

PREACH A NEW GOSPEL.

Purity in Place of Loathsomeness, A
Clear Eye, Steady Brain and Iron
Nerve, Instead of Creeping,
Crawling Rotten Carcasses.

Editorial Correspondence.

In two respects, at least, the **TRADE REVIEW** occupies a position unique in journalism. First in regard to our manner of making investigations, and the disinterested character of reports based upon such investigations. Our examinations into matters of current importance are conducted without bias, and all editorial opinions based upon such data are without prejudice, no charge in any manner, shape or form being made when a favorable opinion is given, and no motives of prudence deterring when the circumstances of the case demand an adverse criticism. Neither hope of reward nor fear of consequence are factors in shaping the editorial utterances of this journal. Whilst the independence manifested has frequently antagonized those accustomed to seeing the powerful influence the almighty dollar exerts in the business office, it has also served to place us prominently in the confidence of twenty-six thousand readers every week of the year. The fact that expressions of opinion are not based on financial considerations, that we have neither friends to reward nor enemies to punish, no axe to grind, and that no payment of money figures directly or indirectly in the transactions, and that no gifts are accepted, gives such editorials weight which never attaches to paid write-ups or the expression of journals which seek to conciliate large advertisers at the expense of frankness and truth, and thus deceive the reader who seeks untarnished truth alone. In another respect the **TRADE REVIEW** is entitled to more than mere mention, as never has it, or any of the other old established journals with which it is now incorporated, editorially endorsed any proprietary medicines, and with but a single exception where duty led to the endorsement of a prominent orthopedic institute have we ever mentioned physician, infirmary or sanitarium in terms of endorsement.

It will be noticed that the glaring and speciously worded advertisements of Warner, Pierce, Hood, Ayers and others are never found even in our display columns. During a score of years of high grade journalism and catering to the best commercial interests, we have ever excluded from our publications all which could not fully demonstrate its efficiency, reliability and honest worth.

Today we now depart from such invariable, inflexible and iron-clad custom, and in so doing we have no apologies to offer, for the same adherence to principles which caused the exclusion of other medical advertisements from our pages now compels us to throw open our editorial columns to bestow unqualified approval and unstinted commendation on a secret remedy—to endorse a medical institution fully and freely and to recommend both in the most emphatic and unmistakable way possible. We refer to the

COOK REMEDY COMPANY
of Omaha, Nebraska, an establishment

which for some days past has been the subject of rigid examination by a trained and trusted correspondent upon the ground—a representative of this paper despatched to Omaha for the sole purpose of acquainting himself with the truth, the whole truth and nothing but the truth concerning this much talked of, much advertised and much vaunted treatment and its results. Like the Keeley Cure, Cook Remedy is now occupying a prominent place in the discussions of the day; and each in its line is a specific, a blessing to those who suffer worse than death. The two will revolutionize the science of medicine and almost regenerate the world. Time and again has the writer been called upon to investigate as sweeping claims as those made by the Cook Remedy Co., and made, too, as boldly as this company now makes its claims in the public press.

As in all previous investigations the result was the same—an unfavorable report the only honest course after all the facts were made known—the investigation in this case was inaugurated with preconceived opinions that in the end the Cook Remedy Company would take its place upon the roll of the "weighed and found wanting." There was no reason to believe that this would prove an exception to all other cases. Closest inquiry among competent financial authorities served to interest the investigator for the irresponsibility of the claimants had always before been the first unfavorable feature to present itself. A call was next made at the offices of the company at Thirteenth and Farnam streets, where more of the unfavorable conclusions which has been hastily and, we will add, unjustly formed, were quickly dissipated. Here was found a regular, competent medical practitioner whose entire time is occupied with the cases placed in the hands of the Cook Remedy Company. Here, too, was found an anomaly, a business manager who did not hem and haw, who instead of interposing obstacles to the correspondent's search, seemed to court investigation. No hesitation, no halting and stammering when leading questions were bluntly and unremittingly put to him for answer, no attempt at bluster or bluff as experienced in the past, and none of that craven manner which characterizes the imposter when a newspaper exposure stares him in the face. This gentleman, on the other hand, faced the music calmly, with a composure born of honest purpose, and which honorable dealing alone can give, which those engaged in dishonorable transactions seek, but seek in vain to assume. Instead of attempting to cover up a desire to open up fully and freely was manifested. Investigation was courted, not shunned. Actual photographs of poor victims of syphilis, with all its ghastly, grisly horrors, were produced, flanked by pictures of the same after thorough cure, backed by testimony which would be good and sufficient evidence in any court in the land. Personal letters from every section of the country were cheerfully exhibited, and the keenest investigation was met in such a way so as to at once inspire confidence.

Following such examination, a call was made upon the proprietor of this wonderful remedy at his place of business, for at present, this gentleman does not devote his entire personal attention to the institution under investigation. The only reason that the

Cook Remedy Co., is located in Omaha, and not in one of the largest cities of the country, is the fact that its proprietor is the controlling spirit of this other establishment, which is recognized as the leader in its line throughout the great West. Here was found the man who is to the syphilis cursed what Keeley is to the whisky cursed, a benefactor in all that the name implies. The personal reputation of this gentleman is untarnished, his social standing the highest. His financial standing was given as "probably half a million," at one financial establishment where inquiry was made, and "unlimited almost," at another bank where the correspondent sought information of this nature.

Conservatively, and in a conservative manner must this report be made; three hundred thousand dollars is a reasonable figure at which to rate the business and financial backing of the Cook Remedy Co. Such high financial standing, confirmed by Dun and Bradstreet, give weight to the unconditional guaranty of refunding money where a cure is not made, whilst the fact that during the past five years but one request for return of money was made is indicative of the effectiveness and thoroughness of the cure effected. Letter after letter was read by the correspondent confirming the claims of this company that the cure is entire and permanent, many testifying to such permanency years after the disease had been eliminated. The pens of those who were cured but are now cured, seemed as if dipped in fire, so eloquent and pathetic were the heartfelt expressions of gratitude and thankfulness for deliverance from the bonds of degrading disease, joyously relating how they had been elevated from loathsome filthiness to purity, manhood, health, cleanliness and happiness.

No claims made by this company are one half so strongly put, so emphatic, so broad and sweeping regarding the wonderful cures, as are the expressions contained in the mass of correspondence the grateful have spontaneously showered down upon this office. Would that every victim of indiscretion who reads these lines could have sat side by side with the correspondent as the personal testimonials were read; to have done so would have been to feel that utter feeling of despair, of awful gloom and dread, which the unfortunate victim of syphilis ever experiences, give way to hope, a hope that once again manhood might reassert itself, and the blessed boon of a sane mind in a sound body, health, good cheer and happiness take the place of that ever-pervading sense of woe unutterable, which now makes life a hell.

The Cook Remedy Co., does all it promises, it claims no more than it accomplishes. We know whereof we speak when we boldly assert that a specific, an infallible never-failing cure for syphilis in all its varied and horrid forms, has been found, and is now in the hands of this company, exerting a power none but the syphilitic can ever fully appreciate. Without sentiment the crucial test has been made, and the efficacy of the system of the Cook Remedy Co., as fully demonstrated as a problem in mathematics. Never since Harvey discovered the circulation of the blood has there been evolved a principle of greater interest, of more absorbing importance, or one more fraught with beneficent result. It is the duty of every honest conscientious newspaper to boldly proclaim to the world and to the inhabitants thereof, the wonderful, nay, the miraculous cures daily effected by this institution. However, instead of doing so, a ridiculous and wicked prudery, excusable in a maiden lady of uncertain age, but is unpardonable in nineteenth century journalism, serves to exclude all mention of this worthy institution. Just why the name or mention of a disease is worse

than to permit such disease to exist, than to point out a remedy when a cure is at hand is a subject for the moralist and metaphysician. Such finely-spun philosophy and queer logic have no place in the management of this journal.

We know, the reader knows, the world knows, that this cursed disease syphilis is widespread, that it exists in every workshop, in every mart of trade and in every studio. It drags its slimy and venomous length in our courts, our camps, our schools. The ermined judge, the eminent jurist, the distinguished physician awake in the stilly watches of the night to curse the tormentor. The innocent and the beautiful are not exempt from its poisonous breath. The padded walls of the insane ward restrain its victims, and every almshouse has within its confines those who have met the dread enemy, and have been mortally wounded in the battle of life, scarred, twisted, deformed sufferers, who pray for death to end their woe. Then why not cry aloud from the housetops? Why not the press and the pulpit take up the cry. Preach a new gospel, purity in place of loathsomeness, clear eye, steady brain and iron nerve, instead of creeping, crawling, rotting carcasses.

Around about us are the nerveless, cringing, horrible travesties upon humanity, the crippled, the maimed, the loathsome, who, acquainted with the truth, might go down into the pool and come up cleansed.

Are we not, then, derelict in our duty when prudery and foolish squeamishness make us silent? No wonder Charles Lamb asked deliverance from a "cursed, sickening, canting, unmasculine age."

In the name of humanity, of love, of fellow feeling, in the name of all we hold pure and right, let us tell of these things. To us the duty is manifest. The Cook Remedy Co. offers the only release from the galling shackles of syphilis. There is no question regarding the efficiency of the treatment or the permanency of the cure. Upon these statements we rest the reputation of this journal, which we have taken twenty years to build up, upon these assertions we are willing to risk the confidence of every reader and subscriber.

We cordially and heartily endorse the Cook Remedy Co., and unreservedly recommend it to every sufferer. Every transaction with it will thoroughly justify such endorsement, and make good the strongest recommendation. There is but one specific, one effectual cure for syphilis, that alone used by the Cook Remedy Co. Other so-called cures, whatever their pretensions, are "as moonlight unto sunlight, or as water unto wine."

Take the Burlington route for all points Northwest, South, East and West. First-class service.

THE
IMMANUEL HOSPITAL
34th St. and Ames Ave.,
OMAHA, NEB.
Board and Nursing \$5 Week
TREATMENT FREE.

**METHODIST EPISCOPAL
HOSPITAL.**

— and —
DEACONESS HOME
419 South 20th Street, Omaha, Neb.

Any person in good health may become an Active Member for one year upon the payment of

TEN DOLLARS.

In case of sickness each active member shall be entitled to free admission to the hospital, including bed, board, nursing, medical and surgical care.