

ALCOHOLISM

Not a Crime, But a Disease. Greensboro Keeley Institute

The fundamental principle of the Keeley Cure is the recognition of the fact that the desire for alcoholic intoxicants is not a crime but a disease that will yield to proper treatment the same as any of the other ills of the human body.

For centuries alcoholism and drunkenness with their accompanying evils had been treated as a crime, or at best regarded as a weakness, which has been legislated against and sometimes condoned but to which the sensible laws of disease and their treatment were never applied. It remained for Leslie E. Keeley, M. D., LL. D., to discover the medicinal properties of chloride of gold and their value in the treatment of alcoholism.

THE KEELEY INSTITUTE, FOR THE CURE OF LIQUOR, OPIUM, COCAINE AND OTHER DRUG ADDICTIONS, NEURASTHENIA (NERVOUS EXHAUSTION), TOBACCO HABIT, GREENSBORO, N. C.

ciency of the treatment, while listening wives, mothers, sweethearts and friends whispered soulful words of blessing on the alma mater of their hosts, the Keeley Institutes. All over this land these Institutes are doing a grand and noble work for humanity and the Keeley Institute of Greensboro is doing its share in the good cause.

NEURASTHENIA Or nerve exhaustion in all forms, including nervousness, sleeplessness, physical weaknesses, are relieved and cured by the "gold cure." It is no experiment, but the result of years of study and test in practice. It recommends itself to the thousands who have long sought relief from nervous troubles.

The manager of the Greensboro Institute, W. H. Osborn, is president of the Keeley Company of North Carolina which controls the various institutes in North Carolina, District of Columbia and Maryland. He is president of the association of the three managers of the Keeley Institutes of the



ONLY KEELEY INSTITUTE IN THE STATE.



His discovery revolutionized the public mind and the unfortunate victim of alcohol is no longer regarded as a criminal but as a patient whose cure can be readily accomplished by chloride of gold when administered under proper directions and that the cure can be greatly aided by the congenial surroundings and pleasant environments such as are offered by the Keeley Institutes.

THE GREENSBORO KEELEY INSTITUTE.

The buildings of this institution are located within five minutes' walk of the court-house and railroad depots. They are of generous proportions, are sequestered in a cluster of stately trees whose foliage gives the place a restful appearance which is suggestive and conducive of repose.

Its beautiful and healthful location, elegant buildings, attractive environments, render it a veritable haven of rest and an elysium for the unfortunate, where they not only alone find relief for their afflictions, but where the medical treatment, social surroundings and other conditions combine in obliterating any desire for narcotics or alcohol, and clothe the patient with the mantle of a new physical and mental vigor. Write for illustrated hand-book, "The New Man."

ADDRESS-

THE KEELEY INSTITUTE, GREENSBORO, N. C.

GOOD RESULTS. It was once the writer's privilege to attend a reunion of the graduates of a Keeley Institute. Gathered around the banquet on that occasion were men prominent in the professions and the business world who had been victims of alcoholism and who had been cured by the Keeley treatment. Strong in the strength of restored manhood and a rejuvenated physiognomy they gave earnest oral testimony as to the eff-

country. On the reorganization and reformation of the penal institutions of this State by the last legislature, he was elected a member of the executive committee who were given charge of the State penitentiary and on the organization of that body was elected chairman. He has a wide circle of acquaintances who esteem him for his many qualities and delight to call him friend, as he has truly been to many

SOUTHERN LOAN & TRUST CO., Southern Stock-Mutual Ins. Co. GREENSBORO, N. C. AND UNDERWRITERS OF GREENSBORO, GREENSBORO, N. C.

CASH CAPITAL, \$25,000.00. SURPLUS, \$24,539.65.

E. P. WHARTON, President. A. W. McALISTER, Secretary and Treasurer.

SUCCESSOR TO

SOUTHERN GUARANTY & INVESTMENT CO.,

Twenty Per Cent. Dividends Paid to Policy-Holders on the Business of 1895-'96-'97-'98.

COMBINED ASSETS, \$233,731.45.

The Advantage of Having a Trust Company as Executor, Administrator, Etc.

- 1st. A trust company is under the jurisdiction of the State Banking Department and a bank examiner is required by law to regularly examine each year into its condition, conduct, and affairs generally. 2nd. Individual management of estates is a frequent and serious source of danger, and it often happens that a trusted advisor, executor or trustee has been led into some speculation, and the family, accustomed all their life to luxury have been left destitute and ruined. 3d. A Trust Company is always present. It does not change its residence. It can not abscond. It is never sick. It is never out of town. It is never away on business. It never takes a vacation. It can not die. It is always ready to act in discharge of its obligations. 4th. A Trust Company has its own vaults in which to secure securities of an estate, thus saving such estate

- from danger of being burned or stolen, which might happen if an individual kept them at home. 5th. A Trust Company being managed by men who make it their business to study investments is able to secure for the estates which it manages more profitable and safer investments than an individual can ordinarily secure. 6th. Trust Companies have books prepared with greatest care and expert accountants to record therein all the transactions of the estates they manage. Nothing can thus escape attention. Their systems show them when rents are due, when interests are to be collected, when insurance renewed, when leases expire, when taxes should be paid, and many other matters which an individual can not care for as promptly or accurately because lack of method permits them to escape his attention. An individual if responsible generally has large business interests of his own and finds it absolutely impossible to give the necessary time for the numerous details of settling an estate, whereas, a Trust Company has competent employes trained in just such work and whose duty it is to give their whole attention under the personal supervision of its officers.



SOUTHERN LOAN AND TRUST COMPANY.

Thousands of Testimonials From Policy-Holders Can Be Furnished.

GREENSBORO, N. C., Feb. 1st, 1899. We have been carrying for the past four years a policy on our banking house in the Southern Stock-Mutual Insurance Company. Our dividends have amounted to \$28.00. We commend this excellent company as safe, strong, and deserving the patronage of our people. THE GREENSBORO NAT'L BANK, (Signed) By NEIL ELLINGTON, President. GREENSBORO, N. C., Feb. 1st, 1899. We are carrying insurance in both the Southern Stock-Mutual and the Underwriters of Greensboro and are receiving annually from each company dividends of 20 per cent. We patronize these companies because we believe them to be safe and strong and because they save us money. (Signed) ODELL HARDWARE CO. By J. A. ODELL, President.

LANCASTER, S. C., Feb. 4th, 1899. During the last two years certain properties in which I am interested have been insured in the Southern Stock-Mutual Insurance Company of Greensboro, N. C. The dividends received from this Company have amounted to \$105.40, representing the amount saved by insuring in this Company. (Signed) L. T. SPRING. GREENSBORO, N. C., February, 1899. We have been carrying for three years our bank building in the Southern Stock-Mutual Insurance Company. We have received dividends amounting to \$22.50, which has reduced the cost of our insurance that amount. We believe that this company gives to its policy-holders as good indemnity as any other company as all the profits over and above the stockholders' ten per cent. are returned to the policy-holders, the claim of the Stock-Mutual upon the patronage of the insuring public could not be stronger. THE FLEMING BANK (Signed) By J. M. WALKER, President.