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

MCKANNA VS. KEELEY

liquor in three days, and rehabilitate the cure on the market there; and 1 we looked around and Keeley persuaded purpose. the patient in from one to four weeks, think we were gone a month altogether; Father Halpin to put in \$300. by tonic treatment. This claim has and in the meantime Keeley had decided Q. When did you sever your conbeen questioned by socalled liquor to cut loose and go into business in full nection with the copartnership, if it doctors and institutions, in my opinion. shape; and so he rented the old printing has been severed ? for the sole reason, if they cannot keep office on West street, which we used as their patients in their sanitarium for sting office of the cure.

for two or three months they would Q. Well, what were the results at probably lose a large part of their earn | Bloomington ? ings.

ing of the proper medicine through to get people to take the remedy. It Chloride of Gold Cure? the stomach is the only way to effect was a new thing, you understand; and a cure, and that all other treatments, people were skeptical; and we found it by hyperdomic 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 COMMIT-TING A FRAUD ON THE PUBLIC.

The Journal of the American Medi-December 7, 1907, publishes the follow- Keeley and I had first decided on; BUT ments and was not dangerous. ing 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 SPECIFIC FOR THE LIQUOR HABIT; our possession which the public can see THAT IS HOW WE CAME TO TRY upou 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 gold cure tobacco habit, etc? Answer. Yes, sir.

that institution and where? A My first connection with the

stitution was in 1890 at Dwight, Ill. Q. What was the nature of that connection ?

A. Well, it was the very origin of

that time? A. We had a rather bad experience

I have always claimed that the giv. at Bloomington. We found it difficult very hard work to persuade anyone to try it. We did get one patient, however, and it was an awful good name; and

agent. I remember the name, because it was the only one we had there. Q. Well, how did you treat him, and with the sewing-machine agent? what was the result?

did not know anything about gold or uable specific for drunkenness than

IZED THAT THAT WAS ONLY A this remedy?

SOBERING-UP PROCESS ANY WAY, AND THAT WE MUST HAVE SOME THING BETTER THAN THAT AS A

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

A. Well, we gave it to the natient in pill form; and came near killing the poor fellow. We had a bad time with for drunkenness, neurasthenia, opium, him, Keeley had to come down two or three times; and we finally had to stop it. At one time Keeley sent gold Q. When were you connected with powders in place of the gold pills. Q. Well, what was the kind of gold you used on this patient? A. (hloride 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 discus-

sion. 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

A. I think it was in 1886. Q. What was the remedy called at

A. It was always called the Double

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

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; a man called Dalliba, a sewing-machine Keeley hated to part with the name. Q. As a matter of fact, did you use

any more gold after your experience A. P. Willoughby?

A. No, sir; we hit on another rem-A. Well, we gave him the tonic edy that did all we ever expected the remedy and were trying gold pills. We gold to do; and it was a far more val-

what effect it would have especially, and gold; and we used that in place of gold. were only experimenting. We had not Keeley has often said to me: "What given it to Conafry or Campbell. We a lucky thing we happened to hit on eal Association, of November 30, 1907, had simply given the tonic preparation that drug," as it saved further experi- phlet, I put it down A. P. Willoughby. shortly afterward Keeley made up his OF THE RAILROAD AND BACK, AND

I WILL EXPLAIN THAT WE REAL- Q. Was there any gold or sodium in

in business a few months.

Q. Do you know General Willoughby ? A. I know Willoughby.

Q. Did you have a testimonial from him ?

A. No; I think that the game. Q. How did he sign his name?

A. A. P. Willoughby.

Q. How was he advertised ?

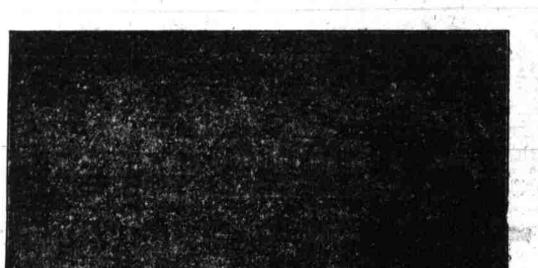
there and wanted to get control of sev- sure if I have it yet or not. eral states. We agreed to let him have so many states if he would buy so much Morphine Eater, or From Bondage to medicine and so many pamphlets. We Freedom," supposed to have been writhad the pamphlets printed at Dwight. Q. 'His testimonials were signed Gen.

A. That was on the backs of the written by E. N. Lewis, who was then pamphlets-his name and address-it a patient at Dwight. The rest of the was only one of Keeley's freaks-that book I wrote myself. At first it was

was all Q. Why was he called general? A. Oh, that was simply this way: nership to put it on the market, Lewis that address on the back of the pam- mer the printing. We published it, and WALK UP TO THE FIRST CROSSING

"He wasn't a general," I said. Keeley the firm to use as an advertisement; and IDEA OF GIVING THEM A SPECIFIC said, "Yes, he is 'General Agent;' and so the Keeley firm bought the copyright, OBJECT TO ENGAGE THEIR ATTEN-

to it?



I claim that I can kill the desire for | tients; and made an attempt to put | came necessary to get money outside. So | A. Oh, no; manufactured for the | Q. Was the medicine internal at that | A. Well, you see, I cannot remember time?

A. Oh, certainly; the reason we got A. Yes, sir. Curtis to write it was: We did not Q. What did you charge for the home know enough about it to write a statetreatment? ment at that time; and Curtis was a

bright fellow, and afterward a professor for the opium; \$5 for the tobacco; \$5 in the College of Physicians and Surfor the neurasthenia, which last aftergeons, at Chicago. Cuptis was under ward raised to \$8, because we thought some obligation to Keeley, and so Keea man would give \$8 for it just as quick ley applied to him, and he wrote the as he would give \$5. "Eathology." I retained the original

Q. WHEN DID THE HYPODER-A. Why, Willoughby came down copy for a number of years. I am not MIC INJECTION ORIGINATE, HOW AND WHY! Q. Who wrote the work styled "The

ten by Dr. Leslie E. Keelev? A. The chapters on "The Morphine

Eater's Sensations, Feelings," etc., were intended as a literary venture; and Lew-MAN WOULD GET TIRED OUT IN is and C. L. Palmer and I formed a part-When I came to make out the copy for and I doing the literary work and Pal- ING THEM WALKS, HAVING THEM

Keeley said, "Gen. A. P. Willoughby." mind that it would be a good thing for FINALLY KEELEY THOUGHT OF THE

to the conclusion, Keeley and I, that there were not enough people that wanted to be cure of the liquor habit to make A. \$9 a pair for the liquor cure; \$10 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 A. THAT IS VERY SIMPLE: AF was continuing his private practice, TER A FEW PATIENTS CAME FOR which was absolutely necessary in order TREATMENT, WE FOUND IT VERY to make as much money as he could, as DIFFICULT TO HOLD THEM, AS the business wasn't making any. And DWIGHT WAS A LITTLE MUDDY. so I went to work, and collected all the OUT-OF-THE-WAY VILLAGE OF 1,800 literature I could find bearing on the INHABITANTS, WITH NO ATTRACsubject, and made a careful and exhaus-TIONS, NOTHING, TO DO OR SEE tive study of the opium and morphine AND NOWHERE TO GO: AND A CITY habits. Every night Keeley and I would

get together in the office and I would TWO OR THREE DAYS AND WANT go over my researches with him. Some-TO GO HOME; AND WE TRIED GIVtimes 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 TION SEVERAL TIMES A DAY, AND experimented with a great many drugs HE DECIDED TO GIVE THE HYPObefore we finally got a mixture we DERMIC INJECTION FOUR TIMES A thought would be of any use as a cure DAY, AND MADE IT OBLIGATORY for the morphine habit, but even after ON THE PATIENTS TO REPORT we got to using it, it was all experimen-FOUR TIMES A DAY FOR THE PURtal for quite a long time, and we kept POSE OF TAKING HYPODERMIC INchanging it from time to time. JECTIONS, SO AS TO CREATE AN Q. Was there any gold in that prep-IMPRESSION OF THE IMPORTANCE

OF THIS TREATMENT ON THEM.

THE HYPODERMIC INJECTION !

TURE OF A PLACEBO AND HAD

NO MEDICAL EFFECT, AND WAS

NOT INTENDED TO HAVE ANY MED-

ICAL EFFECT. IT AFTERWARDS

DEVELOPED, HOWEVER, THAT IT

ICATED FORM OF INJECTION.

aration-salts of gold-chloride of gold -double chloride of gold and sodium in Q. WHAT WAS THE NATURE OF that preparation ? A. Oh, no: nothing of the kind. There A. IT WAS SIMPLY IN THE NA

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,

the date. It was a few months after beginning the liquor cure that we came

WAS ADVISABLE TO USE A MED- WASE't it? A. Oh, yes; everything was the gold BTR.

was the beginn the business; its first inception. O. Please state how the business originated; about when and all in that connectior. 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.

we got out our Srst circular; and then A. Well, that is going back a long to the best of my recollection, we called time, Mr. Keely; all I can do is to the firm name "Leslie E. Keeley, M. D." simply tell it as I remember it. It was When Keeley finally decided to go into in the spring of 1880, if my recollection the business fully he wanted everything serves me right, I think it was in the in his own name. He took the position spring of 1880, I was on the lecture that, as he was surgeon of the Chicago platform as a state lecturer in temperand Alton Railroad and formerly surance work. When I would return to geon of the United States Army, it Dwight, from a trip I always made it would give more tone and prestige to a point to call on Dr. Keeley and have the business if his name was used and a social chat with him, as we were those titles given; and furthermore, he great friends. On one of these occasions of ours at Cheona, 111., named Dr. Dodd, so we decided to call the firm name "Les- after the seming-machine agent incilie E. Keeley, M. D." At that time a very prominent veterinary surgeon of Chicago. I told Dr. Keeley it was a the only parties in the concern were A. I do not think we used gold af pity that Doid had to rusticate in Keeley, Hargraves and Campbell. Q. Well, did you take on anybody and certainly not after we had been Cheona on account of his drinking; that else as a partenr? the pledge did not do him any good, and the pledge did not do nim any groat and R was a pity we could not do something A. Yes, sir: when Keeley had his Q. 1 beneve you and substituted an office in the rear of Seymour's drug continued its use and substituted an good. We then compared notes, and 1 store, Seymour had a "summer clerk," other drug! told Dr. Keeley I only knew of one John R. Oughton; and just about the A. Yes, but I can not remember just thing that was recommended as a sure time we began this thing Seymour got when that was; but it was within a cure for the whisky habit; and he knew through with Oughton; and he was few months of the time we first started of the same thing; and we wondered about to return to Chicago to look for the business. if it would do any good in this case, another job. Kireley got the idea that Q. Why was the name double chlo-We had a general conversation at that Oughton might be useful to us in some ride of gold continued on the bottles. time on the subject. On my return from way; possibly in the laboratory; and labels and advertisements? the next lecture trip, I called on Dr. so Keeley persuaded Oughton to re- A. Well, because Keeley claimed it Keeley again, as usual; he told me he main, in Dwight, he (Keeley) agree- was a very effective name to use-im had tried the remedy and had gotten ing to pay Oughton's board until we pressive-it would impress the people good results from it. I very much could find out whether the business -it was a good thing to use. doubted this and told him it seemed was going to amount to anything or Q. Did the .physicians believe in like a big story, but he said it was not. At that time Oughton was court efficacy of gold at the time-double easily demonstrated; that he would get ing Miss Annie Murray, a niece of Father chloride of gold ? Pat Conafry, a well-known saloon-keeper Halpin, the Catholic priest. So he was A. At that time gold was not used at Dwight, to take the remedy and test quite willing to stay on a few weeks as a medicine to any extent; it has been fact, they had not taken the treatment it. He said that Pat would take any. longer in Dwight, naturally. After a used more since than at any time be- at all? thing he asked him to take, so he fixed while we thought it would be neces- fore. up a bottle and gave it to Conafry; and sary to have Oughton to take an inter- Q. What was the nature of that cirn a few days he lost his desire for est in the business, so that he would cular you got out, and who was its inguor, and could not drink any at the not disclose anything connected with author? and of about a week. He, however, made the remedy or the business to outsid- A. Oh, it was a statement from me strong efforts, and one Sunday got a ers; but, as Oughton had no money, as vice-president of the Illinois State drink to stick and got gloriously drunk Keeley persuaded Father Halpin to let Temperanee League, calling attention to and would not take any more medicine. Annie Murray put \$500 into the busi- the discovery of the remedy; and a gen-The test, however, was sufficient for ness in Oughton's name, so as to give eral statement of the remedy and its literature? Q. Did you and Mr. Campbell at-

sempt to advertise or introduce this remedy?

me, and that was the origin of the cure him an interest in the business. Annie effects, and the main part was testimo-Murray did so; and the money came in nials. very handy, by the way. Q. Were these testimonials from per Q. Well, who came in next? some who had taken the remedy? A. After a while we needed more A. Why, no; I think we had

A. Yes; the first thing we decided money. At that time Keeley was put- from Campbell-no other. to do was to exploit it at Blooming- ting up the money-not much-but Q. What was the nature of the tes ton. At that time Keeley had his office what there was he put it up. He used timonials? in the rear of Seymour's drug store, to say to people that he furnished the A. They were testimonials from do Campbell and I, went down to Blooming- money, and "our Fred," meaning me, tors and other people, claiming they had

ton and rented a room in the Ashley "furniabes the brains." But Keeley been cured. hotel, and began to advertise for pa- badn't much money at all. So it be- Q. Were they true?

M'KANNA SANITARIUM, REIDSVILLE, N. C.

A. There is gold in everything, Mr. | it sounds better;" and so the pamphlets | and we afterward printed it and gave it Kelly. There is gold in mud; there is were printed that way, trace of gold. I know Keeley would Q. What were your duties, Mr. Haroften say: "There is a trace of gold graves, in the company? anyway in it; and that is enough." that I knew of. A. I was correspondent and literary O. Was the chloride of gold and man; the advertising man-might call I told the doctor about a mutual friend was the only doctor in the party; and sodium used as a part of the medicine myself the general publicity man.

Q. Who, then, wrote these testimonials set out in the pamphlets-in the ones referred to just now. Were those ter the sewing-machine agent's case, written by Dr. Keeley?

> A. You mean those representing patients cured ? Q. Yes.

> > A. Oh, those were Keeley's inventions. Q. How was that managed? A. Why, he simply got them up.

Q. Just wrote the testimonials and envelopes of the firm; and would ask signed the men's names to them? him to send us a blank filled out covering every two days of the treatment. A. Oh, yes; he said they were friends of his; and would not go back It was a very pretty plan.

on it. He said we must have some-Q. Did you submit these blanks to thing to make a showing with. You Dr. Keeley? must remember, we were in pretty hard A. Oh, no; simply handled them my

lines at that time. We were not "lying self, and when through with them filed away. I never consulted Keeley except on flowery beds of case." Q. Those testimonials would reprein a few important cases.

ence, entirely so,

get cured by the home treatment-noth- jection morphine or atropin?

a plan of getting patients to come to phine to morphine patients.

about his case which were not amenable A. I decline to answer that.

PERSONAL PROPERTY AND

E have

a man that there were peculiarities patients!

tar, the shart a shart a

to home treatment, and that if he would

Q. Well, when did you begin treatsent parties as taking the treatment and ing them at Dwight ? being cured by it, when, as a matter of

A. Oh, no; they had not taken the treatment. Q. Now, what was the nature of the details of the business.) Well, we had A. WHY, I DO NOT REMEMBER literature that you wrote, Mr. Har- been in business some few years-can- JUST EXACTLY; IT MADE HIM KIND graves ? A. Why, I think I wrote all the lit-

erature written with a few exceptions. Q. Whose name was signed to all the

A. Leslie E. Keeley, M. D. Q. Was Dr. Keeley a literary man; could he write articles ?"

A. Oh, no; no one ever accused of being able to.

of come on to Dwight and put himself tions to the whisky patients to produce Q. Who wrote the "Pathology under the personal care of Dr. Reelay, sleep or rest? Drunkenness," claimed by Dr. Keeley? we could give his case the attention it A. I do not think we did. If a A. It was written by Dr. R. J. Curneeded. That was the origin of the "in- it was a very rare occurrence. tis, of Jollet. stitute treatment." I think we charged Q. When did this firm begin the cure Q. Was it submitted to any of the them about \$10 a week, or such a mat- of the opium habit, and how did that

firm ? A. Only to Kealay and

Q. Well, now, when did you go A. OH. DID I USE A LATIN WORD? PLACEBO-IT MEANS TO work on the tobacco remedy ! A. Why, he wanted to make business SATISFY. and so we got up a tobacco cure. Q. WHAT COMPOSED THE HYPO-Q. Was there any gold at all in that DERMIC INJECTION FIRST! treatment! A. OH, NOTHING PARTICULARLY : A. Oh, no; not to my knowledge. DISTILLED WATER, PERHAPS. Q. When did they take up the neu-Q. WHAT COMPOSED THE HYPO rasthenia cure ? DERMIC INJECTIONS AFTERWARD A. It was all along within two or A. AFTERWARD WE USED DIFthree months, that we decided to put the FERENT FORMS OF MEDICATION. cure for neurasthenia on the market. I AND I REMEMBER ONE PARTICUwrote the literature for that. I also LAR CASE WHERE A MAN HAD designed the name "Neurotine." I coined BEEN TAKING INJECTIONS FOR the name. SEVERAL DAYS AND HAD NOT Q. Was there any gold of any kind SEEN ANY DIFFERENCE AS TO away as an advertisement, purporting in that? THEIR EFFECTS AND HIS CONDIto be written by Leslie E. Keeley, M. A. No. sir. TION; AND HE FINALLY COM-D. but he never wrote a word of it Q. Who manufactured the medicine ? PLAINED TO KEELEY THAT THE A. Oughton did the actual manufac-INJECTIONS WERE NO GOOD, AND Q. Well, when you first began treat turing. HE DIDN'T BELIEVE IN THEM. SO ing patients at Dwight, did you treat at Q. Who superintended the manufac-THE NEXT DAY KEELEY GAVE HIM Dwight or away from there! ture of the medicine? AN INJECTION WITH SOMETHING A. They were treated by correspon A. Keeley. IN IT. AND THE MAN DIDN'T HAVE Q. Did you have anything to do with IT MORE THAN A MINUTE OR TWO Q. How was that managed? the manufacture of the remedy ! BEFORE HE FELT IT, AND SAID. A: Why, at first we simply sold A. Not specifically. "MY GOD, KEELEY, WHAT HAVE as a "patent medicine," you know. That Q. You knew the formulas of all the YOU GIVEN ME !" KEELEY REwas all we ever expected to do at that remedies ? PLIED: "I WANT YOU TO UNDERtime, but after a while I got up a se-A. Oh, yes. STAND THAT THIS IS A CUMULAries of treatment blanks; and when we Q. Was there any alcohol TIVE REMEDY. YOU SAID YOU shipped a package of the "remedy" to tonie manufactured? HADN'T FELT IT, BUT NOW YOU a man. I would have sent to him so A. Oh, yes. FEEL IT, DO YOU!" many blanks and so many self-addressed Q. What per cent1 Q. WHAT WAS THE NATURE OF A. I decline to answer that THE INJECTION HE GAVE HIM AT Q. I believe you stated that you THAT TIME! wrote the literature for all of these A. WELL, I SHALL DECLINE TO cures ? ANSWER THAT QUESTION, MR. A. Yes, sir. KELLT. Q. You got up articles on opiut Q. WAS IT GOLD! ism, the tobacco habit, sto? A. NO, IT WAS NOT GOLD: I WILL A. I did; I got up all the literature STATE THAT MUCH. Q. Whose name did you sign to the Q. BUT IT WAS AN INJECTION article ? THAT HE WOULD FEEL IMMEDI-A. Leslie E. Keeley, M. D. ATELY! Q. The articles were gotten up A. (I should say in addition to that 0. WHAT SENSATION DID THE pamphlet form and sent out, were they last question that I wrote the directions MAN COMPLAIN OF AFTER HE HAD A. Yes, sir. for taking the liquor cure, and was per- TAKEN THE INJECTION YOU HAVE Q. Then, as I understand it, the feetly familiar with the formula and all JUST SPOKEN OF : covery of the cures was largely dental ? A. Oh, yes. Q. Isn't it a fact that Dr. Keeley not say exactly without referring to rec- OF DIZZY, AND HE FELT THAT HE ords-it was four years probably-and HAD GOTTEN SOMETHING IN HIM. found quite a number of cases did not Q. Did they give patients in the in-

affvertised that he had been studying all his life, and while he was a geon in the army and since that time ing surprising in that; and so we hit on A. Oh, yes; they always gave morand had spent years in research in a der to accomplish and perfect his ava-Dwight; and we would write and tell Q. Did they give atropin to whisky tem of cures! . A. Oh, yes; I believe he so stated

but as a matter of fact, it was purely a myth. I do not believe Keeley had Q. Did you give any morphine inject given any time to these things up the time I spoke to him at first al it

Q. Did he spend eleven years perfecting these treatments? A. That's nonsense. Q. Did you ever have any That's nonsense