

# McKANNA vs. KEELEY

## Dr. McKanna's Claims of the Superiority of His 3-Day Liquor Treatment Over the Dangerous Hypodermic Method Fully Sustained

I claim that I can kill the desire for liquor in three days, and rehabilitate the patient in from one to four weeks, by tonic treatment. This claim has been questioned by so-called liquor doctors and institutions, in my opinion, for the sole reason, if they cannot keep their patients in their sanitarium for two or three months they would probably lose a large part of their earnings.

I have always claimed that the giving of the proper medicine through the stomach is the only way to effect a cure, and that all other treatments, by hypodermic injection or otherwise, are inefficient.

The following extracts from the evidence in the case of the Leslie E. Keeley Company, of Dwight, Illinois, vs. the Memphis Keeley Institution, et als., No. 1619, in the Circuit Court of Appeals, Sixth District, will show that the Court held, that the said Dwight Company was COMMITTING A FRAUD ON THE PUBLIC.

The Journal of the American Medical Association, of November 30, 1907, December 7, 1907, publishes the following as a part of the proceedings in said suit.

(The reader will bear in mind that this is not my statement, but proceedings of the Court in the hearing of the case, and we have an original brief in our possession which the public can see upon request.)

Frederick R. Hargraves, of Evanston, Illinois, aged 57 years, a traveling salesman, answered questions as follows:

Question. Were you ever connected with the Leslie E. Keeley cure for drunkenness, neurasthenia, opium, tobacco habit, etc?

Answer. Yes, sir.

Q. When were you connected with that institution and where?

A. My first connection with the institution was in 1890 at Dwight, Ill.

Q. What was the nature of that connection?

A. Well, it was the very origin of the business; it was the beginning of the business; its first inception.

Q. Please state how the business originated; about when and all in that connection?

A. Well, that would make quite a statement.

Q. Well, just state how you came to be connected with it, and all about its origin as briefly as possible.

A. Well, that is going back a long time, Mr. Keeley; all I can do is to simply tell it as I remember it. It was in the spring of 1880, if my recollection serves me right, I think it was in the spring of 1880, I was on the lecture platform as a state lecturer in temperance work. When I would return to Dwight, from a trip I always made it a point to call on Dr. Keeley and have a social chat with him, as we were great friends. On one of those occasions I told the doctor about a mutual friend of ours at Cheona, Ill., named Dr. Dodd, a very prominent veterinary surgeon of Chicago. I told Dr. Keeley it was a pity that Dodd had to rusticate in Cheona on account of his drinking; that the pledge did not do him any good, and it was a pity we could not do something in some other way to set him right for good. We then compared notes, and I told Dr. Keeley I only knew of one thing that was recommended as a sure cure for the whisky habit; and he knew of the same thing; and we wondered if it would do any good in this case. We had a general conversation at that time on the subject. On my return from the next lecture trip, I called on Dr. Keeley again, as usual; he told me he had tried the remedy and had gotten good results from it. I very much doubted this and told him it seemed like a big story, but he said it was easily demonstrated; that he would get Pat Conroy, a well-known saloon-keeper at Dwight, to take the remedy and test it. He said that Pat would take anything he asked him to take, so he fixed up a bottle and gave it to Conroy; and in a few days he lost his desire for liquor, and could not drink any at the end of about a week. He, however, made strong efforts, and one Sunday got a drink of whisky and got gloriously drunk and would not take any more medicine. The test, however, was sufficient for me, and that was the origin of the cure business.

Q. Did you and Mr. Campbell attempt to advertise or introduce this remedy?

A. Yes; the first thing we decided to do was to exploit it at Bloomington. At that time Keeley had his office in the rear of Seymour's drug store. Campbell and I went down to Bloomington and rented a room in the Ashley hotel, and began to advertise for pa-

tients; and made an attempt to put the cure on the market there; and I think we were gone a month altogether; and in the meantime Keeley had decided to cut loose and go into business in full shape; and so he rented the old printing office on West street, which we used as office of the cure.

Q. Well, what were the results at Bloomington?

A. We had a rather bad experience at Bloomington. We found it difficult to get people to take the remedy. It was a new thing, you understand; and people were skeptical; and we found it very hard work to persuade anyone to try it. We did get one patient, however, a man called Dalliba, a sewing-machine agent. I remember the name, because it was the only one we had there.

Q. Well, how did you treat him, and what was the result?

A. Well, we gave him the tonic remedy and were trying gold pills. We did not know anything about gold or what effect it would have especially, and were only experimenting. We had not given it to Conroy or Campbell. We had simply given the tonic preparation Keeley and I had first decided on; BUT I WILL EXPLAIN THAT WE REALIZED THAT THAT WAS ONLY A SOBERING-UP PROCESS ANYWAY, AND THAT WE MUST HAVE SOMETHING BETTER THAN THAT AS A SPECIFIC FOR THE LIQUOR HABIT; THAT IS HOW WE CAME TO TRY GOLD.

Q. Well, how did you try it; and in what form?

A. Well, we gave it to the patient in pill form; and came near killing the poor fellow. We had a bad time with him. Keeley had to come down two or three times; and we finally had to stop it. At one time Keeley sent gold powders in place of the gold pills.

Q. Well, what was the kind of gold you used on this patient?

A. Chloride of gold and sodium.

Q. Well, what did you do then?

A. I returned to Dwight and found Keeley in the old printing office; and we then decided to advertise and try to make something out of the remedy if we could. We then decided to get out a circular after a good deal of discussion. It sounds almost amusing at this stage of the game to say we had a lengthy discussion as to whether or not we should spend \$23 on the circular. Finally Keeley said: "Let her go." So we got out our first circular; and then to the best of my recollection, we called the firm name "Leslie E. Keeley, M. D." When Keeley finally decided to go into the business fully he wanted everything in his own name. He took the position that as he was surgeon of the Chicago and Alton Railroad and formerly surgeon of the United States Army, it would give more tone and prestige to the business if his name was used and those titles given; and furthermore, he was the only doctor in the party; and so we decided to call the firm name "Leslie E. Keeley, M. D." At that time the only parties in the concern were Keeley, Hargraves and Campbell.

Q. Well, did you take on anybody else as a partner?

A. Yes, sir; when Keeley had his office in the rear of Seymour's drug store, Seymour had a "summer clerk," John R. Oughton; and just about the time we began this thing Seymour got through with Oughton; and he was about to return to Chicago to look for another job. Keeley got the idea that Oughton might be useful to us in some way; possibly in the laboratory; and so Keeley persuaded Oughton to remain in Dwight, he (Keeley) agreeing to pay Oughton's board until we could find out whether the business was going to amount to anything or not. At that time Oughton was courted by Miss Annie Murray, a niece of Father Halpin, the Catholic priest. So he was quite willing to stay on a few weeks longer in Dwight, naturally. After a while we thought it would be necessary to have Oughton to take an interest in the business, so that he would not disclose anything connected with the remedy or the business to outsiders; but, as Oughton had no money, Keeley persuaded Father Halpin to let Annie Murray put \$500 into the business in Oughton's name, so as to give him an interest in the business. Annie Murray did so; and the money came in very handy, by the way.

Q. Well, who came in next?

A. After a while we needed more money. At that time Keeley was putting up the money—not much—but what there was he put it up. He used to say to people that he furnished the money, and "our Fred," meaning me, "furnishes the brains." But Keeley hadn't much money at all. So it be-

came necessary to get money outside. So we looked around and Keeley persuaded Father Halpin to put in \$500.

Q. When did you sever your connection with the copartnership, if it has been severed?

A. I think it was in 1886.

Q. What was the remedy called at that time?

A. It was always called the Double Chloride of Gold Cure.

Q. Why was it called the Double Chloride of Gold Cure?

A. Well, as I said a little while ago, we intended to use gold when we started out; and we did make a break at it; and it was an awful good name; and Keeley hated to part with the name.

Q. As a matter of fact, did you use any more gold after your experience with the sewing-machine agent?

A. No, sir; we hit on another remedy that did all we ever expected the gold to do; and it was a far more valuable specific for drunkenness than gold; and we used that in place of gold. Keeley has often said to me: "What a lucky thing we happened to hit on that drug," as it saved further experiments and was not dangerous.

Q. Was there any gold or sodium in this remedy?

A. Oh, no; manufactured for the purpose.

Q. Do you know General Willoughby?

A. I know Willoughby.

Q. Did you have a testimonial from him?

A. No; I think that was later in the game.

Q. How did he sign his name?

A. A. P. Willoughby.

Q. How was he advertised?

A. Why, Willoughby came down there and wanted to get control of several states. We agreed to let him have some money if he would buy so much medicine and so many pamphlets. We had the pamphlets printed at Dwight.

Q. His testimonials were signed Gen. A. P. Willoughby?

A. That was on the backs of the pamphlets—his name and address—it was only one of Keeley's freaks—that was all.

Q. Why was he called general?

A. Oh, that was simply this way: When I came to make out the copy for that address on the back of the pamphlet, I put it down A. P. Willoughby. Keeley said, "Gen. A. P. Willoughby."

"He wasn't a general," I said. Keeley said, "Yes, he is 'General Agent;'" and

and we afterward printed it and gave it away as an advertisement, purporting to be written by Leslie E. Keeley, M. D., but he never wrote a word of it that I knew of.

Q. Well, when you first began treating patients at Dwight, did you treat at Dwight or away from there?

A. They were treated by correspondence, entirely so.

Q. How was that managed?

A. Why, at first we simply sold it as a "patent medicine," you know. That was all we ever expected to do at that time, but after a while I got up a series of treatment blanks; and when we shipped a package of the "remedy" to a man, I would have sent to him so many blanks and so many self-addressed envelopes of the firm; and would ask him to send us a blank filled out covering every two days of the treatment. It was a very pretty plan.

Q. Did you submit these blanks to Dr. Keeley?

A. Oh, no; simply handled them myself, and when through with them fled away. I never consulted Keeley except in a few important cases.

Q. Well, when did you begin treating them at Dwight?

A. (I should say in addition to that last question that I wrote the directions for taking the liquor cure, and was perfectly familiar with the formula and all details of the business.) Well, we had been in business some few years—cannot say exactly without referring to records—it was four years probably—and found quite a number of cases did not get cured by the home treatment—nothing surprising in that; and so we hit on a plan of getting patients to come to Dwight; and we would write and tell a man that there were peculiarities about his case which were not amenable to home treatment, and that if he would come on to Dwight and put himself under the personal care of Dr. Keeley, we would give his case the attention it needed. That was the origin of the "institute treatment." I think we charged them about \$10 a week, or such a mat-

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Q. Was the medicine internal at that time?

A. Yes, sir.

Q. What did you charge for the home treatment?

A. \$5 a pair for the liquor cure; \$10 for the opium; \$5 for the tobacco; \$5 for the neurasthenia, which last afterward raised to \$8, because we thought a man would give \$8 for it just as quick as he would give \$5.

Q. WHEN DID THE HYPODERMIC INJECTION ORIGINATE, HOW AND WHY?

A. THAT IS VERY SIMPLE; AFTER A FEW PATIENTS CAME FOR TREATMENT, WE FOUND IT VERY DIFFICULT TO HOLD THEM—AS DWIGHT WAS A LITTLE MUDDY, OUT-OF-THE-WAY VILLAGE OF 1,800 INHABITANTS, WITH NO ATTRACTIONS, NOTHING TO DO OR SEE AND NOWHERE TO GO; AND A CITY MAN WOULD GET TIRED OUT IN TWO OR THREE DAYS AND WANT TO GO HOME; AND WE TRIED GIVING THEM WALKS, HAVING THEM WALK UP TO THE FIRST CROSSING OF THE RAILROAD AND BACK, AND FINALLY KEELEY THOUGHT OF THE IDEA OF GIVING THEM A SPECIFIC OBJECT TO ENGAGE THEIR ATTENTION SEVERAL TIMES A DAY, AND HE DECIDED TO GIVE THE HYPODERMIC INJECTION FOUR TIMES A DAY, AND MADE IT OBLIGATORY ON THE PATIENTS TO REPORT FOUR TIMES A DAY FOR THE PURPOSE OF TAKING HYPODERMIC INJECTIONS, SO AS TO CREATE AN IMPRESSION OF THE IMPORTANCE OF THIS TREATMENT ON THEM.

Q. WHAT WAS THE NATURE OF THE HYPODERMIC INJECTION?

A. IT WAS SIMPLY IN THE NATURE OF A PLACEBO AND HAD NO MEDICAL EFFECT, AND WAS NOT INTENDED TO HAVE ANY MEDICAL EFFECT. IT AFTERWARDS DEVELOPED, HOWEVER, THAT IT WAS ADVISABLE TO USE A MEDICATED FORM OF INJECTION.

Q. WHAT IS A PLACEBO?

A. OH, DID I USE A LATIN WORD? PLACEBO—IT MEANS TO SATISFY.

Q. WHAT COMPOSED THE HYPODERMIC INJECTION FIRST?

A. OH, NOTHING PARTICULARLY; DISTILLED WATER, PERHAPS.

Q. WHAT COMPOSED THE HYPODERMIC INJECTIONS AFTERWARD?

A. AFTERWARD WE USED DIFFERENT FORMS OF MEDICATION; AND I REMEMBER ONE PARTICULAR CASE WHERE A MAN HAD BEEN TAKING INJECTIONS FOR SEVERAL DAYS AND HAD NOT SEEN ANY DIFFERENCE AS TO THEIR EFFECTS AND HIS CONDITION; AND HE FINALLY COMPLAINED TO KEELEY THAT THE INJECTIONS WERE NO GOOD, AND HE DIDN'T BELIEVE IN THEM. SO THE NEXT DAY KEELEY GAVE HIM AN INJECTION WITH SOMETHING IN IT, AND THE MAN DIDN'T HAVE IT MORE THAN A MINUTE OR TWO BEFORE HE FELT IT, AND SAID: "MY GOD, KEELEY, WHAT HAVE YOU GIVEN ME!" KEELEY REPLIED: "I WANT YOU TO UNDERSTAND THAT THIS IS A CUMULATIVE REMEDY. YOU SAID YOU HADN'T FELT IT, BUT NOW YOU FEEL IT, DO YOU?"

Q. WHAT WAS THE NATURE OF THE INJECTION HE GAVE HIM AT THAT TIME?

A. WELL, I SHALL DECLINE TO ANSWER THAT QUESTION, MR. KELLY.

Q. WAS IT GOLD?

A. NO, IT WAS NOT GOLD; I WILL STATE THAT MUCH.

Q. BUT IT WAS AN INJECTION THAT HE WOULD FEEL IMMEDIATELY?

A. OH, YES.

Q. WHAT SENSATION DID THE MAN COMPLAIN OF AFTER HE HAD TAKEN THE INJECTION YOU HAVE JUST SPOKEN OF?

A. WHY, I DO NOT REMEMBER JUST EXACTLY; IT MADE HIM KIND OF DIZZY, AND HE FELT THAT HE HAD GOTTEN SOMETHING IN HIM.

Q. Did they give patients in the injection morphine or atropin?

A. Oh, yes; they always gave morphine to morphine patients.

Q. Did they give atropin to whisky patients?

A. I decline to answer that.

Q. Did you give any morphine injections to the whisky patients to produce sleep or rest?

A. I do not think we did. If we did, it was a very rare occurrence.

Q. When did this firm begin the cure of the opium habit, and how did that come about?

A. Well, you see, I cannot remember the date. It was a few months after beginning the liquor cure that we came to the conclusion, Keeley and I, that there were not enough people that wanted to be cured of the liquor habit to make it a profitable business. You see, we were having a hard time to make it go then, and we decided it would be a good idea to add an opium cure. We knew there were two or three opium cures in the country making money, and so we decided to add the opium cure. The only trouble about it was neither of us knew anything about it. At that time Keeley was continuing his private practice, which was absolutely necessary in order to make as much money as he could, as the business wasn't making any. And so I went to work, and collected all the literature I could find bearing on the subject, and made a careful and exhaustive study of the opium and morphine habits. Every night Keeley and I would get together in the office and I would go over my researches with him. Sometimes I would drive out in the country with him when he went to see his patients, so that we could talk it over. And after we had gotten something like a definite knowledge of the opium and morphine habit, the question was what we should use first as an antidote. We experimented with a great many drugs before we finally got a mixture we thought would be of any use as a cure for the morphine habit, but even after we got to using it, it was all experimental for quite a long time, and we kept changing it from time to time.

Q. Was there any gold in that preparation—salts of gold—chloride of gold—double chloride of gold and sodium in that preparation?

A. Oh, no; nothing of the kind. There were none of those things in the preparation. Double chloride of gold is simply a technical name. It simply means the two chlorides of gold and sodium.

Q. That was called the gold cure, too, wasn't it?

A. Oh, yes; everything was the gold cure.

Q. Well, now, when did you go to work on the tobacco remedy?

A. Why, he wanted to make business, and so we got up a tobacco cure.

Q. Was there any gold at all in that treatment?

A. Oh, no; not to my knowledge.

Q. When did they take up the neurasthenia cure?

A. It was all along within two or three months, that we decided to put the cure for neurasthenia on the market. I wrote the literature for that. I also designed the name "Neurotine." I coined the name.

Q. Was there any gold of any kind in that?

A. No, sir.

Q. Who manufactured the medicine?

A. Oughton did the actual manufacturing.

Q. Who superintended the manufacture of the medicine?

A. Keeley.

Q. Did you have anything to do with the manufacture of the remedy?

A. Not specifically.

Q. You knew the formulas of all the remedies?

A. Oh, yes.

Q. Was there any alcohol in the tonic manufacture?

A. Oh, yes.

Q. What per cent?</