

ations with Dr. Leslie E. Keeley concerning drunkenness, so as to sound his knowledge of the subject? And, if so, what did he know about the subject and the treatment of drunkenness?

A. I don't think he knew anything more about the treatment of drunkenness than I did. That was at the time of the first beginning of the business.

Q. Did you send out testimonials concerning these cures, etc., alleged to be bona fide testimonials?

A. Oh, no; at first we just manufactured them. After a while, we got some genuine testimonials, but sometimes when a man would get drunk again, we would have to drop the testimonial out. Oh, yes, later on we got good testimonials.

Q. What do you mean by good testimonials—genuine testimonials?

A. Yes, sir.

Q. Who wrote the literature pertaining to drunkenness?

A. I did.

Q. How long was it after you became connected with the establishment until the public took to patronizing you?

A. After about six or eight months.

Q. Were these Keeley remedies ever analyzed, or any part of them, and, if so, for what purposes?

A. Why, I suppose they were analyzed by different people to find out what their ingredients were.

Q. Did the Keeley company ever have them analyzed?

A. No; we never had them analyzed.

Q. Did any one, to your knowledge, ever have the remedies analyzed, and, if so, what for?

A. I know of two cases where it was analyzed.

Q. What were they?

A. Well, one was Dr. Kane, who sent it to the Rush Medical College. And Keeley told me that Kane had Professor Haines analyze it for him.

A. What was the purpose of the analysis?

A. To find out what we were using.

Q. Was any gold found in the tonic analyzed at that time?

A. I don't know.

Q. Now, was it represented to these people who were to be managers in different states that there was any gold in the preparation?

A. Oh, yes; that was represented in the literature.

Q. Now, as a matter of fact, did the company keep any chloride of gold—double chloride of gold sodium—there on hand, and for what?

A. Yes; we had three or four drums there in the safe for exhibition purposes.

Q. What do you mean by exhibition purposes?

A. Oh; to show to people coming in or to visitors who came to look over the laboratory. Sometimes they would be shown these samples of gold and sodium as that which we made the gold from.

Q. Did you show the managers that?

A. Oh, yes; we showed it to any and everybody.

Q. Who would do that?

A. Keeley or anyone else that happened to be showing them around.

Q. Well, how would the partnership represent this chloride of gold sodium was manufactured?

A. Why, from that material; that was the basis of the remedy. You see, we were keeping up the fiction of the gold all the time. Now, when a prospective manager came we always had three or four vials there ready for that purpose.

Q. I will ask you from what the chloride of gold and sodium was manufactured. Was it manufactured from United States gold coin?

A. Oh, no; it was the common chloride of gold and sodium, such as photographers use.

Q. Did you just keep it there to show the people?

A. Oh, yes.

Q. Didn't use it for any other purposes?

A. Oh, no.

Q. Was there ever any controversy through the press as to whether or not these remedies contained gold?

A. Constantly. We were assailed by people claiming that there was no gold in the remedy.

Q. Did you ever have a test case?

A. Yes.

Q. What was that?

A. Why, that was this way: Keeley thought we had better get an authoritative statement that the remedy contained gold, so he suggested to a man called S. T. E. Prime, who lived about a mile from Dwight, who, by the way, had come in and talked about the remedies at different times and claimed that people generally did not believe there was any gold in them—so Keeley suggested to him that he take two bottles and have it analyzed by Professor Marriner, the celebrated analytical chemist, in Chicago.

Q. Well, how was that arranged now?

A. Well, it was necessary to have some gold in the bottles for that purpose, so Oughton fixed up two bottles with gold in them, and put the two bottles in a row that was half full of bottles and they were the last two bottles in that row, and when we had everything ready we took Prime into the laboratory, and told him to take any two bottles he chose for the analysis, and very naturally he selected the first two bottles that came to his hand. They were the nearest ones to him. So Prime took the bottles to Professor Marriner, who analyzed their contents, and gave Mr. Prime a certificate that he had found gold in the remedy, and Prime turned over that certificate to us, together with a certificate from himself, that he had taken the two bottles in question from the stock prepared for shipment, in the laboratory, and, as shown by Professor Marriner's certificate, their contents contained gold as

claimed. And these certificates were published right along.

Q. But as a matter of fact, the two bottles specially prepared for the purpose, were the only ones there that contained gold?

A. Oh, yes; it was a fixed-up affair.

Q. After you left the company, was the company formed into a corporation?

A. So I understand.

Q. What was the name of the corporation?

A. The Leslie E. Keeley Company. The name of the company wasn't changed. We had been using that name two or three years, but it wasn't incorporated at all until after I left.

Q. How long did it take to cure whisky patients then?

A. Three weeks, when we had them under treatment. When we sold a pair of medicine, it was calculated to last two weeks or sixteen days. In the beginning of the treatment, we claimed one pair would cure an ordinary case, but afterward advised patients to buy two pairs. When we took patients to Dwight for treatment, we kept them three weeks.

Q. Do you remember how they had to take their tonic?

A. Every two hours when I was there.

Q. Did they take it out of the bottle?

A. We used to give them the bottle and let them take it along.

Q. What was the dose prescribed?

A. A teaspoonful in a quarter of a glassful of water, I think, or a third of a glassful—that's immaterial, anyway.

Q. Were there any complaints made as to the injurious effects of the remedies while you were there?

A. No, sir; not that I know of.

Q. I believe you said you were state temperance lecturer then?

A. Yes, sir; I was.

Q. Well, did you advertise the Keeley treatment in your lectures?

A. No; I abandoned the lecture platform to go into the business. I wrote a lot of letters for the papers and got circulars out, and my title of vice-president of the Illinois Temperance League was signed to these letters and circulars. That was the first way we got business.

Q. Did Dr. Keeley take the honor for all that?

A. He insisted on his name alone being known.

Q. Why was that?

A. Well, as I told you this morning, he claimed his position as surgeon of the Chicago and Alton railroad, the fact that he was a practicing physician, and that he was an ex-surgeon of the United States Army would all tend to give the business tone and prestige, and so he insisted on having his name alone used. It may have been a bad-sighted policy, but if I had known as much then as I do now, perhaps I might have brought my name in, too.

Q. State whether or not Dr. Keeley was a man of any personality or magnetism?

A. Yes, he was a man of strong personality. He dominated everybody, and made them do as he wanted them to do, and if they would not do it, he would make them do it, or have nothing to do with them at all. That was Keeley's character.

Q. Who designed the bottles which the Keeley remedies were sold from?

A. I did.

Q. You got up the labels—double chloride of gold—designs, labels, etc.?

A. I got up the labels, shields, bottle and monogram. I went up to Joliet to see Hutchins, the patent attorney there, with a view of getting protection for our remedies after we got started, and discussed the question with him for the whole of one morning. I presume—quite a long time—he suggested a number of things, but I objected to each one, because they were not good. For example, he said: "Why not patent the formula?" I told him anybody could get a copy for 25 cents, and by changing one ingredient, could manufacture our remedies with impunity. Finally he gave it up. Then I said: "Why not have a specially designed bottle different from anything else in the market?" And he said: "What did you come to me for? You know more about this than I do. That is what you want." So I went back to Dwight, and made two to work to design a bottle, and I made one, made it out of cardboard, and took it to old man French, who had a tin shop right next to the mill, and asked French to make me two of them in tin. The bottle was so peculiar in shape, French said he couldn't do it. But I finally persuaded him to do it, and he made me two bottles of tin. I sent one to Hutchins in Joliet, and the other one to Whitt-Tatum & Co., bottle manufacturers, Philadelphia, Pa., and gave them an order for some bottles. After a time I got a letter from Hutchins enclosing a letter from the patent office in Washington, stating the bottle could not be patented, as it would be an infringement on existing patents. So then I went to work to draw up specifications myself, setting forth points Hutchins had omitted, modifying such parts as he had misrepresented and otherwise revising the whole matter, and sent the specifications back to Hutchins, with instructions that Hutchins renew the application, which he did, and obtained a patent for the bottle.

Q. These are the same bottles used by the Leslie E. Keeley Company now, are they not?

A. Oh, yes.

Q. They are labeled the same, are they not?

A. I haven't seen the bottles lately.

Q. I had you here the deposition of John W. —, witness for complainant in this cause, and attached thereto are Exhibits Nos. 2, 3, 4, 5, 6, 7, 8, 9, and ask you if that is the label which you got up?

A. That is not (referring to Exhibit No. 2). Let me say right here that the shield I got up, on the label, but here is an addition to it (institute tonic form). But I can not swear to this label, as it has been twenty years ago.

Q. Now is this different (Exhibit 3 and 4)?

A. I can not swear whether this reading is the same or not. The shield in No. 2. Let me say right here, in No. 7 it is different, and also in Nos. 8 and 9.

Q. Do you mean there is a difference in the shield?

A. There are additions to it.

Q. Were the letters gotten up in gold at that time?

A. Oh, yes; in imitation of gold.

Q. Why was that done?

A. It was done with the intention of being in harmony with the gold idea.

Q. Well, when patients would come to Dwight to be treated, did you ever try to sell them any gold bricks or mining stock?

A. No; we had no mining stocks to sell that I know of.

Q. Did Dr. Keeley ever have any mining stocks to sell?

A. Oh, yes; whenever he had a chance to make a "nimble sixpence" he did so. But that had nothing to do with that business.

Q. I suppose that was just a side line?

A. Oh, yes; you may so term it.

Q. Did Dr. Keeley commence making speeches around over the country while you were connected with the company?

A. Well, I guess not.

Q. Didn't commence his speech-making until after you had left, did he?

A. Oh, no; he had never done any work of that kind at that time.

Q. Who kept the books of the establishment?

A. Major Judd, after he came in, I kept them before that time.

Q. Were there any invoices of double chloride of gold or chloride of sodium while you were there, on the books?

A. Well, nothing more than I have stated, so far as I know.

Q. Wasn't Dr. Keeley always the head of the business?

A. Oh, yes; he was the business, but he always posed. He would say to me: "I am the big spider in the back office; always throw a little mystery around me; keep me in the background." That was his style.

Q. Well, you acquiesced in that, did you not?

A. Sure; I had to.

Q. Did you say you and Keeley got the idea from the same source?

A. Why, I got it from a newspaper and I think he got it from the same paper; it was one of those floating items that appeared in the papers, and I saw it and called Keeley's attention to it and he said he saw it, too.

Q. What paper did you see it in?

A. Mercy, I don't know.

And further deponent saith not.

Above changes and interlineations were made by me before signing.

F. B. HARGRAVES.

The Journal of American Medical Association.

(The original copy is on file in this office.)

Another One of Our Strong Testimonials

Wilmington, N. C., July 12, 1907.

Editor Charlotte Observer:

May I say a few words concerning the work of Dr. J. J. McKanna, of the Reidsville Liquor Cure Sanitarium?

One year ago he came to Wilmington to demonstrate the value of his cure for the liquor habit; but being a stranger, and his claims too much for human credence, our people did not take much stock in his theory of saving the drunkard. He called the Ministers' Association together and offered to treat free as many drunkards as they could get together, provided they were not financially able to pay for treatment. A large class was secured, and he treated them without cost. During the past year those who have gone back to drinking testify that they did so without any thirst for liquor, at the treatment, according to promise, had killed every particle of desire for strong drink, and that no thirst for liquor had returned.

What I wish to say now is, that a number of the worst drunkards in the city who took the cure have held out as sober men, two of whom are now members of my church, and have never had the least thirst for strong drink since they took the cure. I wanted to say this because of reports that have come out to the effect that Dr. McKanna's Liquor Cure will not permanently remove the appetite for alcoholic drinks.

Respectfully,

FRED D. HALE,

Pastor Wilmington First Baptist Church.

Reidsville, N. C., June 20, 1906.

This is to say that my personal attention was called last February to Dr. J. J. McKanna, who came here at that time and used his Three-day Liquor Cure on John Wyatt Walker, J. Willie Stewart and others. I do not think I am exaggerating or doing the first two parties an injustice when I say they were as completely addicted to the liquor habit as any two men ever were. Since taking this cure I see they are completely changed, have never tasted liquor since, and say they have no desire for it. Very respectfully,

CHARLES A. PENN.,

Sec. and Treas. F. R. Penn Tobacco Co.

Reidsville, N. C., June 21, 1906.

This is to certify that we are well acquainted with Messrs. Wade Toler, J. Wyatt Walker, J. W. Stewart and Oscar Rudd, and have been for a long time. We knew them to be whisky drinkers, and it affords us a great deal of pleasure to be able to say that they are now perfectly sober, and that they were cured by Dr. J. J. McKanna's

Three-day Whisky Cure, and we understand from talking with them that the taste is entirely gone, and that they have no desire whatever to indulge in the old habit. We knew them to be hard drinkers, and it is marvelous to us the way they have been cured.

ROBERT HARRIS & BRO.,  
Tobacco Manufacturers.

Reidsville, N. C., June 9, 1906.

"Copy."

Dr. J. J. McKanna:

Dear Sir—We are personally acquainted with John Wyatt Walker, Jim Will Stewart, Wade Toler and Oscar Rudd, treated and cured by you last February. Up to that time they were all confirmed drunkards, and few entertained any hope of their ever breaking off from the habit. They drank constantly and were drunk a large part of the time.

Since you gave them your "Three-day Liquor Cure" they have been sober, all at work and attending to their business as good citizens. Your success in curing them was a matter of wonder and great surprise to us and the community, for we had known their condition for a long time.

Yours truly,

P. D. WYATT, Mayor.  
M. F. PINNIX, Sheriff.  
J. W. PEAY, Collector.  
J. F. WYATT, Postmaster.

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

My Dear Doctor:

I take pleasure in inclosing my check to balance account with you to date. I arrived home safely on Friday night last by way of Greensboro and Sanford. I did not go to Charlotte as I had planned, as my business demanded my immediate attention. As soon as I get everything in order it is my intention to run up to Charlotte and let Mr. Davis see what the McKanna treatment has done for me. He will be delighted, as all my other friends are here in Laurinburg. I went to work immediately upon my return here, and it was the best thing for me, for I have been sleeping splendidly and otherwise feel better than I have for quite a while. I now feel that the drink habit with me is a thing of the past. My wife is happy, and all my friends seem to rejoice with me over the great change that has taken place after my short stay with you.

I noticed "our interview" in the Sunday papers. This is a strong advertisement, and I feel that it will be the means of turning many old toppers your way. If such is the result I will feel very much gratified.

I cannot close this letter without expressing to you my heartfelt appreciation of your kindness to me while I was a patient under your care. I will always have a fond recollection of my stay in Reidsville. Mrs. McKanna and all others connected with the Sanitarium were exceedingly kind to me. I cannot forget such kindness, and I trust that my experience with you will be of great service to others.

Please remember me kindly to Mrs. McKanna and the other members of the Sanitarium force. With very kind regards, and wishing you unbounded prosperity in your good work, I am,

Yours very truly,

N. T. COVINGTON,  
Laurinburg, N. C., Jan. 21, 1907.

# THE LIQUOR HABIT

**Dr. McKanna's Treatment the Only Treatment for the Liquor Habit That Makes Good Full Information Cheerfully Furnished All Who Call or Write**

It is a fact that Dr. McKanna's treatment is the only treatment for the liquor habit that is making good. It is the only one that cures the liquor habit in all its stages, accepting the cases as they come. It has cured nearly 20,000 victims of the liquor habit without a single failure or any of the bad after-effects so common in so-called cures.

It has the indorsement of physicians, city and county officers, railroads, corporations and business men, and it has earned these indorsements by actual merit.

When a railroad company says it will reinstate a man discharged for drunkenness if he will take Dr. McKanna's treatment, that railroad knows what Dr. McKanna's treatment will do.

No other method of treating the liquor habit has ever won such a reputation, or ever had the confidence of the public in the way that Dr. McKanna has.

Avoid Dangerous Hypodermics, Long Periods of Confinement and Bad After-Effects By Consulting Dr. McKanna

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