminal. It is inhuman to punish a victim of disease, and it is barbarous to try and cool his fever with texts. The Liquor Habit is certainly a disease, the chief symptom of which is the Craving for Drink, and it requires scientific, rational, human treatment. Dr. McKanna's method not only speedily and easily antagonizes the "habit"—the craving for Alcohol—but by virtue of its perfection restores the disordered physical and mental functions to their normal condition. His method is recognized by men of science everywhere as the Only Treatment for the Liquor Habit that is absolutely safe and permanent. Within fourteen years he has cured 20,000 Drinking Men, who are now sober, respected members of Society, ready and willing at all times to praise the great Cure that saved themselves and their families from ruin and disease.

It is the Only 3-Day Cure for Alcoholism that is safe, speedy and permanent. It has never failed to cure any victim of the Drink Habit, no matter how serious his condition.

The McKanna 3-Day Liquor Cure is different entirely to the many other so-called cures. We administer a treatment that does not disturb the patients mind. The patient is perfectly rational at all times. We do not use the dangerous hypodermic, but our treatment builds up the system so that he can resist and do without stimulants

Be Careful---The Liquor Habit is Bad---But Some So Called Liquor Cures Are Worse

## The McKanna Three-Day Liquor Cure Company

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WIRE AHEAD FOR ROOMS