

# WHAT greater achievement can there be than the saving of a man who cannot save himself!

**The purpose of this full page advertisement is:**

- To lighten hearts made heavy by another's helplessness.
- To bring into darkened homes the sunshine of real hope.
- To assist in reuniting loved ones estranged by that insidious foe of human happiness—over indulgence in strong drink.
- To help save men.

We might write page after page about the genuine need for, and splendid work accomplished by the now celebrated Neal Cure; but the salient fact that will appeal strongly to those who have any member of the family afflicted with the uncontrollable appetite for intoxicating liquors is that it is possible in the short space of three days to perfectly cure the most obstinate drink-habit sufferer at a moderate cost. What glad tidings these words will convey to thousands of homes.

## THE DRINK-HABIT CURED IN THREE DAYS BY THE NEAL TREATMENT

The vast importance of the work that is being done by the Neal Institutes in every locality where they are established can be understood in part when it is known that at this institute the most pronounced cases of the Drink Habit are cured in three days' time; men that have been cured with the appetite for alcohol are cured just as easily as is the young fellow just starting out as a social tippler, while the inebriate and the man who takes an occasional "spree" are quickly and permanently cured as readily as the two other cases mentioned above.

Drinking men are not wanted in modern business and professional life. It is recognized and admitted, even by those who are not opposed to the use of liquor, that the man who is afflicted with the craving for strong drink or alcohol in any form cannot hope to compete with the man whose brain is clear—the man who does not drink liquor in any form. Naturally, the man who does not drink is fast outstripping the man who does, and self preservation is driving many a man to seek help from the awful craving and overwhelming appetite for alcohol.

The best and most intelligent treatment is at hand. The Neal Institute Co. now have fully authorized branches at Winnipeg, Brandon, Calgary and Regina, which will take charge of any case and give a guaranteed bond to cure to the entire satisfaction of all parties concerned in the short period of three days. Read the enthusiastic endorsements of the Neal Treatment which are both authoritative and sincere.

### FROM ATTORNEY GENERAL BYERS

Attorney General of Iowa says The Neal Three Day Drink Habit Cure makes a man strong physically, clear, bright and strong mentally:

To Whom It May Concern:

I had a friend in Des Moines who, because of his drink habit his business went to pieces and he became what might be termed a complete wreck and failure. About three months ago he took The Neal Cure and he seems to have fully recovered. He is not only strong again physically, but clear, bright and strong mentally.

H. W. BYERS.

### W. E. COFFIN OF DES MOINES

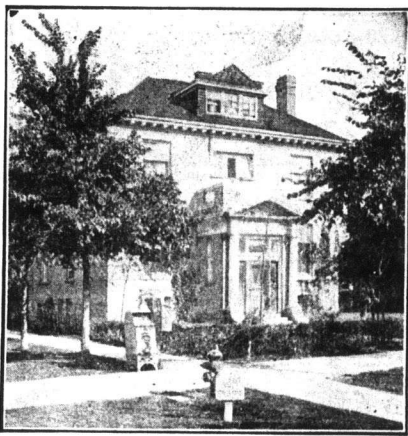
President Iowa Loan & Trust Co., says The Neal Three Day Drink Habit Cure is successful.

Hon. James E. Bruce,

Atlantic, Iowa.

About three months ago a friend of mine took The Neal Cure. The treatment was very successful, indeed, in an incredible short time, as it seemed to us, he was attending to business in his usual prompt and efficient manner, with a clear eye and declaring that he never felt better in his life.

W. E. COFFIN.



Neal Institute, Winnipeg.

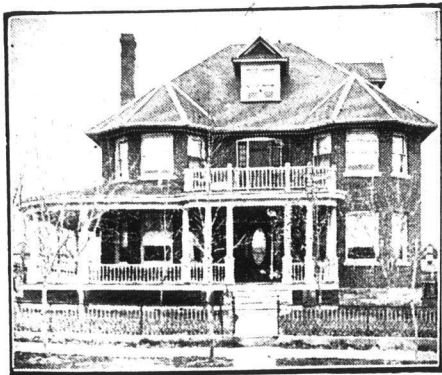
### A Prominent Iowa Banker Endorses Neal Cure

To all Bankers and all Interested:

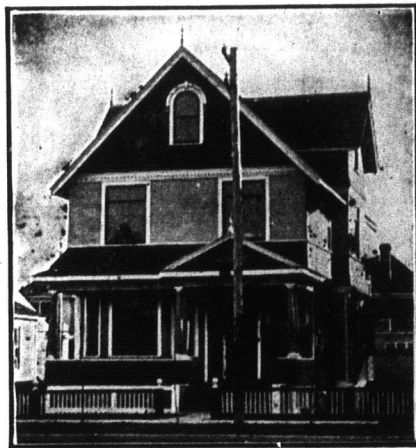
About the first of December, 1909, I was instrumental in inducing a very close friend of mine to take the NEAL THREE DAY CURE and treatment for the drink habit. He took the cure at the Neal Institute, No. 802 Fifth Street, Des Moines, Iowa, commencing the treatment on Wednesday, Dec. 8th, 1909, and discharged as cured and returned home on the following Saturday evening, having been in the said Institute under treatment just three days. This man I personally know had been a hard drinker for several years—in fact, had reached a point where I am sure he could not control the appetite for liquor. Since taking this cure the man has greatly improved both physically and mentally, the habit and desire seems to be entirely eradicated, and I feel that a cure is permanent. His general health is good and nervous system wonderfully improved. I also know of four other very bad cases and the results of same publicly treated in this city at our Hospital, in the early part of January this year by Dr. Neal, and they all seem to be perfectly cured, and are leading sober and industrious lives and supporting their families as they had not done before for years.

I gladly write this letter, and authorize the Neal Institute Company to use same in any way that they may desire, hoping that it may be the means of inducing some unfortunate man afflicted with this awful habit to try the Neal Cure.

Respectfully submitted, J. A. McWAID.



Neal Institute, Brandon.



Neal Institute, Calgary.

Each of the handsome Neal Institutes has been selected for its home-like surroundings in general. There are handsome residences and fine drives close by. The rooms afford every comfort to the patients who enjoy the privacy of home, club or hotel. Each patient is always under the direct charge of a regular physician. Every Neal home is modern in every respect.

That the NEAL Treatment does cure alcoholism—and in THREE short days—no one will doubt after reasonable investigation. Testimony to the truth of every claim set forth is offered in abundance from every place where the NEAL Treatment has made clear the gospel of helpfulness to those who once required help. There are available thousands of testimonials from professional men, clergymen, business men, bankers and others who have witnessed the wonderful work of redemption in their own communities.

Names of guests are never divulged, and all communications are strictly confidentially treated. Phone, call or write for copy of descriptive book and contract to

**A Guaranteed Bond  
to Cure in 3 Days**

**NEAL INSTITUTE COMPANY**  
Branches at WINNIPEG, BRANDON, CALGARY, REGINA  
Write to the Branch nearest you

**A Guaranteed Bond  
to Cure in 3 Days**