THE DOUBLE CHLORIDE OF GOLD REMEDIES.

The * Keeley * Institute =

Liquor and Opium Rabits.

NEURASTHENIA, OR NERVE EXHAUSTION, COCAINE AND CHLORAL, CIGARETTE AND TOBACCO HABITS.

White Plains, New York, U. S. A.

TO . THE . PUBLIC.

The organization of The Keeley Institute of White Plains, New York, is an outgrowth of my business in Dwight, Ill., for the treatment and cure of the Opium and Liquor Habits, and has my indorsement.

It was established after a careful investigation by all parties interested as to the Double Chloride of Gold Remedies, and the responsibility and earnestness of gentlemen

Mr. Charles E. Persons, as assistant treasurer and manager, will have in charge the business and financial management of the Institute. The medical department will be in effect of Liquor and Opium on the system.

With the assurance that the entire management will combine in all their work the skill God's unfortunates to find relief from these terrible afflictions, the "Keeley Institute" of White Plains, New York, is presented to a discerning public.

DWIGHT, ILL., February 15, 1891.

LESLIE E. KEELEY, M.D.

THE KEELEY INSTITUTE

(INCORPORATED).

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THE: IQUOR: HABIT.

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HE object of this pamphlet is not to treat the subjects in hand in a deeply scientific manner, from a physiological or pathological standpoint. Neither is it to indulge in hyperbole or sentimentalism, though there is abundance of room for it, and not a little temptation to soar into realms usually occupied by the temperance reformer. By this latter allusion we do not mean to cast any reflection on the unselfish endeavors of these earnest workers. We believe, however, that statistics will show that a very large proportion of those who leave off the use of intoxicants from persuasive or legislative authority, again return to the "cups" when restraints are removed. This, however, is not the fault of the noble-hearted men and women who have labored to save them. Neither is it, in most cases. the fault of the backslider himself, though he is usually blamed for it all. It is the overwhelming power of a disease from which he has been given temporary relief through mental excitement, or an unwonted stimulus of the will power. Who has not seen the suffering

rheumatic lulled into a peaceful sleep by the injection of morphine; but who knows better than the physician that the cause of pain had not been removed, and that it would return again when the effects of the opiate had died away?

We venture to say that it has never occurred to the average thinking man or woman that the immoderate use of intoxicants begets an abnormal condition of the brain and tissues, which is a disease. In all ailments of the body nature does much toward effecting a cure when given an opportunity. Thus it comes to pass that many of those who possess sufficient will power to leave off intoxicants find, after several months, or sometimes years, that the struggle is over. Time and nature has removed the cause. This rule, however, is, as above stated, that comparatively few are able to withstand the temptation long enough, or what is more often true, the disease has become too firmly rooted to be eradicated without assistance.

ALCOHOLISM, OR DRUNKENNESS,

might be divided into several classes, but for our present purposes two will be sufficient: (1) Those who have become so habitually addicted to the use of intoxicants that the fact becomes known, that it is a sorrow to friends and a terrible affliction to themselves. This includes all, from the frequenter of the club-room and the man who is seen to be under the

influence of stimulants occasionally, up to the daily drunkard and sufferer from delirium tremens. (2) Those who rarely drink enough to get "full;" who do so occasionally when with special friends; who are looked upon as moderate drinkers or even temperate men; who do not let their mothers, wives or sisters know they ever get drunk; who, however, admit to themselves on calm reflection, that they enjoy the effects of liquor more than they used to. take it more frequently and in somewhat increased portions, but who, of course, can stop whenever they want to, or at least claim and believe they can, but for some reason never reach the day "they want to."

Those of the first-class need immediate attention; and three-fourths of the second class will need the same attention later on in life. They better have it now. Before we reason further together let us understand each other better:

1. We believe you to be intelligent, educated, well-bred and honorable people.

2. In your moments of sober reflection, you fully realize that you have acquired a taste for liquor, or for its effects, which is the same thing. Very few men admit they like the taste of liquor.

3. You frequently resolve mentally to "swear off," and know it would be much better if

you were entirely rid of the curse.

4. You, especially of class two, think it would be an everlasting disgrace to have people hear that you had gone somewhere or done something to have the habit cured.

The first three paragraphs need no special comment. The fourth will bear enlarging on. The man who comes to the conclusion mentioned therein, or who becomes angry if a friend suggests the idea of a cure for his habit, takes a very silly and groundless position. In many cases perhaps a certain charity should be extended because of diseased mental conditions. In most instances, however, it is nothing less than false pride. Any effort to get rid the habit will receive the encouragement and commendation of every man, woman and child within the circle of their acquaintance. The truth is you are suffering from a disease.

We can furnish the names of hundreds, by their own permission, who are proud to have the world know they have been reclaimed and aid in extending the benefits to others. Those our brightest men—lawyers, doctors, editors, merchants, traveling salesmen, energetic young lands. Indeed, we do not care to treat patients who have not a sufficient sense of self-respect and pride to earnestly want to be cured.

This treatment in New York can only be had through our Institute. Though our special field is New York, we receive patients from any State or foreign land, and give them the same attention and care as a resident of New York. Our treatment is for all—for humanity—and all who come receive prompt and careful attention.

The "Double Chloride of Gold Remedies" for the treatment of the Opium and Liquor Habits are the discovery of Dr. Leslie E. Keeley, of Dwight, Illinois, and are no longer experimental. They are indorsed by the medical profession without exception when investigated, and many of our greatest enthusiasts are physicians in high standing professionally. The remedies are used successfully at home, and when directions are carefully followed a positive cure results in three weeks, as an average.

To physicians, or others who may feel like having their own physicians more fully advised, we cheerfully furnish treatises, in which these diseases and remedies are fully discussed from a scientific standpoint. We believe, however, that the general public cares little for this.

The main questions usually asked are:

(1) Are Liquor and Opium Habits specific diseases?

(2) Will the "Double Chloride of Gold Remedies" effect a cure?

We answer the first, yes. And so treat them. The second has been proven beyond any doubt in the thousands of cases cured and the testimonials of those cured by these Remedies. Thus far, no other remedy has been discovered that will produce a positive cure. This is a bold claim, but the facts warrant it, and will bear us out in making the statement. Our remedies are packed in pairs. Those for the Liquor Habit are \$9.00 per pair, and will be sent to any address, with full directions for use, on receipt of draft or money order. For Home Treatment, from one to three pairs will effect a cure in any ordinary case.

Our doctor is a regular graduate of medicine from one of the best medical colleges in this country, and, entering this exclusive service, brings with him the knowledge and experience that is only acquired by patient study and observation, and the labor of years as a successful practitioner of medicine. He has made a special study of these diseases, and, added to his personal knowledge of the effects of alcohol and opium on the human body, it eminently fits him to treat these afflictions scientifically and successfully. His high standing as a physician needs no introduction or recommendation to the medical profession other than his record as a practitioner of medicine.

HOME TREATMENT.

Home Treatment necessarily takes longer than that pursued under Sanitarium methods. One reason of this is because the patient, when left to himself, does not always follow the directions as carefully as he ought to. He is often induced to follow his own judgment instead of that of his prescribing physician, and hence omits important instructions. Then the plans laid down must be uniform, and adapted, as near as possible, to all cases. It is evident that some will progress faster than others; some can be pushed along at a rapid rate. while others must take their time. While a uniform plan will be successful in every case. it will necessarily make the progress of cure longer in some than it would if the treatment were specially and personally conducted under our own supervision. We have succeeded in obviating much of this difficulty by preparing a printed blank report, which, when filled out accurately, states the patient's condition at any given time When we treat any one at a distance, we furnish several of these reports, accompanied with addressed envelopes, and request that one be filled out and mailed to us every THIRD DAY. By this means we can keep informed of the progress made, and learn the exact condition of our patient, and then give him any advice which may be necessary. This system of reports enables us to ascertain whether our instructions are being properly carried out or not.

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SANITARIUM TREATMENT.

Sanitarium Treatment, for many reasons, and in certain cases, is preferable, and more satisfactory to the patient and all parties interested in his future welfare. Complications of diseases many times arise during the course of treatment, and as all patients are under the special care and attention of our doctor, he will readily perceive and rectify the disease, which your own physician, from inexperience in this particular work, might overlook. At the commencement of treatment a new life begins. Regularity of taking medicine, of treatment at office four times a day (auxiliary treatment, of meals and sleep, regular habits, congenial and sympathetic companions, with cheerful surroundings, all aid in a speedy cure and are agreeable, pleasant time for the patient during the course of treatment. The unfortunate sufferer of three weeks previous goes forth at the end of treatment a new man, and has no wants or desire for "drinks" of any kind, physically and mentally able to take his part in life's great conflicts, and who, if he falls by the wayside, again has to learn his evil lessons anew. His better experience in the past teaches him not to battle with King Alcohol, and all temptations being removed, he can go forward and onward to a life of honor

A limited number of patients are received at White Plains. All cures made in eight to twenty days, without pain or nervous shock.

Course of treatment at White Plains is limited to Three Weeks. Terms and dates made known on application.

Confidential correspondence solicited.

THE KEELEY INSTITUTE.

WHITE PLAINS, NEW YORK.



MORPHINE, OR OPIUM HABIT.

UCH that we have said in preceding pages applies as well to the sufferers of opium as the liquor habit. The general phases of the cure are similar in their effects upon the mental and social conditions, and the victim in either case should act promptly in receiving a cure, if it can be obtained.

That our remedies will completely and positively cure the worst cases of the opium habit has been demonstrated in thousands of instances. We quote the following extract from a recent letter (1890), written by Dr. Leslie E. Keeley, which explains itself:

"It is now ten years since I gave to the medical profession, and the world generally, my discovery that the 'Double Chloride of Gold' would not only cure any case of drunkenness, regardless of age and condition, but that it would give a painless and positive cure in any form of the opium habit, no matter how long the 'drug' had been used or in what quantities.

No matter if the opium habitué was steeped and saturated in opium poison, which left him an invalid and a care in the hands of his friends, or a nullity among his fellows, still he could be radically and painlessly cured by the use of Gold, and again resume his place in the arena of 'bread-winners,' with as strong and vigorous a brain as he ever had before tampering with the 'drug' opium, or its derivatives.

The knowledge of this discovery was at once seized by the newspapers, and heralded throughout the civilized world. For a time I was nearly inundated by letters from every quarter of the globe, asking for particulars. It was too much to write, and in the interests of humanity I embodied my knowledge in a printed letter to all inquirers. This did not satisfy. I was urged to make up the remedy after my own formulas and send it out, as little was known of Gold as an agent of cure at that time. Thus constantly urged, I finally concluded to put the Double Chloride of Gold Remedy on the market, which I did a little over nine years ago, since which time the remedy has never missed making a cure in any case of drunkenness or the opium habit, where it has been given even a meager chance."

READ ALSO THE FOLLOWING:

H. Lassing, M.D., editor of The American Analyst, of New York, says in his journal, dated November 15, 1885, as follows:

"Many remedies for the opium habit have been advertised and are now in the market, but in a majority of cases they are worse than useless. We have lately examined a preparation made by the Leslie E. Keeley Company, of Dwight, Illinois, which seems to fill the long-felt want of some specific remedy that will enable opium users to rid themselves of the terrible habit. This preparation is called Double Chloride of Gold, and seems to have given universal satisfaction wherever it has been used. By taking it the patient is enabled to reduce his daily dose of the 'drug,' and in a comparatively short time, and without much suffering, to give it up entirely. Such a remedy will evidently prove a great boon to the many thousands of sufferers who have for years been endeavoring to break off the habit, only to find themselves more helpless at every trial. Double Chloride of Gold seems to exert a sedative and strengthening influence on the whole system, and the patient, after he has once succeeded in abandoning the use of narcotics, is free forever, and is compelled, as was often the case when other remedies were tried, to again resort to them after a time. The Double Chloride of Gold has been carefully analyzed by Prof. Mariner, of Chicago, who pronounces it to be exactly as represented by the manufacturers, and a thoroughly reliable remedy. Besides being used in the opium habit, it is said to be excellent for the cure of confirmed inebriates, and of many sufferers from nervous diseases. Having written so much on this

subject, we have taken pains to closely scrutinize the claims made by this company for their Double Chloride of Gold, and find, first, on examination of samples bought by parties unknown to the manufacturers, that the remedy is just what it claims to be; second, that several reputable parties, whom we know to be confirmed habitues, after using the remedies were radically cured of the habit. We therefore say what we have said freely, and believe that we are rendering the 'victims' of opium a great service by this publication."

To this we simply add that the experience of the years since this analysis was made has multiplied tenfold the proofs of the truthfulness of the claims made for the remedy, and have

borne out in every particular the high tribute paid by Dr. Lassing. In the last year the remedies have been improved; so much so, that the patient, taking them for the Liquor or Opium Habit, need make no effort for a cure; a cure follows the taking with the certainty "that day follows night." There is no need of any one describing to you the pang you suffer, the remorse of conscience, and the mental agony worse than death. You all know it too well. If you will take treatment with us we will cure you. We will render it absolutely unnecessary for you ever to use these "drugs" again, and will restore your shattered system to its normal condition.

In this, as in our brief remarks upon the Liquor Habit, we will not undertake to discuss

the scientific phases of the disease. We cheerfully furnish to any sufferer Dr. Keeley's exhaustive treatise, if desired.

HOW TO PROCURE HOME TREATMENT.

Write and state your age; whether married or single; in which form you use the "drug," whether opium or morphine; by the mouth or hypodermically; how long you have used it; also, your general condition of health. Write your name and post office address PLAINLY, if you have to print it as children do when learning to write. We have much trouble in making out names and addresses; many letters come back to us on account of imperfect address.

Send money with your order, either by draft or post office order, registered letter or by American express. Immediately on receipt of your order we will forward the Gold Cure by express. Be plain in sending your nearest express office address. The remedy is sold in pairs, as that quantity has been sufficient, in some cases, to effect a cure. If, after using one pair, it is deemed necessary to have more of the remedy, it can be easily obtained. By this means the patient pays for and uses just enough to cure his case. A complete record is kept of every case, so there will be no difficulty in ordering a second time, if necessary. Patients at a distance can, if preferred, purchase two or three pairs in one shipment and thus

GOLD CURE, FOR THE OPIUM HABIT, \$10.00 PER PAIR

Address THE KEELEY INSTITUTE.

WHITE PLAINS, NEW YORK.



A Remedy of Established Merit for

REURASTHENIA,

OR NERVE EXHAUSTION.

EURASTHENIA, OR NERVE EXHAUSTION, has been comparatively unknown until the last twenty-five years, and is even now little understood. It has several clinical varieties, but the general symptoms prevail in all cases. It is manifested in many functional forms. These may be divided into two classes, the mental and physical. The mental faculties become confused, and it is difficult to think consecutively and clearly, while the memory loses its grasp of previous events and fails to perform its duties satisfactorily. In this condition sleep is generally out of the question, and insomnia aggravates the nervous condition of the mental forces. The mind is quite active, but is unable to bear any burden, and incapable of any labor except that of the most ordinary kind. It not infrequently

happens that the patient is tormented with fears lest he should lose his reasoning powers entirely.

The physical symptoms are varied. The appetite is capricious; the patient sometimes eating to excess, but often having no appetite at all. Foods of all kinds will become obnoxious, and there is sometimes nausea, vomiting and consequently emaciation. Depression of spirits is a very common and general symptom, accompanied with great lassitude and nervous prostration.

All these symptoms, especially the mental one, are not usually present in an equal degree, but may increase, diminish, or at times disappear, proportionately to the leading symptoms of the disease

Our Gold Cure for Neurasthenia is a preparation of the Double Chloride of Gold, compounded expressly for the cure of Neurasthenia, or Nerve Exhaustion. We pronounce it the most powerful sedative tonic and nerve vitalizer in existence; and we confidently assert to all persons suffering from Nerve Exhaustion in any of its protean forms, that two bottles of this remedy are equal in restorative power to "three months in the mountains or a summer at the seaside."

GOLD CURE FOR NEURASTHENIA, \$8.00.

GOCAINE + HABIT.

OCAINE—the last and worst habit which has so recently dawned upon the horizon of an afflicted world! A habit that saps every interest in life, and destroys every noble family and law. A habit that subverts manhood, and uproots all obligations to God, A habit that once fastened upon its "victim" leaves him an object of disgust to himself and of humiliation to his friends.

The history of this drug is a short one, but it stands at the head as the most hurtful and devilish in its power for evil of all the drugs for which a habit can be formed.

This habit is one that is easily acquired, and it is vastly more alluring and fascinating than even the opium habit. When the "drug" is administered hypodermically to the habitué, all pain disappears like mist before the rising sun, leaving an atmosphere of serenity and pleasure behind so benign in its influence that few suspect the lurking demon hidden within.

GHLORAL + HABIT.

YDRATE OF CHLORAL, which was hailed at first by the medical profession as a hypnotic and sedative, producing only good effects, and as the long-sought specific in cases of nervous disturbance, has, after a brief period of popularity, deservedly fallen into disgrace. Experience has shown it to be a dangerous "drug"—one whose reactive cumulative and secondary effects are very disastrous. However, as this habit is easily cured by a few days' use of the Double Chloride of Gold, it is needless to discuss it further in this place. The remedy becomes a substitute for the "drug" at once, gives the patient sound, healthy, normal sleep, and a cure in less than a week, without the least pain or inconvenience whatever to the patient.

GOLD CURE, FOR COCAINE HABIT, \$10.00 PER PAIR.

OPIUM + SMOKING.



N the opium "den" or "joint" the existence of a confirmed opium smoker becomes as widely separate and apart from the active life of men as the place of his resort is oblivion and rest from vexatious toils and hardships—a temporary relief from the realities of practical existence.

In these "dens," then, the tired souls of men can have "surcease from sorrow" and the exactions of weary life. In these "dens" is the worship of the multiple God "Madjoon" carried on every hour of the twenty-four. Votaries, from the best and worst walks of life, worship at this shrine. Time and money count for nothing. Life itself thrown in the balance, counts not as a feather-weight. Friends, family, ambition, everything that makes life sweet, is lost to them while they burn the pungent incense.

The user of other preparations of opium can mingle with their fellow men and women. They have no need to resort to some "joint," and remain hours to experience the effects of the "drug." The smoker, however, must devote time and money to compel the inspiration of his god, and he can only do so in a temple—known as a "den" or "joint"—prepared for this satanic worship.

A special remedy for the opium smoking habit with the Double Chloride of Gold as a basis, which has been used from Maine to California, making a cure in every case. We can cure any opium smoker at his own home upon two pairs of the remedy inside of three weeks; or we will take any case coming to White Plains, New York, no matter how desperate the case may be, or what the addiction or length or habituation, and make an easy, painless cure of it in two weeks. At the end of which time the patient will return to his home in hearty, buoyant health, with the "drug" in any form never again a necessity or temptation.

GOLD CURE, FOR OPIUM SMOKING, \$10.00 PER PAIR.

THE: GOBACCO : HABIT.

Its Use, Abuse and Cure.

HERE seems to be in the human economy an imperative demand for either stimulants, sedatives or narcotics; and, indeed, the use of one requires the other. If the use of tobacco or any other narcotic depresses the nervous system, there is an immediate demand for a stimulant to restore the equilibrium, and vice versa. The demand for and the use of tobacco has increased remarkably during the last decade, until it has almost become universal in our country. It is estimated of one thousand men nine hundred and fifty use tobacco in some form.

Tobacco is a powerful sedative poison, whether snuffed, chewed or smoked, and until the

system gets used to the toxic effects of its alkaloid and naceine it is not only a local but a constitutional irritant. It gives rise to confusion of the head in vertigo, stupor, faintness, nausea, vomiting, general depression of the nervous and circulating functions, which many times eventuates in alarming and even fatal prostration, ending in death. It enfeebles digestion, produces emaciation and general debility. It lays the foundation of nearly every serious nerve disorder now common to the people of America. It induces insanity from long-continued use, and in many cases of nervous breakdown, attributed to overwork, the excessive use of tobacco has certainly been an important etiological factor. It brings about epilepsy, bronchitis, rheumatism and asthma.

It is a promoter of dyspepsia and catarrh. It afflicts its votaries by what has lately been known to the profession as "Tobacco-heart" and cancer of the stomach.

So with many other things of a poisonous nature which the system is forced to accommodate itself to, the positive harm is not apparent in its use, but only in its abuse; and the results of this abuse may be found in the enfeebled condition of the nervous system of tobacco users. In some of robust physique this is not so manifest, the use of tobacco in moderation being without visible injury; but the majority who use it can tell another story—a story begun in health, strength, vigor and generous ambition—ending with all its

concomitants, in feebleness, debility, loss of power, nerve exhaustion and death in life. It is a habit which to-day is sapping the foundations of American manhood and entailing disease upon all children born of tobacco-using parents.

The remedy at once arrests the process known as isomeric changes, caused by the use of tobacco and its poisonous nicotine products. It repairs the wasted and debilitated nerve tissue and assists every organ in the body in its functional work. Its results will be at once manifest in an improved appetite, restful sleep and active mental force. It will give back medical agent known that will effectually break up an inveterate 'Tobacco Habit' without injury to the patient.

THE REMEDY.

This special formula of the Double Chloride of Gold is carefully compounded with special reference to every form of the tobacco habit. Put up in companion bottles, Nos. 1 and 2. Price for the pair, \$5.00. Full directions with each shipment.

GIGARETTE : HABIT.

HE CIGARETTE HABIT has become so prevalent in the last twenty years that in all cities they are constantly smoked by every thing wearing male clothes, from a bootblack to a merchant's clerk. Too much cannot be said of this soul-sapping, body-demoralizing abomination of the present day. The make-up and contents of the cigarettes generally found upon the market is that of unripe and imperfectly prepared tobacco. This tobacco is first soaked in nicotine, largely impregnated with opium, stramonium or belladonna. The wrapper is usually rice paper, whitened with arsenic. It will readily be seen, therefore, that the main evil of cigarette smoking arises from the inhalation of carbon-monoxide, which is extremely poisonous on account of its strong affinity for the hæmoglobin of the blood, which brings about cardiac inhibition and heart failure. Every day the papers are filled with some

story of death by heart failure from the excessive use of cigarettes; and sixteen States, by legislative action, have prohibited their use among boys for this reason. It is the duty of every family physician to explain to those over whose health he has supervision the evil consequences of the use of cigarettes, and it ought to be the duty of the secular and religious press to denounce their use at every opportunity, as in every case they bring about a necessary desire for either opium or alcoholic drinks.

THE REMEDY

This formula of the Double Chloride of Gold is carefully compounded with special reference to the Cigarette Habit.

PRICE, PER PAIR, \$10 00.

All correspondence and orders should be addressed to

THE KEELEY INSTITUTE.

WHITE PLAINS, NEW YORK.

IN BONCLUSION.

(60) E take pleasure in having persons consult or write us freely who are really in earnest search of treatment for themselves or friends. We specially covet investigation, not only of our remedies, but of our responsibility and of our fitness to do the work we undertake. We take what we deem a justifiable pride in the fact that we are able to do this grand work of saving humanity from bondage worse than death. We know to a certainty the efficacy of our treatment, and have no desire to antagonize any class of people. Our mission is peculiarly one of mercy, and we desire to have it so considered. We extend a cordial greeting to the medical profession, and ask their co-operation in the great work of redeeming to the world the unfortunate victims of "drink" and "drug."

We have the same right as the aurist, the oculist or the dentist to ask the physician in general practice to refer to us, when possible, cases properly coming under our specialty. Such courtesies will be duly acknowledged.

SPECIAL NOTICE.

All communications are treated as confidential. After a cure is effected, if a patient is willing to allow the use of his or her name as reference, we so refer, but not otherwise.

Kindly yours,

THE KEELEY INSTITUTE,

WHITE PLAINS, NEW YORK.

WHITE PLAINS.

HITE PLAINS is twenty-two miles from New York City, and on the Harlem Division of the New York Central and Hudson River Railroad. It is a quiet, beautiful village of 5,000 population, with a history full of interest antedating the Revolution. Broadway, the principal street, is about one mile long, two hundred feet wide, and being thickly shaded, forms one of the chief attractions. It has electric light, two public and three private schools, good walks, splendid drives, and contains many palatial residences, surrounded by well kept lawns. St. Mary's Lake is within ten minutes' walk of our office, and being quite a resort for pleasure parties, boating and fishing, will be a beautiful place for patients to while away the hours between times of treatment at office. The landscape is charming and varied, forming a panorama of rural scenery incomparable for beauty and picturesqueness. With such surroundings, the patients can find enough to amuse and content the mind, please and delight the eye and have a pleasant and enjoyable time during treatment.

Our office is about one-half mile from the depot on Railroad Avenue, near Broadway. Patients will find conveyances at the depot. Accommodations for patients at reasonable prices. On coming to White Plains, report to office immediately, and we will find boarding and rooms as near to us as possible. All communications and correspondence should be addressed to

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