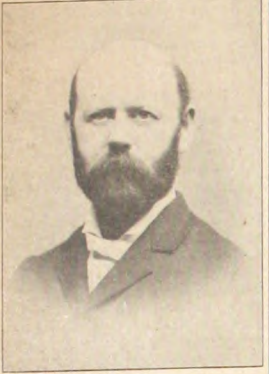


# THE KEELEY CURE.

About the Discoverer, the Company and the Treatment.

It has now been over three years since the great Keeley treatment attracted the attention of the whole world. Before that time the fact was known that Dr. Leslie E. Keeley claimed to have discovered a cure for inebriety and kindred diseases, but not until his patients went out into the world and proclaimed that they were cured did the world believe. Today the presence of cured men in nearly every city and hamlet in the world has convinced all that Dr. Keeley had made the greatest discovery of the age, and had accomplished just what he claimed he would, and made it possible



DR. J. E. BLAINE.

that any man who had become enslaved to the habits mentioned, and desired the appetite removed, could do so, and be restored to his family and the world, a good and true man.

Dr. Leslie E. Keeley, the discoverer of the effectiveness of the Double Chloride of Gold as a cure for drunkenness, opium, and the tobacco habits, is a native of New York, born of Irish parents, and is now about 58 years of age. He studied medicine in early life, and graduated in the class of 1861, at Rush Medical College, Chicago, Ill. After the war Dr. Keeley settled in Dwight, which was then what might be called a frontier town and a good field for the practice of medicine. After thirteen years of close, lucrative practice, during all of which time the Doctor was constantly seeking a cure for the diseases above mentioned, he discovered the "Double Chloride of Gold," or as it is usually called, the "Chloride of Gold and Sodium," the agent sought for. He at once began experimenting, and for two years confined himself to local patients, at the end of which time he announced to the world that in "Double Chloride of Gold" was to be found a cure for inebriety and the opium diseases. The papers of Europe and America took it up and rang the usual



DR. MILTON R. KEELEY.

changes upon it, though medical journals and the doctors said nothing about it and so it fell fallow. Dr. Keeley, "having the courage of his conviction," then opened a sanitarium in Dwight, which he called an "institute," and began to take patients. For five years he used his first remedy but it was not satisfactory to him. In December, 1885, he closed his doors to all patients, and did not open them again till June, 1887, at which time he began business with an entirely new remedy, only returning to the gold as a basis. It was then the hypodermic treatment was added to the constitutional treatment. This is the treatment of today. Dr. Keeley says his remedies cannot be analyzed—that it would take a river of the fluid to give a quantitative analysis—or an analysis, in

fact. All physicians who take charge of institutes all over the country have to be educated at Dwight, Ill., before going there. In this way Dr.



MAJOR C. J. JUDD.

Keeley has a corps of well instructed physicians to take charge of his work and give identical treatment with that at Dwight.

On the west side of the railroad tracks stand the Keeley buildings. These buildings consist of a treatment hall, laboratory offices and hotels. The treatment hall was formerly what was known as the Opera House. It was enlarged and renovated and finished in good taste, and is used for hypodermic treatment of patients. The "Institute" or laboratory and office building is a magnificent structure of pressed brick with polished granite and terra cotta trimmings. The front is embellished with gold lettering: "We Belt the World," "The Leslie E. Keeley Co.," "Offices," "Laboratory."

**HANDSOME ENTRANCE.**  
The entrance is very ornate and handsome, presenting at the portals two polished granite columns, flanked on either side by the bases of the archway carrying in bas relief significant gorgon heads, demons and dragons. The lobby is tiled with Venetian blocks in designs and is lighted with stained glass windows. The interior and main offices are richly furnished, that of Dr. Keeley himself being plain, but very inviting. To the left of the Institute is The Livingston, a hotel of pleasing exterior and cozy interior, having a capacity for about 200 guests. It is built of pressed brick, three stories, and is the abiding place of those who wish first-class tables and excellent service at moderate expense. The building is owned by The Leslie E. Keeley Co., and is managed by Louis Schaefer, an experienced and thoroughly competent man. Just north of The Livingston, at the head of West street, on Mazon avenue, stands The Mazon, a three-story, thirty room hotel run in connection with The Livingston. Exterior finish of Roman brick and copper trimmings. Interior finished and furnished in attractive style and substantial manner.

to do business as a medical dispensary. The secretary and treasurer of the company is Major Curtis J. Judd, an amiable and sympathetic man, the vice-president and chemist being John R. Oughten, a man whose heart is open to the cry of every distress. These three constitute the company. The remedies are put up in peculiar shaped, patented bottles, as a protection from fraud, in addition to the secret of the ingredients and the method of compounding them. In withholding the secret Dr. Keeley is not moved by sordid and selfish motives. He believes if his formula was to become public property the people would be grossly imposed upon by frauds and quacks who, through substitution and injudicious use, would bring discredit upon a meritorious preparation. As a matter of fact, many doctors have imitated the name and style and attempted independent institutes. These are frauds, and seek to pray upon a credulous public. The parent institute is located at Dwight, and here the thousands have come for treatment. In most of the States branch institutes have been established, all bearing the uniform name of The Keeley Institute, and none others are genuine.



DR. A. C. LONERGAN.

All the Leslie E. Keeley Gold Remedies are owned and controlled by the company of which Dr. Leslie E. Keeley himself is president. The company is duly organized under the laws of the state of Illinois, and authorized

to do business as a medical dispensary. The secretary and treasurer of the company is Major Curtis J. Judd, an amiable and sympathetic man, the vice-president and chemist being John R. Oughten, a man whose heart is open to the cry of every distress. These three constitute the company. The remedies are put up in peculiar shaped, patented bottles, as a protection from fraud, in addition to the secret of the ingredients and the method of compounding them. In withholding the secret Dr. Keeley is not moved by sordid and selfish motives. He believes if his formula was to become public property the people would be grossly imposed upon by frauds and quacks who, through substitution and injudicious use, would bring discredit upon a meritorious preparation. As a matter of fact, many doctors have imitated the name and style and attempted independent institutes. These are frauds, and seek to pray upon a credulous public. The parent institute is located at Dwight, and here the thousands have come for treatment. In most of the States branch institutes have been established, all bearing the uniform name of The Keeley Institute, and none others are genuine.

corner of Washington and Chipewa streets.

Very few sensitive persons care to parade their own weakness before the public, or to give a diagnosis of a disease from which they have suffered far beyond the power of pen to picture. Yet the beneficiary of the Keeley cure for drunkenness is impelled to suppress his sense of delicacy on the subject, and for the benefit of others who may be struggling against a subtle and alluring malady, plainly to state the facts in regard to its efficacy in eradicating both the disease and the desire for drink. It is because of this impulse that the patient freely confesses that for years he was a helpless dipsomaniac. In youth he began to sow seeds of alcoholism by stolen visits to the parental cider barrel, where, with an oat straw, he sipped into the filthy juice by way of the bung-hole until intoxication resulted. Such a beginning could have but one history and one termination. The peculiar fascination of youthful intoxication, encouraged by the example of men well advanced in years, impressed him with the fatal conceit that to be a man in advance of his age he must be a drunkard. A drunkard is a man

personal appearance. Acquaintances are easily formed at Dwight, there are no conventionalities there, and the new arrival soon find that the men who present



J. R. OUGHTEN.

themselves four times a day for treatment, and obey instructions like well drilled school children, are lawyers, doctors, professional men of all classes, and business men of all grades and followings. Even a minister is not a curiosity, and there are artists, musicians, politicians, carpenters blacksmiths day laborers, railroad men, millionaires, manufacturers, ex-Governors, ex-Congressmen—in fact every calling in life seems represented by its bright lights.

A man of a speculative turn of mind would not hesitate a moment in laying long odds that an institution with such a clientele must be all right. Any deception would be instantly detected; anything that smacked of quackery would be scouted; any failure to fulfill any and all obligations would be denounced.

The character of the men here has another and potent influence. It at once relieves any sensible man from any sense of shame or embarrassment at being here for treatment. He finds men by the hundred who are not forced to come here—men who have wealth, position and friends; who are not physical wrecks and men who are not threatened with even the prospect of filling a drunkard's grave.

Of course there are men by the score who are suffering a thousand deaths, whose lives have been a curse to them; who have wrecked themselves physically and morally beyond the hope of redemption unless the Keeley treatment can save them, and it does many; men who have been almost

continually inmates of some asylum for inebriety; but notwithstanding there is a good large percentage of those who simply desire to have the cause or the danger removed, rather than to be doctored for the effects of alcoholism. Briefly they are there because they want to be freed from liquor in all its forms and temptations. The hours for hypodermic treatment

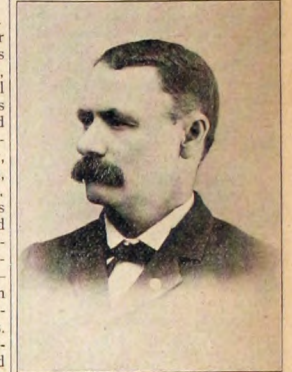


LEONARD HOWLETT.

are 8 a. m., 12 noon, 5 p. m. and 7:30 p. m., daily. At these hours at the spacious Treatment Hall, there are three lines formed, and the patients receive the treatment under the watchful eyes of a staff of six physicians, who, as the lines pass, administer the hypodermic

treatment indicated in each case. After each patient has received his injection he extends his arm to a second physician, who grasps it as if he was feeling his pulse. It is likely, however, that he is enabled not only to know the rate of the pulse but the patients nervous condition by the grasp of the wrist, which might almost be termed muscle reading, for so adept have these doctors become that they apparently need to ask no questions.

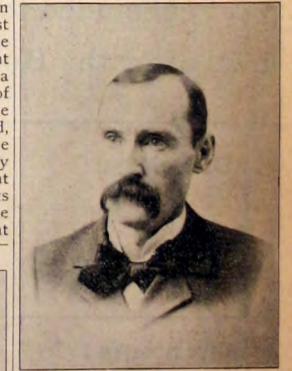
If the patient is a recent arrival he finds himself placed in the line on the right of the hall, and he is apt to be given a small bottle of whisky, generally two ounces, or four ounces, which is to last him until the time for the next injection. The whisky, which he probably promptly samples, tastes like other whisky, palatable, and is invariably pronounced to be first class liquor by the experienced judges, who receive it with evident relish.



DR. R. BROUGHTON.

When pronounced cured at the end of three or four weeks the patient receives final instructions, in form of a lecture, by Dr. L. E. Keeley, or Dr. Blaine, the chief of staff, explaining the effects of the treatment, and what the patient has to expect as the result. Furnished with a package of literature, in which a bunch of envelopes is placed addressed to "The Leslie E. Keeley Co.," with the hope and expectation that the patient will write the company regularly. That the patients comply with this request is amply shown by the mail, which requires the services of several physicians and stenographers to answer each day. Through this correspondence the company is kept fully advised of the condition of the patients. A recent thorough search through the letters of the past twelve years shows that the percentage of relapses is actually below three per cent, for these records show that the company is informed from two or more distinct sources of each relapse—strictly speaking ninety per cent of the relapses are reported several times.

**"The Livingston."**  
"The Livingston" is the model hotel of Dwight. It was erected by The Leslie E. Keeley Co. in 1891, and is one of this company's



DR. W. M. BROWN.

numerous monuments of enterprise, and is an example well worthy of following by the leading business men of any community, who, having met and received success for their business enterprise, are not lacking in doing something for the beauty and attractiveness of their home village, regardless of the income to be derived from such an investment. The Livingston is built of pressed brick, stone and terra cotta; occupies a ground space of 80x120 ft. three stories and a basement; heated by steam and lighted by electricity; thorough water system throughout; ample sewerage, and furnished and equipped for comfort in every respect. An attractive veranda 80 ft. long and 12 ft. wide covers the front. Mr. Louis Schaefer is the manager, and is a very efficient gentleman,



DR. LESLIE E. KEELEY.

## OTHERS MISERIES RELIEVED—THE COST.

Drunkenness is but one of the forms of human misery relieved at Dwight. The Gold remedies are used in the treatment of victims of the opium, morphine, cocaine, cigarette, chloral, and tobacco habits. In all of these the remedies are prescribed by a corps of efficient physicians, and the auxiliary treatment so adjusted as to meet the requirements of every case, each patient being examined four times daily by his or her physician. Of its effects upon opiate users the whiskey user has very little knowledge except what he acquires by observation. Many of the patients under treatment for morphine and other opiates are women. These are comfortably provided for in a handsome home set apart for the purpose, and are free from all unpleasant associations or restrictions. They are free to use their time as they please outside of treatment hours.

The expense of treatment is the same to all. The treatment which includes everything except the expense of attendants, costs \$25 a week. If such are necessary, they receive \$3 for each twenty-four hours' service. Board ranges in price from \$4 per week upward. The private boarding houses are numerous, and excellent service may be obtained at an average cost of \$1 per day.

The new and elegant Ladies' Home, furnished with steam, electric lights, baths, etc., affording all modern conveniences, with the desired privacy, is located at the

who drinks alcohol and is thereby made drunk. In this category are the tipplers, the moderate drinkers, the social drinkers, the wine bibbers, the gin fizzlers, the beer guzzlers and the bumper. Charitable discrimination may establish the degree, but as to kind, every man who drinks to the point of intoxication is a drunkard—simply that and nothing else.

As soon as a patient alights one or more attendants stand ready to receive and escort him to the institute, if necessary, where his name, address and the address of his friends are taken and registered. He then makes arrangements for his treatment and the expense of the same. He is requested to deposit all the money he has with the company, where it is at all times subject to his order. He is subjected to an examination covering his indulgences, supplemented by careful inquiry as to his general health and physical infirmities, if any exist, by the registering physician. A slip of paper is given him and repairs to the treatment hall, where he receives a bottle of remedy and his first injection. If he desires it or his condition demands it, he is given a bottle of pure whiskey.

The first discovery, which it only takes a glance to make, is the fact that the Keeley Institute is neither an inebriate asylum nor a reformatory. A glance at the men here assembled in the treatment hall is sufficient. Of the thousands very few show the effects of drink in their face or