

BANK WATCHMAN HAS FULLY RECOVERED LOSS.

Gain Tips Beam At 206 Pounds And Feels Like Different Man Since Tanlac Brought Him Up So Remarkably, Says Gervais.

Yes, sir, it's a fact. Tanlac has really built me up forty pounds in weight, and I now feel like a new man altogether," said Celestin Gervais, of 630 Rivard Street, Montreal, the watchman at the Montreal City District Savings Bank.

"I have been in bad health for a good fifteen years, and during that time suffered terribly from indigestion and stomach trouble. My weight was so poor that I could hardly stand the smell of cooking. Many times when I came home from work I could scarcely eat a thing. The little I did eat caused me to feel all up with sour gas, and I was such little nourishment that I usually lost forty pounds in weight.

"I also had a severe pain across my chest that made me feel like I was carrying a heavy load, and I got such a run-down condition that I

had to give up my trade of carpenter altogether. Although I tried all kinds of medicines, none of them seemed to help me, and I was at a loss what to do.

"I kept on seeing so many statements in the papers about all that Tanlac was doing, that I made up my mind to try it, and I'm mighty glad to say that it certainly has done the work in my case. Why, since taking four bottles of the medicine I have an excellent appetite, and eat just everything I want without feeling a sign of indigestion or gas. I have gained back every bit of that forty pounds in weight, and that awful pain has completely disappeared from my shoulders. As I said, I feel like an entirely different person, and I want to give Tanlac credit for putting me in such splendid health."

"Tanlac is sold in St. John's by M. Connors, in Paradise, by Mrs. Martin, in Upper Gillespie by Heber Andrews, in Portland by H. C. Haines, in St. Joseph, Salmonier, by Mrs. J. Gushue, in Millertown by Exploits Valley Royal Stores, Ltd., in Flat Island by William Samson, in Jamestown by Christopher Haines, and in Lewisporte by Uriah Freake.—adv.

The Fish Regulations

From a Canadian Viewpoint.

Commercial men returning from Newfoundland, and advising by mail, the news of exceeding depression in the fish business, a staff correspondent of the Financial Post, writes a paper. The price of cod a year ago, as it lay in the vessels, was \$11 per quintal of 112 pounds, that the merchants will pay to the fisherman is about \$8 per quintal. This is great hardship to the fisherman and loss to the entire community. The foreign markets are depressed, and it is not certain that they can be made even at the lower price of \$8, and there are those who had bought at a figure higher than \$8 are losers, and there have been heavy losses, running in some instances into hundreds of thousands of dollars. The fishermen now get only \$8 per quintal for their product had as large an outlay in outfitting as when they commanded a price of \$14, so that their loss is great, though it is not all loss, for it is admitted that at \$14 a year profits were very large. The decline is, however, felt acutely, and is the cause of much distress.

Political Sightings.

One of the members of the government is Hon. W. P. Coaker, who long been a figure in Newfoundland affairs as the head of the Fishermen's Union, a co-operative movement which was designed to transact business direct without the intervention of the middlemen in St. John's. Coaker secured a strong hold on confidence of the people of Newfoundland outside the capital city of St. John's, and these are nearly all men. They would be a sort of party in Canada. In the elections the union figured large, and Mr. Coaker is a member of government. Now his hand is in the regulation of trade as in the interest of the big

fishermen, but whether in the long run it will be found beneficial remains to be demonstrated. The government refuses to clear a vessel with a fish cargo for a foreign port unless the price at which the fish are to be sold is stated, and no fish is to be sold as low as \$8. The price which the importer in Brazil or Portugal or wherever the St. John's merchant has a market is fixed by the government, and unless this is accepted before the ship sails the customs officials are not allowed to clear the ship. How this is to work out does not yet appear, but it is considered dangerous and probably futile by the majority of the business men of St. John's.

National Banks Proposed.

Hon. Mr. Coaker announces that the matter of national banks for Newfoundland is under consideration. For many years the only banks in the country have had branches of Canadian banks, the Bank of Nova Scotia having by far the most of these branches. This is a result of the disastrous failure a long time ago of the local Newfoundland banks. It is not unlikely that the recollection of the events of that time will deter the people generally from taking any very strong financial interest in the proposed national bank, but probably Hon. Mr. Coaker's ideas would be to use the bank for general financing in line with his own economic beliefs, and not that it should be essentially an institution for the people.

Newfoundland has had financial depressions in the past. The country quickly recovers from them, and the times now being experienced will undoubtedly soon pass. Whether government price fixing and the establishment of state banks will contribute to this is not at all certain. In any event the great iron ore and pulp wood resources are constantly increasing as a great national asset.

United States Cruiser St. Lawrence.

STONTON, Ont.—"A cruiser in the St. Lawrence mounting guns, direct violation of the treaty between the United States and Great Britain and should not be tolerated," is the form of a protest being made by the State Department at Ottawa. The Kingston Branch of the Army Navy Veterans, who object to the United States armed cruiser Chilli being used in the St. Lawrence with Ogdensburg as its base, for the purpose of suppressing violation of the United States Liquor

"A CERTAIN RIGHT."

TAWA—While technically, the presence of a United States armed vessel in the St. Lawrence river, may be a violation of the Rush-Bagot convention of 1817, no apprehension is shown by official Ottawa, regarding the appearance of an American vessel, as complained of by the Kingston Branch of the Army and Navy Veterans. The Rush-Bagot convention limits the armaments of any vessel on the Great Lakes or St. Lawrence to an 18 pounder cannon. This weapon is now entirely obsolete. The U. S. Authorities contend that the spirit of the convention should be followed and not its obsolescent requirements, that the number of ships on the lakes and in the St. Lawrence should be limited to the armament of small calibre but modern design. Officials here also point out that the U. S. government, in placing an armed vessel in the St. Lawrence river, is placing an armed vessel in the St. Lawrence river, as the U. S. is a friendly power, there is no reason for taking

exception to their maintaining a war vessel on their own waters, specially if it is entirely for police purposes," was how one official expressed himself.

Shipping Notes.

S.S. Seal left Macovic on Monday last, going north to Hopedale. S.S. Western Hope is due during the week from Iviza with 6,000 tons of salt to Bowring Bros., Ltd. S.S. Gracia, which put in here the previous day for orders, sailed yesterday for Baltimore. The S.S. Diana which arrived at Humbermouth on Tuesday landed over 100 fishermen at Curling, who had finished their voyage on the Straits.

Brick's Tasteless at Stafford's. Price \$1.20 bottle. Postage 20c. extra.—July 19, 1920.

"Reg'lar Fellers"



Dailies Come Into Their Own.

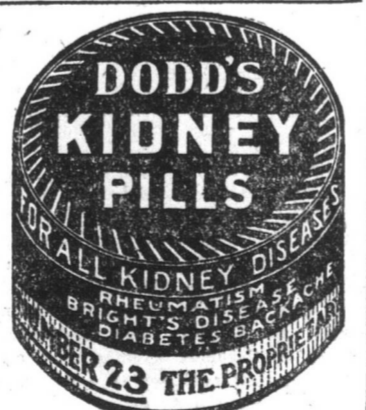
As we look back over the days when the newspapers were being made victims of political prejudice, the footfalls of narrow-visioned Congressmen and Senators, and the hale enthusiasm over the remarkable progress that has been made by the dailies in spite of these unfortunate circumstances. The newspapers have come into their own because they have fought the battle against uncalculated prejudice openly and courageously. They stand to-day recognized as clear-cut business institutions, as fearless champions of all classes of people against everything that is not for the common good of us all. With the coming of their great and undivided strength, they have become entrenched in the good-will and respect of the American people. They have become the foundation of good Americanism, and they have become institutions which can never again be jeopardized through political activity or selfish purpose.

Considering all details entering into the making and distribution of a newspaper, there is perhaps no other branch of business which went through such trying days between 1914 and the present time—no other business which fought so gallantly and persistently to avoid financial embarrassment. Operating expenses mounted skyward with the speed that would have sickened the hearts of men engaged in other business activities, and there were times when even the stout heart of publishers were tired to the limit. But like the great ship that weathers the raging hurricane, the newspaper business of America sailed into port with its flag flying. Great captains are the publishers and editors of this country. The sea of journalism is still ruffled with angry breakers, but the moments of grave danger have been passed.

Newspaper production charges have advanced to a point where they are, in some instances, double what they were before the war—and yet month after month publishers hoped against hope that it would not be necessary to raise circulation and advertising prices. In many cases it will take years for publishers to regain the money they lost before they were finally compelled to pass part of the increased overhead on to readers and advertisers. Even under the new schedule of rates, publishers are still shouldering financial responsibilities that would have been quickly passed along to the public by any other class of business interests. Three cents a copy for a morning or afternoon newspaper may seem like a price that would leave a good profit, and advertising rates that have been materially increased may cause some advertisers to feel that considerable profit is being derived from advertising patronage. But this is not so, as I have learned after analyzing cost systems of a number of newspapers located in different sections of the country. Taking into consideration the hazardous nature of the newspaper business, the profit now derived by the average publisher is insignificant compared with the profit that is being made in practically all other industries. Here again we see that publishers are ever mindful of their reader and advertiser clientele. In fact I am sure that they are too much so.

For all together too many years publishers have given more consideration to readers and advertisers than they have to their own financial situation. For too many years publishers have sought to keep the selling price of their publications down to the lowest possible level. The people of the United States have come to realize that they must pay for their requirements, the prices that have been made necessary through newly constituted conditions, and they are invariably paying it with a will that is characteristic of the American spirit. The people no longer expect to buy newspapers at a price which doesn't permit of a reasonable margin of profit, and advertisers no longer expect to purchase space at a price that creates a deficit on the publisher's books. These are days of a new era in the general business of this country, and every commercial and industrial business must adjust itself to a point where the income is sufficient to guarantee a profit upon which business may be continued.

We are going to pay five cents per copy for our morning and evening newspapers before many moons have



been crossed from the calendar, and advertisers are going to pay rates in keeping with the service that the newspapers are performing for them. For too many years we had cheap newspapers; for too many years we had cheap advertising rates. We doubt very much that either the reader or the advertiser ever appreciated the desire of publishers to give them cheap newspapers or cheap advertising mediums. We doubt very much that publishers were ever given credit for doing so, but in the new era of business we have all learned facts not common to us in the days gone by. The daily newspaper of the future will bring five cents per copy, and the public will pay the price willingly. Advertising rates of the future are going to be much higher than they are at

TO-DAY! TO-DAY!

Extraordinary Price-Slashing SALE of BOYS' OVERCOATS



Overcoats full of good looks and long service. And you can rest assured that when your boy is toggled out in one of these that not one of his playmates is better dressed or better equipped for the ensuing season.

Little Chaps OVERCOATS, to fit 3 to 9 years.

Assorted sizes in snugly set up Tweed Overcoats, favouring Greys and Browns; belted style, plaid lined, neat fitting collar, buttoned up close to the neck. Value to-day for \$13.00 and \$14.00. Special

\$9.95

Bigger Boys OVERCOATS, to fit boys from 15 to 20 years.

Light, Medium and Dark Tweeds, and others in heavy cloths, plain or belted back. You will find here Coats value for \$35.00 and \$40.00. Our Special Price

\$11.95

What Mother's pocket-book can stay closed in the face of such values?

James Baird
LIMITED

PROPERTY OWNERS, ATTENTION!

I am now ready to take some repair work. Any part of the house from sill to roof I can handle. If you intend putting up a New Building why not have me superintend it? You can save money and get a better job than if you put it on contract. I also have a Pile Driver and all equipments for wharf building and would be glad to take on a job of that work. I will be glad to call and see anyone who may have work to be done.

WM. CUMMINGS,
Carpenter & Builder,
P. O. Box 203.

Wedding Announcement

The marriage of Mlle. Noelle Bidel, daughter of M. and Mme. Bidel (formerly of St. Pierre), to Mr. Patrick Grace, of St. John's, will be solemnized at the R. C. Cathedral on Tuesday afternoon, October 5th, at 3 o'clock. A reception will be held at Smithville immediately after the ceremony.

DANCING — Miss Bremner resumes her classes on Thursday, Sept. 30th. Adults and children. For further particulars apply 99 Military Road.

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By Gene Byrnes