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THE DANGER OF ALCOHOL.

The Liquor Habit Unconsciously Acquired by Overindulgence in Social Drinking—All Classes of Society Affected.

It is unquestioned that the habit of so-called "social" drinking is greatly responsible for the many cases of deplorable drunkenness which confront us on every side. Social drinking is the path by which these unfortunates have been led to acquire an abnormal craving for alcoholic stimulants.

Once the drink habit obtains a foothold it travels with alarming rapidity until the point is reached where the habitué realizes that he is becoming a victim to alcohol and determines to stop. He finds himself ill equipped for the battle, his nerves are shattered and shaking, his will power inert, and, possessed with that indescribable, intense and overpowering craving for alcoholic stimulants, he easily gives up the contest for supremacy. Unless he obtains aid the question of his utter and abject enslavement is only a question of time.

"Just what can you do for me?" was the question asked at the Oppenheimer Institute by a man who had wrecked his business and was near the end. The reply was: "We cannot give you morals or moral character. We can take away your craving, and it will never of itself return. In twenty-four hours we can leave you in a room alone with a glass of whisky on the table, and you will not touch it, assuming, of course, that you really want to get away from it."

"Excuse me, doctor," was the man's reply. "I have known you many years and have profound respect for your character, but I do not believe you. Of course you think you are telling the truth, but you don't know my craving. Why, when that craving is on me I would do anything. I would rob my own mother. I would sell my soul to get the whisky, for I must have it. And you say that in twenty-four hours you can place a glass of whisky before me and I will not want it. Excuse me, but I cannot believe it."

And yet twenty-four hours later that man said, "You were right." Laying his hand on the table: "Place the whisky there. It will be perfectly safe. I have no desire whatever for it. Surely this is the most wonderful medicine in the world."

The Oppenheimer Institute, New York, is administering a treatment for alcoholism which is endorsed by many men of national reputation, highest standing and character. The craving for alcoholic stimulants is entirely removed within forty-eight hours and the patient restored to normal health in a short time. There is no interference with the usual business pursuit nor need it be known that the treatment is being taken. The Oppenheimer Institute will send interesting literature on alcoholism in reply to a request.

DRINKING AMONG EMPLOYEES

Indulgence in Alcoholic Stimulant Hinders Their Advancement and Frequently Wrecks Bright Business Careers.

The interest of the employer should be the study of the employee. The employer depends upon his clerks and workmen to give his business their best efforts for success. Failing in this essential, they not only retard his ventures, but often do him great injury. Employers are quick to recognize merit, and advance in position and salary those deserving. The ones left behind are apt to become jealous and attribute the advancement of their associates to favoritism or to some other cause, when in reality their lack of adaptability or want of attention to their duties, due to personal habits that need correction, is the reason for their remaining stationary.

One of the most prolific causes in the non-advancement of the employee is indulgence in alcoholic stimulants. He may be a first class man in every respect aside from his falling, but he does not enjoy the full confidence of his employer. He may go to excess in his drinking only occasionally, but the fact remains that he is liable to do so at any time, and in these strenuous days of aggressive commercial competition the man in business, whether employer or employee, who drinks is flirting with a danger that may sweep away all his prospects in business, home and social life.

It may be that he is weak and easily persuaded against his better judgment to take a drink, or he may have reached that stage of the disease where alcoholic stimulant has through constant addiction become a necessity to enable him to accomplish his daily work. The end can be easily foretold unless the drink habit is overcome.

This is not an easy task. The drinker who attempts to stop usually discovers that the craving for alcoholic stimulant has weakened his will power to such an extent that after a short period of abstinence he succumbs to his desire for liquor upon the slightest pretext and is soon back again in the same old

What he needs is medical assistance, a remedy that will remove all craving for liquor and restore his normal health. The Oppenheimer Treatment for alcoholism is such a remedy. It has saved and is saving thousands by its means. The craving for alcohol is removed within twelve to forty-eight hours and the patient is restored to normal health in a few weeks. There is no interference with the usual occupation nor is there any publicity. Any one interested can obtain full information from the Oppenheimer Institute of New York.

DRINK HABIT NOW TREATED AS A DISEASE

Removal of the Craving For Alcoholic Stimulants Successfully Accomplished by the Oppenheimer Treatment.

Alcoholism in its advanced stages is a disease, not a vice, crime or sin.

The eloquent John B. Gough, a reformed inebriate, was a devout Christian. Besides, he stood upon the American platform as the apostle of total abstinence, with every motive for sobriety, but he fell many times and wept bitterly over his humiliation. He never dared pass a saloon unattended by a friend or member of his family. Reformed as he was morally and spiritually, he yet carried with him to his grave a diseased nervous system.

A man on whom the alcoholic craving has become fastened is as much a victim of disease as a sufferer from pneumonia or smallpox. It is a disease requiring special medical treatment, not punishment or imprisonment. As a disease it frequently brings idleness, immorality, poverty and crime, attendant evils quite distinct from the disease itself. It weakens the will, injures the body, degrades the manhood and destroys the earning capacity of the sufferer. Remove the disease, and you can restore the man.

The fundamental principle of the treatment for alcoholism is the destruction of that craving which prompts the desire for intoxicating stimulants. Previous to inception of this method of treatment the efforts of the medical profession were directed to strengthening the mental control of the patient, unmindful that the liquor craving was not a perversion of idea, but a disease resulting from irritation of the nervous mechanism of the individual. The craving, being a direct outcome of neurotic impulse, necessitates treatment peculiarly adapted to overcome the inciting cause.

Dr. Isaac Oppenheimer, a graduate of the College of Physicians and Surgeons, New York (medical department of Columbia University, class of 1876), for many years devoted careful attention to the study of diseases due to alcoholic and drug addictions.

In the tenement districts on the east side of New York among the suffering poor he found his field of study. There amid the pathos and the tragedy of homes and lives wrecked by intemperance he toiled with unwearying German persistence for years and solved the problem of finding an ideal medical treatment.

For some time he maintained a private sanitarium where cases along these lines were treated. His success in this work was so marked that it attracted the attention of a number of prominent New York business men and philanthropists who were interested in temperance reform. They realized the social and commercial value of a treatment that would actually remove the craving for alcohol or drugs without leaving any harmful after effects. After a most careful investigation they were convinced that Dr. Oppenheimer had such a treatment and decided to lend their names and financial support to the Oppenheimer Institute, organized for the purpose of extending its field of usefulness.

The Institute is conducted on thoroughly ethical lines, none but experienced physicians being employed. The management is on a strictly business basis. A large proportion of the medical profession is now co-operating with the Institute by referring cases to it for treatment. Every effort is made to fully merit the confidence and support of all physicians and to assist them by placing the facilities of the Institute at their disposal.

The work of the Institute, at first confined to New York city, is gradually being extended to many sections of the United States. It has recently been introduced into England and other countries, where it has met with striking success, receiving the direct personal support of many of the most prominent and influential persons.

Every one interested in the subject should write or call at the Oppenheimer Institute, New York city, and receive full information.

WHAT FIFTY DOLLARS DID

The following story of how a refined young woman of New York city, who had become a confirmed inebriate, was saved through the agency of the Oppenheimer Treatment for alcoholism will prove interesting:

A young woman, twenty-six years of age, separated from her home and fam-

ily through alcoholism, went to a dealer to purchase, as usual, a bottle of whisky. He said: "I won't sell it to you. You are drinking yourself to death." "What am I to do then for this awful craving?" she asked. He answered, "Go to the Oppenheimer Institute, and they will take it away from you in a few hours, and make a new woman of you in two weeks." She came at once to the Institute, her face bloated, her arms covered with purple bruises. She had passed through one attack of delirium tremens and was on the verge of another. She pleaded for the treatment, promising that upon restoration she would pay for it out of her weekly wage.

Rev. Dr. J. E. Price, the director of charities of the Oppenheimer Institute, said to her: "The physician will treat you and, if you do as he directs, will restore you, but I should be very sorry if you stopped there. I want you to become a noble Christian woman. You shuddered a few moments ago as you spoke of the terrible temptations. Suppose you had an elder brother, a strong, good, pure man, of great resources, and suppose you could have him at your

Notice to the Public.

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Everybody is invited to come and see me. You can get boys' shoes from 45c to 95c and suits from 1.00 up. Mens suits from 3.50 up; and a big line of Ladies' Watches, Mens' Watches, everything up to date and warranted. Ladies' shoes to fit foot and suit the purse.

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EXCURSIONS TO THE WEST

To the Pacific Coast—to California, Oregon, Washington—round-trip, long transit and return limits, liberal stop-over privileges.

The rate is practically on the basis of one fare for the round trip. Of course, if you wish to visit both California and Oregon or Washington, the cost is slightly more.

These reduced rates are in effect on certain dates in months of May to October, inclusive. They apply from all Eastern points via Chicago, St. Louis or Memphis gateways. The Rock Island System will take you up in either Chicago or St. Louis, or at hundreds of other Middle West points and carry you to the Coast in through Standard or Tourist Sleepers with unexcelled Dining Car service. The Rock Island also affords a choice of routes: on the "Scenic" route you can stop off in Colorado—see Salt Lake City—visit Yellowstone National Park; on the "Southern" route you can go via El Paso, thru New Mexico, then "up coast" to San Francisco and on to Portland or Seattle if desired.

In short, these Pacific Coast excursions offer an unusually good chance to see our western country in a comprehensive manner.

If you desire to go only as far as Colorado, there are excursion rates in effect to that section and return, all summer long, specially reduced June 30 to July 4, August 12 and 13, and August 30 to September 4. Extension trips to Ogden or Salt Lake and return at low cost also.

From September 15 to October 31, 1905, one-way tourist or "colonist" tickets will be on sale to California and the Pacific Northwest—about half regular fare.

If interested, send name and address on this coupon, designating which booklet wanted and to what point you plan to go. Name probable date of start also, so we can advise definitely with respect to rates, etc.

Send Colorado, California, booklet and rates.

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