CAT'S PAW CUSHION RUBBER HEELS

Made of the best live rubber. The canvas friction plug prevents slipping.

5

50¢ A PAIR PUT ON

PURCHASED 3,600 HORSES.

WATFORD, June 22.—Dr. J. McGillicuddy, V.S., who has been in the United States inspecting army horses for the past six months, returned home this week. From the middle of February to the middle of June he purchased 3,600 horses.

BLISTERS COVERED DAUGHTER'S HANDS

Could Hardly Stand Burning. Could Not Sleep. Healed by Cuticura Soap and Ointment.

"When the cold weather started my daughter's hands would get covered with little blisters. They itched so that she scratched and rubbed her hands till the blood would come. Then she could hardly stand the burning. She could not sleep.

"It lasted for seven years. Then I sent for a free sample of Cuticura Soap and Ointment. I afterward bought more, and her hands were healed." (Signed) Mrs. Robert Vaincourt, Franklin Centre, Que.

If you have a poor complexion improve it by using Cuticura Soap daily and Cuticura Ointment occasionally.

For Free Sample Each by Mail address post-card: **"Cuticura, Dept. A, Boston, U. S. A."** Sold everywhere.

SMILE AT THREATS OF VON HOLLWEG TO STARVE ENGLAND

Baron Rhondda Says U. S. and Britain Have Upper Hand.

LONDON, June 22.—The United States and Great Britain, working together on the food supplies problem, can smile at German threats to starve England, Baron Rhondda, the new food controller, declared today during an informal talk with newspaper correspondents in regard to the food situation. Baron Rhondda said that he wished to work in the closest co-operation with Herbert C. Hoover, the American food administrator, and they should keep in constant touch with each other in dealing with the food problem.

Baron Rhondda inquired of the American correspondents regarding the progress of the food bill in Congress, but made no comment on its status. Later, however, he explained that the powers conferred on him as British food controller are as comprehensive as those which President Wilson is asking Congress to grant Mr. Hoover. He declared his move would be to reduce the price of necessary food articles, bread, sugar, milk and meat being the first things with which he would deal.

N. MIDDLESEX CONVENTION.

ILDERTON, June 22.—North Middlesex Women's Institute convention was held in Melrose Hall on Wednesday. There are eleven institutes in the riding, and good reports were received from each, largely of work done and supplies sent for Red Cross work. About 200 delegates were present, and lunch was supplied by the ladies of Lobo Women's Institute.

Mrs. Windsor, Clandeboye, was elected president, and Miss McIntosh of Sylvan was re-elected secretary. Miss Chapman of the department of agriculture spoke on saving food to help in production, and was listened to with interest by all present.

GENERAL CHANGE IN PASSENGER TRAIN SERVICE CANADIAN PACIFIC RAILWAY JUNE 24, 1917.

General change of time in the Canadian Pacific Railway passenger train service will be made Sunday, June 24, 1917. Information and particulars from Canadian Pacific Ticket Agents or H. J. McCallum, City Passenger Agent, corner Dundas and Richmond street, London. 11

Rx for Happy Smiles

Abbey's Effer-vescent Salt is usually recommended by the doctor. It's laxative effectiveness is not spoiled by gripeing pains. ABBEY'S is most palatable and gentle acting—a great friend of women and children. 7

ASK YOUR DRUGGIST

ABBEY'S VITA TABLETS For Nerves and Blood—50 Cents a Box

FRECKLES

Don't Hide Them With a Veil; Remove Them With the Othine Prescription.

This prescription for the removal of freckles was written by a prominent physician and is usually so successful in removing freckles and giving a clear, beautiful complexion that it is sold by any druggist under guarantee to refund the money if it fails.

Don't hide your freckles under a veil; get an ounce of othine and remove them. Even the first few applications should show a wonderful improvement, some of the lighter freckles vanishing entirely.

Be sure to ask the druggist for the double-strength othine; it is this that is sold on the money-back guarantee.

Women! Keep This On Dresser! Never Let Corns Ache Twice

Instantly! Few drops stop corn-soreness, then corns and calluses shrivel, loosen and lift out with fingers—No pain!

The world owes thanks to the genius in Cincinnati who discovered freezone, the new ether drug.

Small bottles of the magic fluid can now be had at any drug store for a few cents. You simply apply a few drops of this freezone upon a tender, aching corn or a hardened callous. Instantly the soreness disappears, and shortly you will find the corn or callous so loose and shriveled that you lift it out with the fingers. Not a bit of pain or soreness is felt when applying freezone or afterwards. It doesn't even irritate the skin or flesh.

For a few cents one can now get rid of every hard corn, soft corn, or corn between the toes, as well as painful calluses on bottom of feet. Everyone who tries freezone becomes an enthusiast, because it really doesn't hurt or pain one particle.

Tell your druggist you want a small bottle of genuine freezone. Each bottle is packed in a little round wood case. Don't accept anything else.

Mar.31.June23.

I KNOW A WOMAN'S SUFFERINGS

I am a woman.

What I have suffered is a far better guide than any MAN'S experience gained second-hand.

I know your need for sympathy and health.

And the treatment that gave me health and strength, new interest in life, I want to pass on to you, that you, too, may enjoy the priceless boon of health.

Are you unhappy, unfit for your duties? Write and tell me how you feel and I will send you ten days' FREE trial of a home treatment to meet your individual needs, together with references to women in Canada who have passed through your troubles and regained health; or you can secure this FREE treatment for your daughter, sister or mother.

If you suffer from pain in **the head**, back, **or** bowels, feeling of weight aud dragging down sensations, falling or displacement of internal organs, bladder irritation with frequent urination, obstinate constipation or piles, pain in the sides regularly or irregularly, bloating, dyspepsia, extreme nervousness, depressed spirits, melancholy, desire to cry, fear of something evil about to happen, creeping feeling up the spine, palpitation, hot flashes, weariness, sallow complexion, with dark circles under the eyes, pain in the left breast or a general feeling that life is not worth living, I invite you to send to-day for my complete ten days' treatment entirely free and postpaid, to prove to yourself that these ailments can be easily and surely overcome at your own home, without the expense of hospital treatment, or the dangers of an operation. Women everywhere are escaping the surgeon's knife by knowing of my simple method of home treatment, and when you have been benefited, my sister, I shall only ask you to pass the good word along to some other sufferer. My home treatment is for all,—young or old.

Read My FREE Offer:

To Mothers of Daughters, I will explain a simple home treatment which speedily and effectually dispels green-sickness (chlorosis), irregularities, headaches and lassitude in young women, and restores them to plumpness and health. Tell me if you are worried about your daughter. Remember it costs you nothing to give my method of home treatment a complete ten days trial, and if you wish to continue, it costs only a few cents a week to do so, and it does not interfere with one's daily work. Is health worth asking for? Write for the free treatment suited to your needs, and I will send it in plain wrapper by return mail. Cut out this offer, mark the places that tell your feelings, and return to me. Write and ask for the free treatment to-day, as you may not see this offer again. Address:

MRS. M. SUMMERS, Box 12, - - WINDSOR, ONT.

ALL RESOURCES TO WIN WAR, IS ADVICE OF C. O. FORESTERS

Canada Should Consecrate Her Manhood to Cause.

CONVENTION IS ENDED

David Allan of Grimsby Is the New High Chief Ranger.

HAMILTON, June 22.—After a four-days' convention, which ranked as one of the most important ever held in the history of the order, the high court of the Canadian Order of Foresters brought its sessions to an end yesterday afternoon at the Royal Connaught Hotel, by the election of officers and the passing of a resolution as follows:

"That in the opinion of this High Court of the Canadian Order of Foresters, the paramount task before the forces and civilized nations of the world is the destruction of the spirit of military despotism and tyranny which has culminated in the present awful war, and to that end it is the unmistakable duty of Canada at the present time to consecrate her manhood, her natural resources and her energies of every kind to the bringing about of a speedy triumph over the enemies of freedom and civilization and the ushering in of a permanent and healing peace."

The following officers were elected: High chief ranger, David Allan, of Grimsby; high vice-chief ranger, Ald. J. A. A. Brodeau, Montreal; high secretary, Robert Elliott, of Brantford; high registrar, W. H. Cooper; high chaplain, Rev. W. J. West; first high auditor, W. L. Roberts; second high auditor, J. P. Hoag; high treasurer, A. R. Galpin.

"Jack" Munro Has Lucky Silver Strike in Elk Lake Area

Good Fortune Comes to One of Original Princess Pats.

ELK LAKE, June 22.—Jack Munro, formerly of the original Princess Patricias Regiment, has discovered quite a spectacular silver vein on a claim near here.

In the early days of Elk Lake Munro was a familiar character here, having been the first mayor of the town. His good fortune is pleasant news, in that his right arm, due to wounds received in France, is almost totally useless.

CAPT. DE WILLOUGHBY WILL BE HELD FOR TIME IN HAMILTON

Sir Percy Sherwood of Dominion Police Orders His Detention.

HAMILTON, June 22.—The local police, who placed Capt. De Willoughby under arrest, were requested by Sir Percy Sherwood, chief commissioner of the Dominion Police, to hold him on a charge of vagrancy until extradition proceedings could be taken. His message said that De Willoughby was wanted in Boston on charges of fraud and false pretences, and that the British authorities at New York also requested his detention.

After De Willoughby, who offered himself as a private in a construction corps, had passed the medical examination, the detectives called at the drill hall, and Lieut.-Col. Robeson said to him: "I'm sorry, but we will have to detain you for a few days," to which De Willoughby replied: "I expected that, for I saw a telegram to that effect on your desk."

A dispatch from Syracuse says that Louis Hueber, a millionaire contractor of that place, and father of De Willoughby's bride, was taking steps to have his daughter's marriage annulled.

FLORENCE VETERAN OF PRINCESS PATS GETS GOVT. POSITION

Garnet C. Ellis, Foreman of Thornhill Industrial Farm.

TORONTO, June 22.—Major W. J. Morrison, a veteran of the present war, and the South African war, has been appointed superintendent of the industrial farm at Thornhill, succeeding the late Rev. W. B. Findlay. The appointment was made today by the Ontario Cabinet.

At the same time Garnet Cromwell Ellis, of Florence, a veteran of the Princess Pats, Canadian Light Infantry, was given the position of farm foreman.

WINNIPEG TELEGRAM TO PAY $23,000 FOR LIBEL

Supreme Court Upholds Verdict for J. A. Knott.

[Special to The Advertiser.]

WINNIPEG, June 22. — It will cost the Telegram newspaper $23,000 for labeling J. A. Knott "Gumshoe Jack," and stating he was peddling liquor licenses for the Norris Government. This statement was published a few months after the Government took office. The supreme court at Ottawa gave decision today, confirming the jury's verdict, and the decision of the Manitoba court of appeal. The verdict was for $11,000, and the costs will amount to $12,000. Col. G. C. Porter, former editor, wrote the article. Mr. Knott is well secured by the bonds of leading citizens who are on the Telegram's board of directors. He is a prominent Liberal and a leading fur dealer.

SERIOUS HUNGER RIOTS IN PRUSSIA; TROOPS OUT

MALMO, Sweden, June 22.—Travelers arriving from Stettin, Prussia, report extensive hunger riots in that city, mainly by women and children. Troops were called out to quell the disturbances.

HAMBURG LINE OFFICER PERISHED ON ZEPPELIN

AMSTERDAM, June 22.—Captain Eichler, formerly a commander on the Hamburg-American liners Imperator and Vaterland, perished in the destruction of the zeppelin Z-48 over England last Sunday, according to the Leipzig Nueste Nachrichten.

SHORT—McALPINE.

GLENCOE, June 22.—The marriage took place yesterday of Miss Anna Laura McAlpine to Herman J. Short of Drayton, Ont. Miss McAlpine is the daughter of Alex McAlpine of Glencoe. The ceremony was performed by Rev. G. S. Leod, pastor of the Presbyterian Church.

MITCHELL SOLDIER IN CASUALTY LIST

Pte. Charles Frederick Chapman, reported in Canadian General Hospital, Etaples, with gunshot wound in the back. He is the youngest son of Harry Chapman of Mitchell, and a brother of A. E. Chapman, this city, who was recently appointed general chairman of the O. R. T. for the eastern lines of the C. P. R. Pte. Chapman was in the Bank of Commerce at Moose Jaw when he enlisted with an Edmonton battalion, and has been overseas since last October. He was six months in the trenches before being wounded.

CANADIAN OFFICERS TO ADVISE RUSSIA ON WAR RAILROADS

Cols. J. W. Boyle and J. A. MacDonnell on Mission.

LONDON, June 22.—The American committee of engineers in London, a body of prominent engineers organized to render advisory and practical assistance to the United States Government and the Entente Allies during the war, has sent to Russia a committee of two military railway experts to offer advice and aid in reorganizing the railroads already built. The London committee also will give its assistance to the American railroad commission now in Russia.

The London committee's representatives are Lieut.-Col. J. W. Boyle of the Canadian militia, and Lieut.-Col. J. A. MacDonnell of the Canadian pioneer and railway battalions. They carry credentials to the British and the American ambassadors, and the Russian Provisional Government from members of the British Government and representatives of the United States and the Russian Government in England.

Experience in France.

Both Lieutenant-Colonels Boyle and MacDonnell have had wide experience since the war began in the construction of military railways in France, and prominent Russians in London express the belief that their advice and assistance will be of great value to the Russian Government. Lieutenant-Colonel Boyle probably is better known in America as a mining engineer, especially for his work in the Klondike. He also is a transportation expert and was instrumental in organizing the first Canadian pioneer battalion of railway troops. Canadian engineers, because of their efficiency now are doing all the light railway work behind the British lines in France. Lieutenant-Colonel MacDonnell, who is noted for proficiency in handling men, is well known among American railroaders. He was selected as engineer to take charge of the first Canadian pioneer battalion, and has since then served in France.

Russia's Need Is Great.

Representatives of the Russian Government located in London have expressed their keen satisfaction that it was possible to obtain the services of Lieutenant-Colonels Boyle and MacDonnell at this critical time. It is stated that the Russian military lines are sadly in need of expert reorganization and the building of additional lines is most necessary.

The committee's representatives will remain in Russia as long as they can be of any assistance to the Government there. It was originally planned to send a numerous representation to give advice on the reorganization of the whole Russian railway system if the Russian Government so desires, but this plan was abandoned when it was learned that the American railroad commission was starting for Russia.

GERMAN DEAD HANGING ON WIRE ENTANGLEMENTS BEFORE BRITISH LINES

Enemy Attack East of Epehy Hopelessly Fails.

LONDON, June 22.—The war office communication issued tonight says:

"A hostile raiding party was repulsed during the night east of Epehy. The enemy left several of their dead on our wire entanglements and a few wounded Germans were made prisoner.

"An enemy attempt to capture one of our posts near the Guillemont Farm, in the same neighborhood, also failed.

"We made successful raids last night southeast of Queant and in the neighborhood of Neuve Chapelle and Armentieres. Casualties were inflicted on the enemy, and we secured prisoners.

"Work in conjunction with our artillery was continued by our airplanes yesterday, and despite the bad weather good results were obtained. In air fighting one German airplane was brought down and six others were driven down out of control. Three of our machines are missing."

THE BERLIN REPORT.

BERLIN, June 22.—Via London.—The official German statement tonight says: "Army of Crown Prince Rupprecht: From Ypres to Armentieres there was lively activity on some sectors during the evening and night. English advances northwest of Warneton and east of Houplines were repulsed. Between La Bassee Canal and the Sensee Brook the artillery fire was lively at intervals. An English attack delivered yesterday morning northwest of Lens failed under our fire, with heavy losses."

HURT BY FALLING TREE

Taits Corners' Man Has Leg Broken—Newbury Station Contract Let.

GLENCOE, June 22.—W. G. Poole of Taits Corners, sustained a broken leg and other serious injuries while clearing away a dead tree. Mr. Poole's right leg was fractured below the knee, the kneecap was injured, and he was otherwise seriously hurt.

At the annual meeting of I. O. O. F. held at Newbury P. E. Lumley of Glencoe was elected deputy grand master for district No. 5.

McPherson & Clarke have been awarded the contract for a new G. T. R. passenger and freight depot at Newbury. The building will cost about $5,000.

UNDERGOES OPERATION.

KITCHENER, June 22.—John D. Moore, for the past sixteen years registrar of Waterloo County, underwent a serious operation at the General Hospital today. He is suffering from gangrene, and it was found necessary to amputate a portion of his leg.

DR. DOUGALL IN CHARGE.

GRAND BEND, June 22.—Dr. Dougall, pastor of Askin Street Methodist Church, London, will have charge during the month of July, of the services at Grand Bend Park. The first service will be on July 8, and preaching will be at 11 a.m. and 6:30 p.m.

George Southcott will lead the congregation in song.

GRAND TRUNK RAILWAY SYSTEM. GREAT LAKES SERVICE, 1917.

Commencing Wednesday, June 20, Grand Trunk Railway will operate train from Toronto to Sarnia wharf, leaving Toronto 10:45 a.m., Wednesdays, Saturdays and Mondays, making close connection at Sarnia wharf with Northern Navigation Company palatial steamships for Sault Ste. Marie, Fort William, Port Arthur and Duluth. Train will also be run from Sarnia wharf to Toronto immediately on arrival of Northern Navigation Company steamships, Sundays, Tuesdays and Fridays, commencing Friday, June 22. Full information may be secured from any Grand Trunk ticket agent, or C. E. Horning, district passenger agent, Toronto. 100n

WESTERN ONTARIO FARMERS WILL TAKE INTEREST IN THIS

Germans Are Distributing Incendiary Bombs.

TO DESTROY BUILDINGS

Fully Described—Those Who Suspect Firebug Operations May Note.

CHARLESTON, S.C., June 22.—A warning that German agents are using a small ingenuously constructed bomb for destroying manufacturing plants in enemy territory was issued today at the office of Major-General Wood, commander of the division of the southeast. The statement read as follows:

"We have recently received information that the Germans are sending to France agents whose mission is to cause fires in fanufacturing plants engaged in munition work. For this purpose they are furnished with small incendiary bombs, of which the following is a description:

"The bomb is formed in the shape of apyramid, nine centimetres in height, the larger end measuring 9½ centimetres long by seven centimetres wide, the small end eight centimetres long by 5½ centimetres wide.

"The four sides and the top are made of thin white metal, while the bottom is composed of a thin sheet of cardboard covered with a light colored varnish, the whole being covered in printed paper. On one side are the words: 'Advance special cooked beef, Firgorificio Argentine, Central Buenoa Aires,' with the ipcture of an ox. The same words are on the corresponding side, but without the picture. On the remaining sides are instructions for using the 'suposed' contents, in English, French and Spanish, printed in white on a blue ground.

"This box contains highly inflammable powder, the chemical nature of which has not yet been determined. To operate the bomb a special apparatus is necessary, which within about half an hour of being set working ignites the powder contained in the box and sets fire to the surroundings."

$500,000 In Cars Given by Ford To American Red Cross

That Amount in Fully-Equipped Ambulances Gift of Big Auto Company.

DETROIT, June 22.—Detroit's Red Cross fund took a tremendous leap upward today when it was announced that collections for the past 24 hours have approximated $900,000, bringing the total up to the $2,000,000 mark, the quota set by the Government for Detroit.

The contribution of the Ford Motor Company, through its president, Henry Ford, was made public this afternoon. The company voted to give, through the local chapter of the Red Cross, $500,000 worth of motor ambulances, fully equipped, and its receipt for this amount was handed over to the officials in charge of the campaign here. The Red Cross can cash the receipt with the Government for its face value.

The Cadillac Motor Company today sent in a check for $75,000 for the same cause.

EX-MAYOR STEVENS OF INGERSOLL DIES AT HIS SUMMER HOME

INGERSOLL, June 22.—From Port Keewaydin, Muskoka, came the message to relatives here of the sudden death, at an early hour this morning, of James Stevens, for 36 years an esteemed resident of this town. As had been his custom for nearly thirty years, Mr. Stevens left on Tuesday to spend the summer at his cottage at Port Keewaydin. He boarded an early morning train at Woodstock, having motored over from Ingersoll, but owing to an accident on the railway he did not reach Muskoka until Wednesday night. He was taken ill on arrival there and suffered another seizure on Thursday. The end came unexpectedly.

NEW W. C. T. U. OFFICERS

Organization at Wingham Holds Its Annual Meeting and Eelections.

WINGHAM, June 22.—The Salvation Army put on an attractive concert, with a good attendance here. The program was presided over by Rev. J. W. Hibbert of the Methodist Church. A number of members of out-of-town corps were present.

The following officers have been elected for the ensuing year by the W. C. T. N.; President, Mrs. (Rev.) Dingman; vice-presidents, Mrs. Morton, Mrs. (Dr.) Ford, Mrs. J. Anderson; recording secretary, Mrs. A. E. Lloyd; corresponding secretary, Mrs. A. E. Morton; treasurer, Mrs. Joynt.

The different superintendents were: Evangelistic, Mrs. J. Armour, Mrs. F. Buchanan; flowers, Mrs. R. A. Dinsley, Mrs. E. Bosman; finance, Mrs. T. T. Field; press, Mrs. A. H. Musgrove; Sunday schools, Mrs. Brock, Mrs. J. J. Elliott; literature, Mrs. Cosens, Miss Pickell.

The delegates to the convention were Mrs. Dingman, Mrs. J. Armour and Mrs. T. T. Fields.

BREAKS ARM BY CRANK

Thedford Visitor Injured While Starting Automobile—Ravenswood Picnic Held.

THEDFORD, June 22.—Cecil Cavanaugh of Mossley, who, with Mrs. Cavanaugh, is spending the holidays here, had his arm broken below the elbow while cranking an auto.

The funeral of Mrs. James Cadman of Detroit was held on Thursday from the G.T.R. depot. She is survived by a husband and five small children.

Mrs. Wm. Fennie, who moved here a few years ago from Camlachie, died on Thursday morning. She leaves a husband and a family. The funeral will be held Saturday to Pinehill Cemetery.

The Ravenswood annual tea meeting was held today at Kettle Point.

INDEPENDENT LABOR PARTY TO BE FORMED

HAMILTON, June 22.—The independent labor party tonight elected Walter R. Rollo and William Barrett to attend the conference of labor men on Monday, July 2, regarding the formation of a provincial labor party. Either Toronto or Hamilton will be the place of the gathering.

LONDON MINISTER SPOKE.

HYDE PARK, June 22.—The regular monthly meeting of the Young People's Union was held in the Methodist Church Thursday evening.

Rev. F. L. Barber of Colborne Street Methodist Church, London, gave a devotional talk. Miss Jessie Johnson of this village gave a vocal solo, Miss Skipper acting as pianist. Miss Horn of Hutton also rendered a solo, with a harp accompanist.

A concert under the auspices of the Young Pople's Union will be held in the Presbyterian Church Friday evening, June 29, when Rev. H. I. Snyder, of New Hamburg will deliver a lecture. A good musical program will follow. The proceeds are in aid of the Byron Sanatorium.

Demand for Tanlac Breaks All Records

TANLAC COMPANY TO HAVE BRANCH PLANT IN CANADA

Modern Laboratories To Be Erected to Care for Canadian Business.

Mr. G. F. Willis, a well-known capitalist of Atlanta, Ga., and one of the South's most successful businessmen, is now in Toronto. Mr. Willis' coming has attracted much attention because of the announced purpose of the interests he represents to begin at an early date the distribution and sale of Tanlac, the celebrated medicine, and to erect in Canada a modern laboratory for its manufacture.

The company's plan at Dayton, Ohio, occupies 60,000 square feet of floor space, and is said to be one of the best equipped plants in the world, and has a daily capacity of 30,000 bottles.

Accompanying Mr. Willis are Mr. E. C. Harris, his private secretary, and Mr. L. T. Cooper, of Dayton, Ohio.

In speaking of the visit of Mr. Willis and his party to Canadian cities Mr. Harris said:

"Mr. Willis is the head of a large sales organization, which controls the distribution of Tanlac in the United States, and is associated in this work with L. T. Cooper, noted health expert and millionaire manufacturer of Tanlac.

"Mr. Cooper's unique theories on health and right living have attracted attention all over the country, and have been the cause of considerable scientific discussion. It is conceded by all well-informed persons that he is a man of extraordinary ability and wonderful insight into the fundamental principles of physical hygiene. His preparation, Tanlac, which promises to mark a new era in medical science, was perfected only after years of study and experimenting.

"The broad and progressive and splendid selling organization originated and perfected by Mr. Willis in the States," continued Mr. Harris, "are among the best examples of method yet produced in business. His constructive policies have resulted in the establishment of a lasting and permanent demand for his product.

"The phenomenal success of Tanlac, which has caused the business to grow to such large proportions, has been reflected into the Dominion, and plans are now being perfected for the establishment of a modern laboratory in Canada, which will give employment to a large number of people."

In explanation of the record-breaking demand for Tanlac, Mr. Harris said:

"There is only one explanation, and that is very simple. The inherent purity and wholesomeness of the medicine has confirmed it in the minds of the people, and made it a household word throughout America. Mr. Willis has always been a firm believer in the principle that the best advertisement is a satisfied customer. To that end he has always sought to make customers—not mere sales. That, and that alone, is the secret of the marvelous expansion of our business.

"Just what has been done in the leading cities of the United States, including New York, Boston, Philadelphia, Pittsburg, Detroit, Atlanta and other centres, will be duplicated in Toronto and throughout Canada."

HUGE ORDERS FOR TANLAC ARE GIVEN

Big Plant at Dayton, O., Doubles Capacity — To Have Daily Output of 30,000 Bottles.

What is probably the largest single order ever given for a proprietary medicine was one for fifteen (15) carloads of Tanlac, received a few days ago for immediate delivery by the Cooper Medicine Company from G. F. Willis, southern and western distributor, with headquarters in Atlanta, Ga.

Ask the manager of the Cooper Medicine Company at Dayton, Ohio, and he will tell you that there are 1,060 dozen of Tanlac to the carload, or 12,720 bottles. This means, therefore, that 219,360 bottles will be shipped to the south and west within the next few weeks to supply the tremendous demand. This is in addition to numerous single carload orders received from the same source during the last 30 days.

Although the big Cooper laboratories at Dayton are now capable of turning out 15,000 bottles daily, the rapidly increasing demand has made it necessary to double their capacity, and in a few weeks' time they will have a daily output of 30,000 bottles, which is probably the largest in this country.

Tanlac Is Indorsed by Louisville Druggist

Louisville, Ky., June 1.—"We are convinced," said E. G. Isaacs, president of the Taylor-Isaacs Drug Company, 244 West Jefferson street, Louisville, "that Tanlac is a medicine of distinct individuality. More than 80,000 bottles of Tanlac have been sold through our store in the last few weeks.

"The results from the use of this medicine are truly remarkable. We do not hesitate to recommend Tanlac as a medicine different from the usual kinds that are exploited in the advertising columns of newspapers."

Over Seven Million Bottles Sold in United States in Two Years' Time

GROWTH IS REMARKABLE

Story of Marvelous Development More Like Fiction Than Actual Facts.

Never before, perhaps, in all history, has the demand for a proprietary medicine ever approached the wonderful record that is now being made by Tanlac, the celebrated medicine which has been accomplishing such remarkable results in all parts of the United States.

The first bottle of Tanlac to reach the public was sold just a little over two years ago. Since that time there has been sold and distributed something over seven and one-half million bottles, and a romance which has no parallel in the modern business world was begun. From coast to coast, and from the Gulf to the Great Lakes, Tanlac is known and honored. Millions have taken it and have pronounced it the greatest medicine ever given to the people, and the only explanation of Tanlac's triumph in the commercial world is Tanlac's true worth. Back of Tanlac's triumph in the drug stores stands Tanlac's triumph in the homes. It is the people's medicine, and the people themselves have made Tanlac what it is.

No matter where you go, Tanlac is a household word, and it is now unquestionably the most widely-talked-of medicine in the world today. One person invariably tells others about a medicine that helps him, and in this way scores, or even hundreds, may hear of Tanlac as a direct result of one bottle in a single home.

WHY TANLAC'S SALES ARE LARGE

Remarkable Success Due to Absolute Merit of the Preparation

In scarcely more than two years the Tanlac industry has sprung into fame, which has spread beyond the limits of the continent, and with sales now numbering millions of bottles every year, it has become the medical sensation of the century. The people of the United States have watched its growth, wondered, and applauded it.

Tanlac was not the product of a day; it came only as the result of years of careful study and experimentation. Combination after combination was brought together and tested; patiently the founder, with his associates and chemists, sought for the ingredients necessary to make a perfect stomach medicine and reconstructive tonic, and it was only when this was accomplished that the manufacture was begun on a small scale. The chief problem at first was to let others know about it, because there was never a question that when they did know they would tell others, and that the fame and popularity of Tanlac would spread like wildfire.

That's just what happened. From a few hundred bottles at the beginning, its sales jumped quickly to thousands, then hundreds of thousands, until now there are millions of users of Tanlac from Maine to California, and from Canada to Mexico.

There is, of course, a reason: Tanlac is a remarkable medicine, and has been so proven. Composed of the most beneficial herbs, roots and barks known to science, it is a purely vegetable preparation, which acts directly upon the mucous membrane, stimulating the natural flow of the gastric juices of the stomach, so necessary to healthful digestion and the proper elimination of waste matter.

The building of Tanlac is just a case of the remarkable success of an industry, because its product is pure and wholesome, and because it is just the medicine so many need.

Not a day passes that does no bring scores of statements from the people concerning the good this medicine is doing, and reciting the circumstances of remarkable cases that would convince the most skeptical.

700 BOTTLES ARE SOLD IN ONE DAY BY ATLANTA FIRM

Sales in One Year Have Reached the Astonishing Total of 64,000 Bottles

Atlanta, Ga., Nov. 24, 1916.

Mr. G. F. Willis, Fourth National Bank Building, Atlanta, Ga.:

Dear Sir,—Replying to your inquiry of yesterday, we are pleased to advise that we are now selling Tanlac at the rate of considerably over 2,000 bottles per week.

On one Saturday alone we sold through our eleven Atlanta stores approximately 700 bottles at retail, direct to consumers. On referring to our records, we find that out sales, since its introduction here something over a year ago, have reached the astonishing total of 64,000 bottles.

This record is far in excess of any we have ever made before in the distribution of any one preparation; in fact, we have never handled anything that even approaches it as a seller.

Thousands of our best people are now using the preparation with the most gratifying results, and we can only account for the phenomenal demand we are having by the fact that it is a medicine of extraordinary merit.

Assuring you of our high appreciation for the splendid co-operation you have accorded us, and with best wishes for your continued success, we beg to remain, yours very truly,

JACOBS PHARMACY CO.,
Per CHAS. SMITH.

BIG DRUG FIRM SECURES AGENCY FOR THIS CITY

Standard Drug Stores Will Control Distribution in London.

"The Tanlac agency for London has been awarded to the Standard Drug Stores," was the brief statement made by Mr. G. F. Willis, the Canadian distributor of Tanlac, when seen yesterday.

"In awarding the agency to this well-known firm," continued Mr. Willis, "I am merely carrying out our established custom of having only thoroughly responsible and centrally located representatives in each city, and in this connection will say that no matter where you go in the United States, you will always find the Tanlac stores to be thoroughly reliable and representative.

"Just such firms as this are always anxious and willing to co-operate with us in promoting the sale of Tanlac, not only because of its superior merit as a medicine, but because of the prominence and valuable publicity they receive from its enormous sales as well.

"Arrangements have already been made," continued Mr. Willis, "with our American plant, whereby a large consignment of Taniac will be received by the above firm in time to place it on sale at once.

"Having heard through absolutely reliable sources of the remarkable and rapidly growing demand for Tanlac throughout the United States, this well-known London firm did not hesitate for a moment to accept the Tanlac agency and to assure us of their full and hearty co-operation in making Tanlac just as successful in Canada as it is in other countries.

"Both Mr. Cooper and my associates have long regarded Canada an excellent field for the further development of our business, and as previously announced, arrangements are now being made to establish a modern plant in Canada.

"Together with my associates, I shall remain in Canada long enough to superintend the introduction of Tanlac, and from what I can see and hear of your enterprising, hustling city, I do not believe it will be a great while before Tanlac will be selling equally as well in London as in Detroit, New York, Philadephia, Boston and other leading American cities."

MEMPHIS FIRM SELLING TWO CARS EVERY MONTH

"Tremendous Sales, Phenomenal and Bewildering, to Say the Least."

Memphis, Tenn., Sept. 7, 1916.

Mr. G. F. Willis, 1101 Fourth National Bank Bulding, Atanta, Ga.:

Dear Sir,—It would be a very hard matter for us to write a letter expressing just our feelings and experience in regard to Tanlac. We know that the day of miracles is past, and we all know that there are no unfathomable mysteries in the drug business, and yet this Tanlac business smacks of both. For one firm to be able to sell at the rate of one carload every two weeks, and for this record to keep up until now we have sold more than nine carloads, and have another one coming, it is just the least we can say, phenomenal and bewildering.

Tanlac is giving entire satisfaction to our trade, and is a constant and regular repeater from the same sources, and our customers write us that their demands are persistent in the way of repeat orders as well as from new users.

The uniform courtesy and consideration—the splendid business policy displayed by Mr. Willis with us as his wholesale distributors, and through us our agents, has been everything that we could ask, and we wish you continued success, and hope that you will realize on your wishes to in every way stapleize and permanently perfect the popularity and continued sale of Tanlac. Yours very truly,

THE HESSIG-ELLIS DRUG CO.,
(Signed), R. R. ELLIS, President.

LARGEST BUSINESS IN THEIR HISTORY

Nashville, Tenn., Sept. 6, 1916.

Mr. F. G. Willis, 1101 Fourth National Bank Building, Atlanta, Ga.:

Dear Sir,—It gives us pleasure to state that the wholesale distributing agency of Tanlac for this territory, secured from you about one year ago, has proven very satisfactory to us.

Our books show that during the year we have bought and disposed of over ten cars of Tanlac in this immediate territory, thereby setting a record as the largest sale by us in a given time of any proprietary remedy in the history of our business.

These sales have been made with no effort on our part, and without complaint on the part of our patrons and sub-agencies.

With best wishes for your continued success, we remain, yours very truly,

SPURLOCK NEAL COMPANY,
(Signed) C. S. Martin,
Vice-President and General Manager.

Tanlac To Be Sold Throughout Dominion

In only a few weeks' time Tanlac will be placed on sale in practically every large city, town, village and hamlet in Canada.

A number of agencies already have been established in a very limited time, but it is my desire that the distribution be made more complete and far-reaching.

With this end in view, I take this means of notifying druggists and dealers who are interested to write or telegraph G. F. Willis, Fourth National Bank Building, Atlanta, Ga.