

# DR. M. C. LAUGHLIN WANTS ROCKEFELLER'S MILLION



The man who proved that he was five years ahead of Prof. Loeb in discovering that "Electricity Is Life" now says that he can cure John D. Rockefeller, and agrees to give \$5,000 to charity if he fails.



BY JOHN FRANCIS BYRNES.

Atlantic City, N. J., Jan. 19, 1903.—John D. Rockefeller offers a million dollars to the man who will give him a healthy stomach. He made that offer to a doctor who called upon him, saying that it would be worth a million to him if he could fix his stomach up so that it would digest his food.

"A million dollars for a healthy stomach!"—John D. Rockefeller.

"I accept the offer and will forfeit \$5,000 if I fail to deliver the cure."—Doctor McLaughlin.

This looked to me like material for an interesting story, which led me to Doctor McLaughlin's offices for more particular details.

The first greeting from the doctor convinced me that I had met a man of convictions, and strong ones. The doctor was enthusiastic over what he terms a long-sought opportunity and entered gleefully into a discussion of the subject.

"I would like to accept that offer," said the doctor. "I think that I can earn it, and, further, I believe that no medicine on earth in the shape of a drug will do what Mr. Rockefeller wants done, simply because there is no vitality in the secretive glands of his stomach, and until he gets that vitality, which no drug can give him, he will never be cured."

"Just understand one point clearly: His food does not digest because certain functions related to digestion are powerless to act. They are weak, incapable of doing what nature intended. You see that. Now you can see that to set him right you must revive the strength in the parts which are weak. That is plain. Drugs will not do that. They never did and they never will, and every doctor on earth knows it."

"What will do it then? Electricity!"

"I would pay \$5,000 this minute to see John D. Rockefeller walk into this office and permit me to tell him what I can do for him," said the doctor. "I am as certain that I can build up his digestive apparatus as I am that I have done the same thing for hundreds of others. His case is not incurable by my method and I would consider my fortune made if he would but grant me a trial."

"What is my method?" The restoration of vitality—nothing more. To appreciate what I am going to say you will have to understand that it is now generally conceded by medical men that the motive energy of human organs—the force which keeps the heart pulsating, the stomach digesting and the brain scheming—is Electricity.

"A year ago Professor Loeb, recognized as a high authority, stated that he had discovered, after ten years of studious research, that electricity is the basis of human vitality."

"Just glance at this book of mine, written in 1896, and read what I say in the introduction."

I took the opened book from the doctor's hand and read: "I anticipate still greater results from my efforts toward demonstrating the truth of my lifelong claim that 'Electricity is the basis of all animal vitality, and without it we could not live.'"

"That indicates that my discovery was years ahead of Professor Loeb," continued the doctor, "but I claim no credit for that. I did not discover it at all. It was my belief twenty years ago, as it is the belief of every thinking man to-day, and I have simply developed the theory until now it is a proved fact."

"I quote Professor Loeb simply to clinch my right to say that if Mr. Rockefeller's stomach is unable to digest his food it is because it has not sufficient vitality, and we have already shown that 'vitality' means 'Electricity.'"

In another part of his book Doctor McLaughlin gives a more comprehensive solution of the heat problem than that advanced by Professor Loeb. Doctor McLaughlin says: "The food that we eat is treated as fuel by the stomach, just as is the coal in a furnace. The chemical action which is produced upon the food by the acids and juices of the stomach burns the food and causes a carbonic heat. This heat is electricity, and it is forced into the nerves and vital organs and is their life."

Further Doctor McLaughlin says: "The electrical heat generated by the consumption of our food should keep healthy every vital organ of the body. Debility of the vital organs arises when the waste is greater than the repair—when the stomach is not able to generate sufficient electrical heat to supply the demands of nature."

"This excessive waste is due to overtaxation of the vital forces by hard work mentally, grief or worry, extra physical exertion, severe colds, such as typhoid or malaria, which drain away the vitality and leave the system debilitated."

It doesn't do the rich man any good, and the first thing he knows nature demands her price, and he has to pay it, as the doctor can help him no more.

"When a poor man gets sick he does the same way, but he soon gets tired of the doctor bills, and takes his case in his own hands and comes to me. I cure him with Electricity, and that is why my patients are usually poor men. Rich men's doctors will not let them come to me."

"You cannot possibly estimate the true import of this discovery of Professor Loeb," said Doctor McLaughlin. "It means more happiness to the civilized race than has followed any discovery for years. It will bring about the general recognition of the great possibilities which exist in the application of electricity for the preservation of the vigor of youth."

"I have for years contended that old age was nothing but the freezing of the blood when there was no longer sufficient vital heat in the body to keep the blood warm and the organs active. I have said that years did not cause decay, and proven it by citing cases where some men have been made vigorous under my rejuvenating treatment at eighty. While you have examined all about you of men who are old and decrepit at sixty."

"Now Professor Loeb says that the animal heat is Electricity. That I know to be true. We get that heat from the chemical action of the acids and juices of the stomach upon our food. That is combustion. This combustion produces carbonic heat, and carbonic heat is Electricity. That is the basis of life in every vital organ. As long as the stomach is able to generate enough of this heat to replenish the wear and tear upon our vital energies we are strong and active. It is when the stomach finds the strain too heavy that we grow old and begin to decay."

"An old fellow, a patient of two years previous, asked me to have his belt overhauled, as he wished to put it on again. I reminded him that he had reported himself as cured two years before, and I did not see the need of the belt now. 'Precaution' said he."

"I was cured two years ago, strong and sound, but I am seventy-one years of age, and am not as well able to stand knocking about as I was in my youth, and I wear the belt occasionally, not because of present need, but just so that I will have strength to spare in case of demand. If you are riding a bicycle on level ground and see a hill before you, what do you do? Put on more steam, eh? I am getting older every day, and I need more steam. That is why I wear my belt."

"This is upon the same principle that an engine pulls a train of cars uphill. On level road it goes easily, but when it goes uphill the strain is heavy, and your engine, making power from burning coal, just as your stomach makes it from burning your food, is taxed beyond its limit, is unable to go farther, and, exhausting all its steam in the effort, breaks down."

"The human body is just like that engine. It breaks down when the physical energy is overtaxed. That energy is electricity. I have here a means of replenishing the electricity of the body, and that is the basis of my treatment."

"Decay in old men is similar to general debility in younger men. Years have nothing to do with it. In each case it is the failure of the stomach to generate sufficient energy to supply the demands made by the vital organs."

"How quickly we fail when the stomach fails to digest the food! That shuts off the supply of energy."

"I have on record hundreds of instances where men of seventy-five to ninety have returned to the hard labor of their youth with a vim after having worn my appliance three months."

"One decrepit old man of seventy-five had in youth been a blacksmith. After using my appliance he took up his tools and says he can work as hard as he did at thirty-five. He says he is an old man made young."

"Another man of seventy-two said he had been crippled with rheumatism for forty-five years. He pronounces himself as cured and as vigorous as he ever was in youth."

"Another, who was a wreck at forty-nine, and said he had been so for twenty years, was cured, and three years later undertook the severe hardships of a trip to the Klondike. He returned a few months ago and said that he had stood the terrible privations better than hundreds of young men."

"I could cite thousands of similar incidents. When you see that I have fifty thousand voluntary testimonials and that there is not a hamlet in this country without one or more cures by my appliance, you will understand that my experience has been broad."

"My treatment is a success in any case where strength is lacking, whether in the nerves, stomach, heart, kidneys, liver, or any other part. My appliance gives a soothing, constant electric glow, which is taken by the body just as a sponge takes up water. It cures rheumatism in any guise, as well as every other form of pain."

"I am an enthusiast, you say? Why should I not be? I have the gratitude of thousands of people who have been cured by my Electric Belts after the failure of the best physicians. I am enthusiastic because I know that I offer suffering humanity the surest cure for the least expenditure of money that is known to-day."

"I have gained my success by learning how to treat my patients and then curing them. I know how, others do not. I charge nothing for my knowledge, knowing that it helps my business to do all I can for every patient. My patients are my friends. They are building my success."

Then I questioned Doctor McLaughlin in regard to his Electric Belt, and asked him wherein was it so much better than other similar contrivances.

been founded. My immense business is due to my knowledge of the effect of electricity upon the ailments treated and the best way to obtain that effect. I take every case that comes to me as an individual and direct the application of my belt to suit the demands of this particular case. When you consider the fact that the electricity which I supply is life to the organs into which I send it, you can see how I get my results. My success comes from my cures. If I did not cure my business would have worn out long ago, as has the business of every other faker of electric belts. A great many schemers and frauds have gone into the electric belt business because they fancied it was an easy way to make money, and have resorted to very questionable methods at times, but the old adage, 'You can't fool all the people all the time,' was active in their cases, and they did not last long."

"Now, doctor," I said, "your theory sounds very good, but can you give me any bona-fide evidence of cures to back up your statements? You know that there are a great many advertised remedies, and this case of Mr.

ing, Chicago, says: "Your Belt is worth its weight in gold, and has done more for me than anything I ever used. I bought it for a general run-down condition. I could not sleep at night and was partially paralyzed. Immediately upon application of the Belt I began to feel better, and have now recovered my health in full. I hope that you will have success, for after doing what you have for me you cannot fail to cure others."

Doctor McLaughlin showed me a letter from United States Senator Wilkinson Call, of Florida, in which he says: "I have tried the Doctor McLaughlin Electric Belt for strengthening the back and building up general strength with very good results, and recommend it as the best Electric Belt now in use."

He then showed me a letter from the Reverend J. Comp. Ontonagon, Mich., saying: "After a trial of your Electric Belt would say have derived great benefit from its use; I could not do without it. There is no known medical skill that has ever reached my case. I have made a good investment in your Belt. While I could not expect a miracle in so short a time, it has actually occurred."



Rockefeller, who has been in the hands of the best physicians for years, is very good proof that few of the remedies are successful."

"That is my strongest argument," said the doctor. "Here are letters from prominent people, given me without solicitation. You can see these patients and secure from them a verification of what is contained in their letters."

Thereupon Doctor McLaughlin showed me a file containing letters from many of the best known people in the city, and some from outside places. At random I picked out several and reproduce some of them here. The doctor told me that many of his best testimonials could not be published, as the patients, though recommending his treatment privately, objected to publicity."

Mr. R. E. Owens, Chattanooga, Tenn., says: "My stomach was very weak; my appetite and digestion poor, and I can eat almost anything now and it does not hurt me. I am in much better general health than I was when I commenced wearing the Belt. Last season my weight was 125, this season I weigh 135."

Since wearing your Belt I can work all day and not feel tired when the day's work has been completed."

The next was a letter from the well-known boxer, Tommy Ryan, who says: "When I got your Electric Belt my stomach was very bad; so bad that it was impossible for me to get into good condition. The Belt has done wonders for me; has restored my stomach perfectly and built up my general strength."

There were dozens of letters from prominent men, whose names, if Doctor McLaughlin was permitted to publish them, would be sufficient guarantee of the genuineness of his cure. Among them were several prominent physicians, who spoke highly of the treatment from personal tests.

Mr. George W. Leckstone, Salem, Ill., writes: "I wish to inform you that I am well pleased with your Electric Belt. It has cured my stomach trouble completely, and I can eat almost anything now and it does not hurt me. I am in much better general health than I was when I commenced wearing the Belt. Last season my weight was 125, this season I weigh 135."

used your Belt. I have worn it almost continuously during the nights since I have received it."

"Is your treatment beneficial in cases of general weakness?" I asked.

"Absolutely. In the same manner that it restores the vitality to the stomach, it builds up the vital force of the nerves, enriches the blood and restores the motive power of all organs. To quote Professor Loeb again, 'A part of the chemical energy of foodstuffs is transferred into electrical energy, which in turn gives energy to the muscles and organs of the body.' You see, Professor Loeb has proven that all energy of the vital organs is electrical. Therefore, you can see that when I am able to increase the electrical force of every vital organ I have in my hands the means of cure for every form of physical weakness or debility."

"You can take a man who is thin, puny and unenriched in appearance and pour this electric life into his body every night for a few months, with the proper exercise to draw it into the muscles and tissues, and you can add twenty-five pounds to his weight, double his strength and vitality, and transform him into a giant in strength, as I have often done. Look at the men who have worn my belt and you will see men of force, men of power and confidence, men who respect themselves and are respected and admired by their fellow men."

"Poor digestion, inactive liver, constipation, sluggish heart, slow thinking, dormant energy, all these are all due to the lack of electricity. Understand that electricity is the motive power of the human machine, the power that keeps the organs active, and you will see what I mean. In such cases you can see how my electric belt will pump action into the body. It renews the electric life and transforms the sluggish into a bundle of vigorous energy."

"This situation of the subject is going to prove of incalculable benefit to the future health of our race. Just satisfy the people that they can procure a renewal of bodily vigor and health by simply renewing the electricity in the body and you have given them what they have always prayed for—a relief from noxious drugs. Convince a suffering man or woman that drugs will not cure them, and that all they need is a new supply of electricity, and you have made them happy."

"So many people suffer from pains and aches, called Rheumatism or Lumbago, or Neuralgia, due to impoverished nerves, crying for aid. The life of these nerves is electricity and nothing else will cure them. I can send a gentle current from my electric belt so that it will convey the life direct to the ailing part, and relief is often felt in an hour. I frequently cure such cases within ten days."

"Here is a case to illustrate the point: Mr. D. B. Nichols, 56 Ellis Avenue, Chicago, a man of seventy years of age, says: 'When I got your belt I had lost the use of my legs, and was dragging around on crutches. I had tried other remedies and one cheap electric belt without benefit. With yours I began to improve from the first application, and to-day I am able to walk without any trouble.' 'Suppose we take a man who has in one way or another overtaxed his system until it is in a state of abject debility, the brain sluggish, all ambition gone, and an ever-present feeling of despondency, a disposition to give up the fight.'

"In that case the electric force has been reduced, and there we have the cause of the debility. Now, replace that force and you have a rejuvenated man, as good as ever."

"If these scientific men would do more investigating along paths that I have already well worn, they would find more evidence to back their theory that 'Electricity is Life' in one day than they will get out of the carcass of a frog in ten years. I prove it by results upon human beings whom I have cured, and I have over 50,000 of them already shouting the praises of my belts. Let the scientists take my patients as examples, and they will be convinced of the wonderful power of electricity."

"If it were not for the prejudice due to the great number of fakes in the land, I would not be able to handle the business that would come to me. The 'Free Belt' fraud and the 'Free Drug' scheme, which are not free at all, have made every one skeptical, but I know that I have a good thing, and I'll hammer away until every one knows it."

"Tell me, doctor, why is it that you seem to get better results than a physician derives from using a battery on his patient?"

"Because the nervous system, which receives the electric current, is so sensitive that the current from a battery shocks it, but leaves no additional power in the nerves or vitals. That is why a doctor's battery does no good. Now, my system is different. I pour the current into the body for six or eight hours every day or night, usually while the patient sleeps. The delicate nerves are not shocked or jarred by this current, as it goes into them just like a drizzling rain saturates a newly plowed field. They absorb it, drink it in, and as it is their life they grow strong with it."

"I think, perhaps, that is the reason that doctors think so little of electricity as a remedy. Of course, they think they know all there is to know about applying it, and as their method is a failure they conclude that electricity is no good."

"Some doctors even believe that my appliances do not generate a current. I will pay \$1,000 for one of them that fails to give a powerful current as soon as it touches the body. In days gone by electric belts used to burn the skin. I guarantee my patients against that. My appliances have soft cushion electrodes which give a glowing heat, but no stinging or burn. They have also a regulator to control the current."

"The doctor is drawing near when physicians, who now avoid Electricity because of their belief that it is yet in the experimental stage, will awaken to the fact that while they have been waiting I have been working, and that Electricity as I supply it possesses marvelous curative powers, in cases where drugs will only stimulate."

"And my success is not limited to stomach troubles. Any organ of the body, any part that lacks the necessary vitality to perform its natural function, can be restored by my method. It gives strength; it makes the blood rich and red and warm; it vitalizes the nerves, puts life and vim into the brain and muscles; it just makes a good man out of a bad one in every way."

"With my Electric Belt I cure rheumatism in its worst forms; I cure pains and aches, weak nerves, general debility and any other trouble which can be cured by restoring strength."