

**ALCOHOL** IS AN UNNATURAL SYSTEM—POISONING.  
brain-wrecking, will-breaking drink, and all powers  
of resistance fall under its attack.

LIQUOR DRINKING  
MEN OF BUSINESS

Business men—which includes lawyers, doctors, managers of corporations and higher salaried men, merchants, bankers, brokers—who drink liquor FAIL sooner or later. Each one of them will charge his failure to HARD LUCK. But that charge is false. The loss of executive ability, WEAKENED MENTALLY, impaired judgment, gross neglect—to WHISKEY DOING THE THINKING—are direct EFFECTS of charging the system with the cumulative poison of alcohol, and the CAUSE of their business troubles.

The Gatlin treatment will, in **THREE DAYS**, remove every trace of alcoholic poison from your system, without any inconvenience whatever to yourself, in **THREE DAYS** it will take you right back to the condition you were in the first day you ever took a drink of liquor, with no **x** or craving for or desire to drink it than you had on that day. What li<sup>r</sup>, or drinker, who has a vestige of his brain left, will take in this world who would not **x** ever return to that day? What one with the experience he has had in liquor drinking, would take that **FIRST DRINK** if he could go back to the **FIRST DAY**.

Come to the Gatlin Institute—take the Gatlin treatment, or send for the Gatlin Home treatment. It will make a new man of you; will return to you your old-time normal brain—your old-time personality that was carrying you along the road to SUCCESS rapidly until you ran up against liquor; it will chase **HARD LUCK** from your business by driving the accumulated poison from your system and thereby do away with the Cause of your appetite and craving for liquor.

\* You or your spouse, or your friend, will be accepted for treatment at the Gatlin Institute under a plainly-worded, legally executed contract that a CURE shall be effected in **THREE DAYS**—a cure that will be entirely satisfactory to yourself and to your family that every claim made for the Gatlin treatment and what it will accomplish in **THREE DAYS** shall be verified in your case or at the end of the third day the full fee you pay for treatment shall be refunded and treatment shall cost **NOTHING**. Any expression of dissatisfaction with either the cure in your case, with the treatment, with the Gatlin Institute, or with its management, when you are leaving the Institute, will mean that the fee paid shall at once be refunded. Remember the money you pay the Gatlin Institute for a CURE has not changed ownership until you are satisfied that you are cured and that the Gatlin Institute has earned its fee.

There are 67 Gatlin Institutes being successfully operated throughout Canada and the United States.

Institute located at 46 Crown St., Corner King, St. John. Call or write for books of particulars, copies of contracts and other information. Book and full particulars mailed, sealed, in plain envelope. Long distance and local telephone 1685. Chas. E. Farrand, Manager.

of the Lower Provinces, especially the Physicians

This announcement met with skepticism; but daily, stronger and stronger claims for the Gatlin treatment were made. Legal contracts were offered that any drunkard in any stage of the drink habit could take the Gatlin treatment, and if there was a failure to cure—failure to effect a cure more than satisfactory to the drinker himself and to his family—then if he was dissatisfied in any manner with the treatment, the Gatlin Institute would refund the fee, with any person or anything connected with the Gatlin Institute, all that was necessary was a simple expression of dissatisfaction and the full fee paid would be refunded when he was leaving the institute, and treatment should cost nothing.

That same proposition is still made, and has been constantly and continuously made for TEN YEARS.

The Gatlin treatment CURES—and it cures in THREE DAYS—  
there is not the slightest possibility of failure.

The Gatlin Institutes began to grow—patients flocked to them by scores—then the cures effected ran into the hundreds—then into the thousands. These cures were of the **LASTING KIND** which made the Gatlin treatment famous. The Gatlin Institutes couldn't possibly accommodate all those who desired the treatment—other institutions became necessary, and others are opening throughout the continent.

Gatlin Institutes are now in operation at 340 So. Highland Ave., East End, Pittsburg, Pa.; 1919 Prairie Ave., Chicago, Ill.; 403 Seventh st., So., Minneapolis, Minn.; 1333 Jefferson st., Kansas City, Mo.; 1414 Seventh st., Parkersburg, W. Va.; 1323 High st., Des Moines, Iowa; 27 So. C st., Tacoma, Wash.; 434 Queen Anne Ave., Seattle, Wash.; and London, Eng., now being opened with

THE GATLIN INSTITUTE NOW OPEN AND DOING BUSINESS at 46 CROWN STREET, CORNER KING, ST. JOHN, N. B.  
 Toronto Address: 428 Jarvis Street, Toronto  
 Montreal Address: 893 St. Catharines St. West

**THE GATLIN INSTITUTE COMPANY LIMITED**

A GATLIN INSTITUTE was needed in Canada—a treatment that would cure quickly and perfectly without the disagreeable features of hypodermic injections, strong drugs, SUBSTITUTE STIMULANTS, and a loss of from 28 to 42 days of time—a treatment with merit enough to convince the public that EIGHTY PER CENT. of its patients did not RELAPSE—had become a public necessity.

A company composed of representative citizens, physicians and business men of Canada—men of means, of reputation and of extensive interests here—was formed, and the exclusive right to use the Gatlin treatment in the Dominion was secured. The cost of this right was not at all small, neither was the opening and fitting up of the splendid Gatlin Institute at 46 Crown St., St. John, done at small cost.

The present location, 66 Crown St., gives ample room, and affords the best-equipped institution in Eastern Canada for the successful treatment of alcoholism. WE KNOW what the Gatlin treatment will do—we KNOW that there does not exist a case of drunkenness on earth that it will fail to cure—we KNOW what the demands for the Gatlin treatment will be when we have succeeded in convincing you that there is now a REAL CURE for the liquor habit—an easy, safe, harmless cure, which you can take in the comfortable quarters of our homelike institution or in the privacy of your own home, requiring a period of but THREE DAYS.

If it proves difficult to convince YOU that the Gatlin treatment is all and more than it is claimed

ough to warrant us in investing many, many thousands of dollars in the Gatlin Institute of Canada. We knew of many quacks who had prostituted their profession for a few paltry dollars; we knew that other liquor habit treatments in a sense were failures; we were so well acquainted with the world" and with the fact that it is easy to make claims and statements, that it took ten times as much proof and argument to reason us into investing OUR money in the Gatlin Institute of Canada as

Anyone interested is respectfully invited to call at the Institute, 46 Crown St., corner King St., St. John, N. B., or write for books of particulars and copies of contracts to cure. Long distance and local telephone 1685. Chas. E. Farrand, Mgr.

NOTE WELL THE ADDRESS AND TELEPHONE NUMBER.  
**THE GATLIN INSTITUTE COMPANY, LIMITED**  
 46 Crown St., corner King, St. John, N. B. Phone 1685.

**requests the closest investigation by Business and Professional Men**

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