

BIGGEST THING OF THE KIND EVER SEEN HERE

Entire Trainload of Tanlac Sold in the Dominion of Canada in Only Few Months' Time.

ST. JOHN DEALERS ARE ENTHUSIASTIC
Celebrated Medicine Now Selling at Phenomenal Rate of 7,500,000 Bottles Per Year—All Records Broken.

"The fact that ten carloads or an entire trainload of Tanlac has been sold in Canada within the short period of ninety days is a big business item that will attract attention throughout Eastern Canada for nothing like it has ever happened before. It breaks all records."

Mr. Thomas F. Carey, special Tanlac representative, made this remarkable announcement when seen in the Ross Drug store yesterday and imparted the additional information that the preparation was now selling at the phenomenal rate of approximately 7,500,000 bottles a year.

"In the present rate continues," said Mr. Carey, "Eastern Canada alone will require considerably over 2,000,000 bottles a year. This is a tremendous figure, but I am really conservative in making this statement. These enormous sales mean but one thing and that is Tanlac."

"Tanlac has been well advertised, it is true, but such a large and rapidly growing demand could not be brought about by advertising alone. It is what the people themselves say that counts. One bottle of Tanlac is sold in a neighborhood through advertising, but ten more are sold in that same community as a result of the sale of that first bottle and that is why Tanlac has succeeded. People are willing to talk about their ailments, but they are more than glad to tell others of the medicine that helped them. It is something they could not keep to themselves if they tried, for the impulse to sympathize with your fellow man and want to help him is one of the strongest, as well as one of the biggest, things in human nature."

"As I have just stated, the enormous demand for Tanlac is due to merit alone, for although Tanlac is extensively advertised, no amount of advertising would continue to sell any article that does not possess real merit. Unless full value underlies the article advertised, the advertiser will ultimately fail of its own weight. You can fool some of the people some of the time, but you can't fool all of the people all of the time."

"This applies to every line of business, and the modern business man or firm can only succeed through honest advertising and fair dealing. When the manufacturers of Tanlac placed it on the market, something over five years ago, they did so with the firm conviction that they were offering to the people the best and purest product of its kind on the American market. They did not hesitate, therefore, to expend vast sums for advertising."

PRUSSIAN HAVE NO USE FOR BOLSHEVISTS

By VIGGO TOEPFER
Copyright 1920, By Cross-Atlantic, Berlin, Nov. 22.—The Prussian "Junkers" have no use for Bolshevism. The Prussian Minister of the Interior has ordered the deportation of Snowlow, President of the Committee of Their International and of London, President of the Russian Trade Unions. Pending their departure, they are being kept under police surveillance. Both had delivered violent speeches at the meeting of the German Socialists in Halle, lacking German workmen to bloodshed and terrorism in their fight against the capitalists.

MORE RAILWAY OUT.
St. Thomas, Ont., Nov. 22.—Another ten per cent. of the employees of the Michigan Central shops will be laid off today. Although the staff is being gradually reduced the men claim there is much unfinished work to be done.

SALE REMARKABLE SAYS LOCAL FIRM

Sales Since Its Introduction Have Reached Astonishing Total of 28,368 Bottles—Demand for It is Unprecedented.

In referring to the unprecedented demand for Tanlac in St. John since its introduction here a short time ago, Mr. Ross, proprietor of the Ross Drug Company, the well-known retail drug store, said: "I have been closely identified with the drug trade in this city for a number of years and in all of my experience we have never handled anything in the way of a proprietary medicine that, even approaches Tanlac as a seller."

"In a year and a half's time we have sold and distributed 28,368 bottles of Tanlac, and I believe that I will be safely safe in saying that this amount of business in so short a time establishes a new sales record, not only for St. John but for the entire Province of New Brunswick. On one Saturday alone we sold over 145 bottles. The sales are now averaging over 200 a week and the demand is constantly increasing."

"While we were aware of the success the preparation had achieved in other cities of the country, we had no idea that the medicine would become so popular in St. John in so short a time. From the repeat sales and expressions of satisfaction from those who have actually tested Tanlac, and who state they have been benefited by it the preparation must therefore possess unusual merit."

"The class of people who are buying Tanlac are among the best in our city; people who are capable of judging impartially and who carry weight in their statements. When it is considered that the demand is confined to one preparation, it is indeed remarkable and in, in fact, the biggest thing of the kind ever seen in our city."

because of the absolute confidence in their product. "Tanlac has never been advertised as a cure-all or that it would perform unheard wonders. The advertising has been clean, straightforward and conservative. Actual facts and figures have been stated and stated in a true, business-like way that has commanded the confidence of all in the conservative claims set forth."

"When I came to St. John to superintend the sale of Tanlac in your city, I stated publicly that the success of the medicine would be as great in this city as elsewhere. I offered Tanlac upon its merit, knowing full well that it would prove satisfactory if properly tested. The success the preparation has achieved here has amply proven that my confidence was well placed. A large percentage of our best people are now using the preparation and are daily testifying to its remarkable powers as a medicine."

Tanlac is sold in St. John by Ross Drug Co., and F. W. Munro under the personal direction of a special Tanlac representative.—Adv.

PARIS PRESS SCORED CLEMENCEAU'S FILM
By H. W. Francis
Copyright 1920, By Cross-Atlantic, Paris, Nov. 23.—Georges Clemenceau, ex-Premier of France, has just filmed his novel "The Strongest." He was paid \$80,000 francs for the film rights. Paris papers report that when Clemenceau asked for payment for the novel in advance the publisher insisted on reading the manuscript first, but the author replied proudly: "My name will be on the title page; that ought to be sufficient."

The Press complains of the poor construction of the film and novel of the miserable French subtitles. "We hope that this film will not be produced abroad, as it might ruin our film export" is one opinion. Clemenceau is writing a new film during his Eastern trip.

TAKES PAIN OUT OF RHEUMATISM
Keep Sloan's handy for backache, strains and sprains, too.

Sloan's Liniment has been sold for 39 years. Today, it is more popular than ever. There can be but one answer—Sloan's produces results. Applied without rubbing, it penetrates to the afflicted part, bringing relief from rheumatic twinges, neuralgia, sore, stiff, swollen muscles, backaches, sprains, and other external pains, often the result of exposure. It leaves no marks, no skin stings or stings.

Get a large bottle for greater economy. Keep it handy for use when needed. Your druggist has it. Three sizes—5c, 15c, \$1.40. Made in Canada.

Sloan's Liniment
Sloan's Liniment

GERMANS CLAIM ENTENTE READY FOR OFFENSIVE

Hun Newspaper Professes to Believe Germany is to be Invaded Soon.

By VIGGO TOEPFER
Copyright 1920, By Cross-Atlantic, Berlin, Nov. 22.—The "Grosse Vaterland," the new German newspaper, is in danger, for it is about to be ruthlessly crushed by the military entente powers, writes a member of the Reichstag from the Rhine provinces in the "Vorwaerts."

"The entente," he says, "at present has an army of 150,000 men in the occupied territory, which is far more than is necessary to maintain order. That force is a direct menace to Germany and is intended for an offensive. It is being moved to the Rhine, where it will be used to invade Germany."

"At Trier an enormous military camp is being laid out covering an area of 600 hectares, and large enough to supply ammunition for an army of millions. The entente troops are being trained in building bridges across the Rhine, places where it will be easiest to throw troops across at a moment's notice."

The writer adds that it is only the French and Belgians who are making these preparations in order to compel Germany to give in to their demand.

DUBLIN MAYOR AFRAID.
London, Nov. 22.—The lord mayor of Dublin applied for police protection last evening, it was stated officially today.

The vicerey gave permission for the guard being sent but no regular military or police being available, a party of "Black and Tan" was sent to guard the lord mayor.

Headache

Resulting from sluggish action of the liver and bowels is quickly relieved by the use of Dr. Chase's Kidney-Liver Pills. One pill a dose, 25c. a box, all dealers.

Dr. Chase's Kidney-Liver Pills

Falling Carefully. (Dayton Journal.) Prices seem to be falling but not fast enough to sustain any serious trades.

In 1919 Its 30th year of Business

The Dominion Life Assurance COMPANY

Paid to its Policyholders \$619,577.41

ROY L. SIPPRELL
Prov. Mgr.
St. John, N. B.

Shop Early Wins Every Race! Shop Now

Seasonable Gifts for Folks of All Ages

For lovers of the great outdoors, especially the juveniles, sleds, skates, toboggans, hockey sticks, moccasins and, of these, our lines are particularly large and complete, comprising:

Sleds and Framers
Including the famous Self-steering, Safety Sleds, at \$2.00, \$2.25, \$2.50, \$3.00, \$4.00, \$4.50.
Flexible Flyers—Self-steering, at \$4.00, \$5.00 and \$7.00.
Kiddies' Framers' at \$1.00, \$2.00, \$3.00, \$3.50, \$4.00.
Rail Sleds, at \$3.75 and \$4.25.

SKATES—Acme, in all sizes, at \$1.75 the pair. Hockey: Boys' Plain, \$1.75; Boys' Nickel, \$1.90; Bulldog, \$2.10; Climax, Plain, \$2.25; Climax, Nickel, \$2.50; Scotia, Nickel, \$4.00; Mid-Mac, Nickel, \$5.00; Royal, Nickel, \$5.00; Valor, Nickel, \$5.50; Tube Hockey, \$5.00; Tube Racers, \$8.00; Imperial, Nickel, \$8.00. Ladies' Hockey: Regis, Nickel, \$3.50; Glacier, Nickel, \$3.50. Long Reach Skates: Boys', \$2.80; Men's, \$4.00. Wood-Tops, with toe and heel straps, \$1.50. Bob-Sled Skates, ankle supports, 45c.

HOCKEY BOOTS.
Boys', Sizes 1 to 5, \$5.25. Ladies', Sizes 3 to 5, \$6.25. Men's, Sizes 5 to 8, \$6.85.

Toboggans—Moccasins—Skis
Toboggans: 5 ft., \$3.75; 6 ft., \$4.25; 7 ft., \$4.75; 8 ft., \$5.25; 9 ft., \$5.80.
Moccasins: Children's, sizes 7 to 10, \$1.25; Youths', sizes 1 to 3, \$1.50; Ladies' sizes 3 to 6, \$2.80; Men's, sizes 7 to 10, \$3.15.
Skis: 6 ft., \$3.25; 7 ft., \$3.50; 8 ft., \$3.75; 9 ft., \$4.00; 10 ft., \$4.25.
Ski Harness, per set, \$3.50. Bamboo Ski Poles, \$1.50.

HOCKEY STICKS.
Boys', 20c, 35c, 40c. Men's, 50c, 75c, \$1.00. Goal Sticks, \$1.50. Also a full line of Hockey Accessories. Call and inspect them, while our displays are complete, in the SPORTS DEPARTMENT—TAKE THE ELEVATOR.

W. H. THORNE & CO. LTD.
Store Hours—8.30 a.m. to 6 p.m. Open Saturdays till 10 p.m.

Business Cards

SIGNS—EXTENSION LADDERS AND TRESTLES
H. L. MACGOWAN
HOUSE AND SIGN PAINTING
Phone Main 697, 79 Brunel St.
ST. JOHN, N. B.

VICTORIA HOTEL
Better Now Than Ever.
KING STREET, ST. JOHN.
St. John Hotel Co., Ltd.
Proprietors.
A. M. PHILLIPS, Manager.

ROYAL HOTEL
King Street
St. John's Leading Hotel.
RAYMOND & DUNN, Proprietors.

POYAS & CO., King Square JEWELLERS
Full line of Jewellery and Watches.
Prompt repair work. Phone M. 296-11.

W. A. MUNRO
Carpenter—Contractor
134 Paradise Row.
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WM. E. EMERSON
Plumber and General Hardware
31 UNION STREET
WEST ST. JOHN. PHONE W. 175

FRANCIS S. WALKER
Sanitary and Heating Engineer
No. 14 Church Street

PRESERVING TIME
We are prepared to meet all your needs for Preserving Kettles, Bottles and other necessities.
A. M. ROWAN
321 Main St. Phone M. 355

"G. B." CHOCOLATES
The Standard of Quality in Canada.
Our Name a Guarantee of the Finest Materials.
GANONG BROS., LTD.
St. Stephen, N. B.

Colwell Fuel Co., Ltd.
Bituminous, Anthracite and Bunker Coal.
Phones West 90—17.

ELEVATORS
We manufacture Electric Freight, Passenger, Hand Power, Dumb Waiters, etc.
E. S. STEPHENSON & CO.,
ST. JOHN, N. B.

BINDERS AND PRINTERS
Modern Artistic Work by Skilled Operators.
ORDERS PROMPTLY FILLED
THE MCILLAN PRESS
25 Prince W. A. Street. Phone M. 2740

AUTO INSURANCE
Ask for our New Policy File, filled with LATEST COLLISION.
All in One Policy.
Enquiry for Rates Solicited.
Chas. A. MacDonald & Son
Provincial Agents. Phone 1290.

FIRE INSURANCE
WESTERN ASSURANCE CO. (1891).
Fire, War, Marine and Motor Cars.
Assets Exceed \$5,000,000.
Agents wanted.
R. W. W. FRANK & SON,
Branch Manager, St. John.

FIRE INSURANCE
AUTOMOBILE INSURANCE
ACCIDENT AND SICKNESS
CONTRACT BONDS
Chas. A. MacDonald & Son,
49 Canterbury St. Phone 1290

QUEEN INSURANCE CO.
Offers the security of the largest and wealthiest fire office in the world.
C. E. L. JARVIS & SON
Provincial Agents

"Insurance That Insures"
SEE US
Frank R. Fairweather & Co.,
12 Canterbury St. Phone M. 633

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Artists, Engravers
WATER STREET.

W. Simms Lee, Geo. H. Lee, F. C. A.
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The old established firm. Patents everywhere. Head office, Royal Bank Building, Toronto; Ottawa office, 541 Main Street. Offices throughout Canada. Brochure free.

For Reliable and Professional Optical Services, call at S. GOLDFEATHER,
629 Main (upstairs). Tel. M. 3412-11.

SPEAR
Millinery Co.
177 Union Street, St. John, N. B.

THE NEW UNIVERSITIES DICTIONARY
Illustrated

For Distribution at Standard Office
If called for \$1.25
If mailed . . . 1.39

BOILER TUBES
Boiler tubes are almost indispensable, and consequently, high in price. Our stocks here have been recently replenished by the arrival of a number of shipments ordered from the mills some eight months ago. The sizes usually in stock vary from 1 1/2 dia. to 4 in. dia. and in a great variety of lengths. Please inquire for prices.

L. Matheson & Co., Ltd.
BOILER MAKERS
New Glasgow Nova Scotia

DOMINION COAL COMPANY
DOMINION SPRINGFIELD
GENERAL SALES OFFICE
112 STANBURY ST. MONTREAL.
R. P. & W. F. STARR, LIMITED.

COAL
R.P. & W.F. STARR
LIMITED
49 Smythe St. 159 Union St.
Telephone Main 9.

RESCUED PILOT BOAT
Quebec, Nov. 22.—Captain Bernier, of the motor schooner Marie, yesterday found the steamboat Eureka, a pilot boat in a difficult position at Pointe Bay. There was a heavy sea and the Eureka's engines were out of order. Captain Bernier towed the Eureka to Rimouski.

It should be as difficult to buy a revolver as it is to buy a deadly poison. Instead of being as easy as to buy a pen-knife.