

MOVED

One of the Greatest Medical Institutions in the Country.
 OMAHA KEEPS IT.
 It Has No Superiors and But Few Equals.

YEARS OF HARD WORK

Turns the Cozzens House into an Invalids' Hotel.

IT COST \$100,000

But It is the Finest and Largest Anywhere.

OPEN DAY AND NIGHT.

In Charge of a Skillful Staff of Physicians.

A RELIABLE BUSINESS.

The Most Central Institute in the United States.

THE AIM OF A LIFETIME

Realized in the Completion of the New Building.

ALL MODERN CONVENIENCES

Have Been Placed in the Institute Building.

EVERY ROOM HEATED

Vapor, Electric and Other Baths Given.

ONE HUNDRED & TWENTY-FIVE

Is the Number of Rooms For Patients.

LIGHT AND AIRY ROOMS

Competent Nurses to Care for the Sick.

THE PRIDE OF ALL OMAHA

The Omaha Medical and Surgical Institute Throws All Western Establishments in the Shade—Location, 9th and Harney, Omaha.

A Matter of History.

The purchase made recently by Dr. J. W. McMenamy, president of the Omaha Medical and Surgical Institute, of the famous Cozzens hotel, of this city, brings to mind many interesting reminiscences both as to Cozzens, the Institute, and the old doctor himself.

It was away back in the 60's, during the building of the Union Pacific railroad that world-renowned and eccentric character, George Francis Train, sat at lunch in what was then known as the Harney house, but since transformed into the Union Pacific headquarters, when a breeze from an open window blew through George's whiskers, which caused him to take a very severe cold. Mr. Train swore to be avenged for this liberty of the July wind and immediately hired all the workmen he could command, bought a half block of ground one block south of Farnam, and in sixty days at his first meal in the Cozzens. It was well built, with a high basement and three stories in height, ornamented with balconies, porticos, towers, etc., which have stood the test of the elements up to the time it was purchased by Dr. McMenamy, who has added another tower and two balconies on the north side and made improvements that run up into the thousands of dollars. Train's whim cost him \$30,000, and the increase in the value of the ground, improvements, etc., will bring the cost to Dr. McMenamy to about \$100,000. Steam heat has been placed in every room, about 125 in all in the building; also electric lighting apparatus. There are two bath rooms innumerable, in which patients may enjoy the electric, vapor, steam, hot or cold baths to their heart's content, or as long as the attending physician will permit.

The new Institute building is located on the corner of Ninth and Harney streets, and is presided over by Dr. J. W. McMenamy, physician in charge, and is assisted by Dr. W. H. Preston, Dr. J. P. Williams, Dr. Chas. F. Sinclair, Dr. Isaac Sinclair, Dr. F. Graung, and Dr. McLaughlin, who are recognized by medical authorities as being one of the most skilled medical staffs in the country.

Including nurses, physicians and other attendants, regularly employed there are forty-seven people in the Omaha Medical and Surgical Institute who care for the sick the year round.

Dr. J. W. McMenamy, the president and founder of the Omaha Medical and Surgical Institute, first saw the light of day in the year 1846, and is consequently forty-four years old; not a very old man to be sure; in fact, a man just in the prime of life, but the greater share of that life has been devoted to the practice of his chosen profession, first as a practicing physician, answering calls at all hours of the day

from his own immediate neighborhood during his first year or so, but gradually, step by step, he made himself felt, until it was no unusual thing for him to be called hundreds of miles to attend to some difficult surgical operation or some other ailment which we humans fall heir to. But the life of a regular practitioner is no bed of roses, and Dr. McMenamy soon began to look for some way of caring for the sick that would insure him a small amount of rest at least. A medical institute then suggested itself and after mature deliberation he began a tour of inspection through the leading cities of the west, north and south. He was so much pleased with the charming city of Omaha that he at once decided to locate here, and accordingly the Omaha Medical and Surgical Institute came into existence.

At the corner of Twelfth and Howard streets this great institution first began its honorable career. The building was a small two-story brick and still stands, but the quarters soon became so cramped

with its modern appliances, the best of medical skill, the large, bright and airy rooms and pleasant surroundings. Omaha and Nebraska has an institution of which they are justly proud. The Omaha Medical and Surgical Institute is a permanent medical institution, conducted by thoroughly educated physicians and surgeons of acknowledged skill and experience, and all other medical establishments in the west sink into insignificance when compared with this institution, which is one of the largest and most complete in the United States. These are plain facts which are susceptible of proof.

It is an acknowledged fact that while in every community are found physicians skillful and experienced in the treatment of fevers and other acute diseases, the most intelligent and candid of them, as well as their patrons, acknowledge a scarcity of doctors capable of treating intricate chronic diseases or performing difficult surgical operations, and many physicians will admit that thousands are suffering from so-called

for meals delivered in rooms. This is not a hospital, but an invalids' hotel, supplied with every appliance, apparatus, instrument and comfort known to the medical world for the relief and cure of disease and deformity.

Those who are unable to visit the Institute, may, treated by letter, their long experience in treating cases by correspondence has enabled them to treat cases scientifically without seeing them. Fill out question blanks far as your disease is concerned, then in your own language tell just what you would say if you were here. (Everything is confidential; you need not hesitate to tell them everything.)

They send medicine to every part of the Union both by mail and express, with such clear and explicit directions for use that no mistake can occur. Their remedies are securely packed in a box with plain wrapper, and sent by express unless otherwise directed. They send medicines in liquid forms, which are compounded in their own drugstore from

ued prosperity of the institute is the best evidence of its success.

The physicians of the Omaha Medical Institute are specialists of the advanced type, fully up with the times, whose skill and success has placed them in the positions they now occupy at the head of their chosen profession.

The skillful specialist bears the same relation to the common practitioner of medicine that the skilled mechanic does to the common laborer—the one by his superior knowledge in medicine and surgery, as the other in some of the trades, rises above his fellows by his genius and skill, and is therefore, from his acknowledged superiority, able to choose the branch of his profession or trade to which he feels himself best adapted and his tastes are inclined, and throw all his powers and energies in that direction, and being able to command a better price for his labor and skill, is therefore able to supply himself, the mechanic, with better tools and machinery—the physician, with

system or restore a deformed part, is when the first touch of the paralyzing, blighting hand of disease is felt, since health and life depend upon having our disease treated in season. Still the sick delay the treatment, not realizing that delays are always dangerous, and procrastination is not only the thief of time, but life. They heed not the timely warning of reason and friends, nor their pains, which are the voices of the sentinels of life. Your case may be curable this month—not next; today—not tomorrow.

It matters not to the sick how beautiful the world or enchanting its music, or how beloved by friends, they can neither appreciate nor enjoy them. Pain and disease are their companions all the live long day, while the grim visage of death haunts them in visions of the night, and morning returns but to renew their sufferings.

We seldom think of the great event of death until the shadow falls across our own path, sweeping from our sight

or herb in a very concentrated form. The real strength of one ounce of root or leaf may thus exist in from 1 to 10 grains of the active principle. These active principles are dissolved in elixirs and cordials, and they will be borne by the most sensitive stomachs and are pleasant to the taste, and more certain in their action than any other form of medicine; can be hermetically sealed in bottles and exported from foreign countries without danger of injury, and will keep for an indefinite time. The crude herb is always in danger of becoming injured from damp, heat, improper care, etc. These are not homopathic remedies, although many of them are used by that school, and claimed as such. They are the standard medicines of the most scientific medical men of the world today. If your merchant or machinist should offer you machinery of half a century ago, you would be disgusted with him; yet you are taking into your stomachs from your doctors and druggists the same crude roots and preparations used by your forefathers, and, indeed, by the aborigines of the country.

The Omaha Medical and Surgical Institute uses the concentrated extracts and active principles. Nearly all their medicines are of purely vegetable origin. They use nothing that can possibly injure the system. Their medicines are prepared under their own supervision by an experienced chemist, pharmacist and botanist. They therefore run no risks from the ignorance or carelessness of druggists. They know that their remedies are properly compounded, fresh and active.

They keep a complete history of each case taken, the name, number, date, disease, contract, P. O. address, etc. Each preparation of medicine given is numbered, and the prescription put on record, so that no mistake can possibly occur.

In the whole range of science, art or medicine, there has not been one hundredth part of the improvement that has taken place in the art of surgery in the past five years. To prove this, it is only necessary to refer to the statistics of the great hospitals and surgical institutes of the world, which show that the average number of deaths from surgical operations was thirty-five per cent previous to the new methods of operation and treatment (physicians will understand that reference is made to antiseptic surgery), while now the average is reduced to less than twelve per cent.

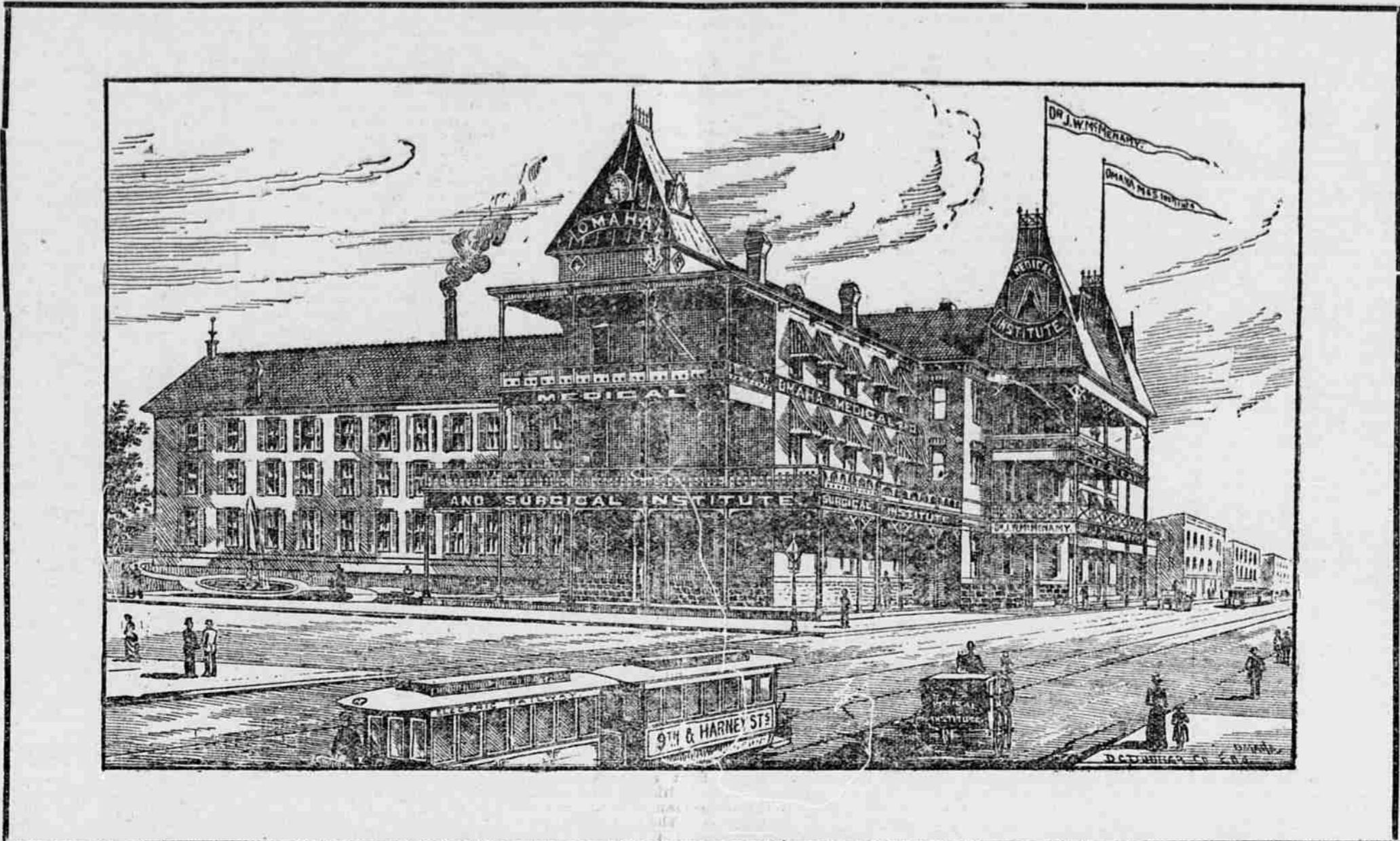
In order to understand the antiseptic methods it will be necessary to explain that the great source of danger from surgical operations, and the great evil that former generations of surgeons feared but could not combat, was pyæmia (blood poisoning), erysipelas and gangrene. These diseases, or the force of suppuration (the forming of pus or matter) with its dreadful consequences, does not now stay the hand of the surgeon when an operation is necessary as in days of old, when it was a last resort and a forlorn hope. Now, if such a condition takes place, it is the fault of the surgeon, either in ignorance, carelessness, or a lack of proper means at his command, and in this age no surgeon should run the risk of operating without proper arrangements.

The antiseptic method is the discovery of German surgeons, and is based upon these well-understood facts. All the tissues and fluids of the dead animal body will become putrid or decomposed, if kept warm and moist, or if living insects find their way into them. That the proper disinfecting or antiseptic fluid is used is of the greatest importance. The instruments used, the hands of the operator, and the part of the body to be operated upon, should be thoroughly washed with this fluid before the operation, and all the dressings saturated with it. No surgeon should run the risk of performing any important operation in a room not prepared according to the rules laid down by authorities upon antiseptic surgery. Operations performed in crowded charity hospitals are not usually successful from the fact that such measures are not and cannot be carried out. It will be seen that the most skillful surgeon cannot operate with the same chance of success at the home of a patient that he can in a properly constructed medical establishment.

The surgical department of the Omaha Medical and Surgical Institute is supplied with all the apparatus and chemicals necessary in Antiseptic Surgery. Their operating room is constantly fumigated, and the walls, floor and table washed with disinfecting fluid daily. Their instruments, needles, suture silk, drainage tubes, sponges, etc., are kept in jars containing a solution, ready for instant use. Their success has been most satisfactory in the thousands of operations performed, such as removal of tumors, dead bone, wens, polypus, stone in the bladder, operations for hernia or rupture, cancer, varicocele, hydrocele, amputations, operations for deformities, etc., etc. They have not had a case of suppurative blood poisoning, or erysipelas, and they are able now to perform with perfect success, operations which ten years ago would have been extremely dangerous and often fatal. There are never less than six doctors in the building, with trained nurses, assistants, etc.

Persons living in the country, miles away from physicians, will readily see that it is safer, surer and cheaper in the long run to visit them for operations when necessary. Do not confound them with charity hospitals, which are usually crowded and in charge of young, inexperienced men, who work for nothing to get practice, and cannot afford to give you the time, attention and remedies necessary, and have not the skill and experience to give you. There is no surgical operation performed upon the human body but they can perform with skill and success, and they are supplied with the instruments necessary of the latest invention.

But the Omaha Medical and Surgical Institute is for the treatment of all chronic as well as surgical diseases and their manifold surgical braces and appliances of all kinds for the cure of deformities has given them a fine reputation. If you think of taking treatment anywhere it will be to your best interests to correspond with the Omaha Medical and Surgical Institute.



The New Omaha Medical and Surgical Institute, Corner 9th and Harney Streets.

that the building once known as the Creighton hotel, at the corner of Thirteenth and Capitol avenue, was secured, and when the doctor established his institute there he congratulated himself that he had enough room. Indeed, it is quite a large building, being 100 feet square, two stories and large basement. But in a few years it became necessary to rent rooms in other localities to accommodate the patients, and this being very unsatisfactory to both patient and physician, the large three-story brick building on the corner of Thirteenth and Dodge streets was leased. For a time there was room and to spare, but the business increased to such enormous proportions that the doctor, who had by this time become tired of shifting around from place to place, decided to either buy or build an institute building to which he could erect additions as necessity required.

The new building just completely overhauled answers the purpose as well as if it had been built for a medical institute. Of course the building has been changed a great deal and has entailed the expenditure of a large sum of money, but it is absolutely the very best equipped building of the kind in the country. The accompanying illustration fairly represents it, though the east and south wings, which are equally as large as the front, could not be shown in one picture. The vacant lawn on the north side, facing Harney street, will soon be adorned with mammoth flower beds and a large and handsome fountain of the latest pattern. The institute faces Ninth street and corners on Harney and can be reached by nearly every street car line in the city. The cable and horse cars from the Union Pacific, Chicago, Burlington & Quincy; Burlington & Missouri River; Kansas City, St. Joseph & Council Bluffs; Chicago & Northwestern; Chicago, Rock Island & Pacific; Omaha & St. Louis; Chicago, Milwaukee & St. Paul depots, all pass up Tenth street within a block. While those who come to the city on the Chicago, St. Paul, Minneapolis & Omaha; Fremont, Elkhorn and Missouri Valley; Sioux City & Pacific; or Missouri Pacific can easily reach the institute building by taking the Sixteenth street electric motor, one block west of the Webster street depot, and asking the conductors for a transfer check to the Dodge street cable, which runs down Tenth street one block west of the institute. But it is not even necessary to do all that, if when a patient has decided to come to the Omaha Medical and Surgical Institute, he will drop a postal card in the postoffice, addressed properly, stating the day he will arrive; and upon what railroad, there will be no inconvenience at all, for the Institute carriages meet every incoming train, day or night free of charge. Every care is taken to secure the comfort of the patients from the moment they come for treatment until they are discharged as cured. All may rest assured that it will be done if science and skill can accomplish it.

The west has long needed an institute for the cure of the sick, and in the new Omaha Medical and Surgical Institute

incurable diseases, solely from the want of scientific treatment and medical and surgical skill. It is also a fact that many of the newly discovered and most valuable remedies are totally unknown in many sections of the country; that while the public are in possession of the latest inventions in mechanics and agriculture, and have discarded the old cumbersome machinery of their ancestors, the most important of all sciences, medicine, is, in many localities, in the hands of men behind the age in which they live.

It is with a full appreciation of these facts that the Omaha Medical and Surgical Institute was established by skilled specialists and supplied with the latest and most valuable discoveries and inventions in medicine and surgery, and that much-sought-after boon, health, thus placed within the reach of all that can be cured by science and skill.

They have the facilities, apparatus and remedies for the successful treatment of every form of disease requiring either medical or surgical treatment for its cure, and invite all persons in search of relief to come and investigate for themselves, or to correspond with them. Long experience in treating cases by letter, enables them to treat persons scientifically without seeing them. Each disease has certain unmistakable signs or symptoms which, when told to the scientific physician, point out to him the exact nature and location of the disease and enables him to choose the proper remedies to effect a cure—often without seeing the patient.

At all times, under all circumstances, and in all vocations, merit commands honor, worthiness commands respect, and ability commands success; and the success which has attended the Omaha Medical and Surgical Institute in the past in effecting cures where others have failed, is the best evidence of their skill and ability, and their standing and reputation among business men is the best evidence of their integrity and responsibility.

They invite all to correspond with or visit them before taking treatment elsewhere, believing that a visit or consultation will convince any intelligent person that it is to their advantage to place themselves under their care.

Cases treated by correspondence receive the most careful attention. Each case is analyzed and examined by questions. A record by number is kept in the private office of each case and the remedy used. While it is always desirable to see a patient, their thorough knowledge of the human body and its ailments enables them to prescribe with certainty and success in many diseases, if a description of the case is given.

Therefore, however, a class of diseases that cannot be treated scientifically without personal consultation, such as Deformities, Piles, Cancers, Diseases of the Eye, and all cases requiring surgical operations or the use of instruments, electric baths, etc.

Patients visiting the city for treatment can obtain room and board in the institute building at \$7 to \$10 a week for board and room. No extra charge

pure drugs, and certain in their action. They are concentrated extracts, thus being in small bulk, but can be sent in the form of pills if preferred.

In regard to their responsibility, they are straight forward, honorable business men, treating their patients as every physician should treat his patients—with candor and honesty, as well as ability and skill; furthermore, they are responsible financially, which anyone can determine for themselves by inquiring of the commercial agencies, who have agents in every town, or the city banks, or the daily papers.

Hundreds of persons living at a distance from large cities are obliged to leave home to seek scientific medical or surgical aid for special diseases, deformities, or surgical operations, and it is to meet the wants of such persons, as well as their own benefit, that the Omaha Medical and Surgical Institute advertises its advantages, location, etc. A judicious advertisement is a directory. There is a certain prejudice against doctors who advertise (in many cases well founded), as it has been resorted to by many ignorant quacks and patent medicine vendors. But the prejudice does not extend to medical colleges, institutes or manufacturers of surgical appliances, instruments, etc., any more than it does to schools, railroads, hotels, or any other legitimate business or enterprise, provided it is done in a sensible, truthful, professional manner. The publishing of testimonials, offers of large sums of money for a case that cannot be cured, accounts of miraculous cures resorted to by pretenders, is disgusting and brand them as impostors.

The Omaha institution's books and circulars are written for the purpose of imparting correct ideas of disease to those in search of relief in as few and plain words as possible. After reading them, patients will be able to explain their situation understandingly, and the institute physicians can advise them as to the curability of the disease, or whether they can be cured at home or will have to visit the institute.

Experience is worth everything. Knowledge gained by consulting with, critically examining and successfully treating thousands of persons of every age, sex, profession and occupation, affected with every presentable form and stage of disease and deformity, enables them to assure those suffering with the maladies that they have succeeded in restoring health to a large majority of cases treated, even after other skilled and energetic physicians have failed to effect any permanent change for the better.

It is to their interest to cure their patients; no physician or medical establishment can exist any length of time unless patients are treated with skill, honesty and success; therefore their anxiety to cure their patients and obtain their friendship and recommendation is not only a matter of honesty but of business principals, and the contin-

superior instruments, apparatus, books, etc.—so perfect themselves in their respective branches, while the common laborer, either in mechanics or medicine, must turn his hand to anything that offers in order to earn his daily bread, his services not being in demand as he lacks superiority over the masses. The successful physician, mechanic and merchant alike, must expect the enmity of those whom they have outstripped in the race for superiority—

For "base envy withers at another's joy And hates that excellence it cannot reach."

When you decide to be treated place yourself under the care of the specialist in a reliable medical establishment, who makes the study and treatment of your class of diseases the business of his life; pay him the regular reasonable fees (never submit to extortion), follow his directions carefully, notify him of any change, report personally or by letter frequently, and if your case is curable, in all human probability you will be cured.

Though they have thousands of letters and testimonials from patients the Omaha Medical and Surgical Institute does not publish them—first, because it is considered unprofessional; second, they never use the names of patients as reference, either in books, papers, circulars or conversation. They do business on their merits and skill, believing that the magnitude of their business, their superior advantages, reputation and experience, place them beyond suspicion or the necessity of publishing testimonials.

A love of life is inherent in each individual of the race, and no other earthly object can ever become more dear to the natural feelings of a sane mind, than the preservation of life. In consistency with this inborn desire to live, the preservation of health would seem a proper object of care and watchful thought on the part of each individual, and an object, too, in regard to which each would always possess the deepest solicitude to be fully and rightfully informed. Strange as it may seem, directly the opposite of what we would naturally expect, is true. There is no subject that pertains to our welfare, in reference to which we act so ignorantly, or with so little apparent thought and care. Most men seem to live in utter disregard of the laws of health, as if reckless of its preservation. Indifference to health, and neglect of proper means to regain it when lost, is therefore the most prominent cause of premature death. They cannot be made to realize that debilitating habits can injure them and that when disease has them in its grasp every hour is of importance. Delays are dangerous. Neglect of the proper remedies may result in a life time of suffering, deformity or death. The causes of disease may be for a time latent, unseen or unfeared. Its seeds or germs are sown or deposited in the tissues and fluids of the body, and if not discharged, or neglected, may become incurable. As time goes on and the disease advances, the body once destroyed is never restored. The time to eradicate disease from the

forever those nearest and dearest. If

the graves that dot the prairies of the West could give up their secrets, many of us would be astonished beyond measure to know how easily might have been cured the disease that eaped the life-blood and caused to droop into that quiet grave the loved ones in the very prime of life. Would that the thousands whose very existence is made miserable, almost unendurable, from pain and disease, could be brought to realize that the human system is but a delicate piece of machinery, placed under their own supervision, to be used by them as an earthly habitation, and when it is worn out, by their breaking the laws of health, by over-eating, by over-work or exposure, or contracting disease or by accident, then the machinery will cease to work, the body will perish and death supervene. If invalids could be brought to a realization of these facts, and that when one part of the human machinery becomes diseased or out of repair, the surrounding parts become affected just as certainly as running a wagon with the tire off the wheel soon ruins the whole structure, and that the longer the repairing is put off, the faster the body or machinery wears away, the more difficult it is to thoroughly repair it; when the people come to see that their bodies are under their care to preserve or keep in repair, and act accordingly, then will the task of the physician become lighter, and the man will cease to die before he has lived out half his days. The great cause of the failure of many persons suffering from chronic diseases to get well, is that they or their physicians do not realize or understand, that many of their pains, aches and peculiar feelings are not separate diseases, but symptoms of disease, and that to cure such a case it is necessary to ascertain to a certainty the organs affected and the nature of the disease.

The science of pharmacy and chemistry has advanced rapidly within the last ten years. Previous to that period, when a physician wished to administer any vegetable, root, leaves, bark or berry, he was obliged to give the crude plant to be made into a decoction or tea, the powdered herb, or the strength extracted by alcohol, called a tincture. These methods were very uncertain in their action, often disordering the stomach, and were loathsome to the taste, so sensitive to many invalids. But the experiments of pharmacologists and chemists have demonstrated that the real medicinal strength of plants is not distributed throughout the whole herb, but is located in certain parts, just as the strength of wheat or oats is contained in the seed or kernel. The farmer does not grind up the straw, stock root and kernel, but by machinery removes the grain containing the strength and nutrition, and by grinding and sifting, obtains the purest of that, and so makes his bread of the real strength of the vegetable. Following this principle, the chemist removes the woody fibre, separates the true medicinal principles from the inert or useless parts, and obtains the active principle containing all the strength of the plant