

MILLION DOLLAR CO. WILL MARKET TANLAC THROUGHOUT WORLD

Business Has Grown From Small Beginning Six Years Ago Until Now It Is One of the Largest in the World With Big Foreign Demand.

By HARRISON VAUGHN.

ATLANTA, Ga., January 14.—An announcement has just been made here of the organization of the International Proprietaries, Inc., to take over the business heretofore conducted by G. F. Willis, International Distributor of Tanlac, and the Willis-McDuffie Company, Eastern Distributors, of this city.

The new company has a paid-in capital of One Million Dollars and is one of the largest proprietary medicine concerns in the world. The business of the corporation will be conducted by the present management, which owns the entire capital stock. It is understood that no part of the stock will be offered to the public.

The officers of the company are G. F. Willis, President; P. U. McDuffie, Vice President; M. A. Crumley, Treasurer; J. C. Goodson, Secretary.

Mr. Willis is a prominent Atlanta business man and a well known figure in the drug and advertising field in both the United States and Canada. Under the direction of Mr. Willis, the founder of the business, it has attained its present position in the very front rank of the country's proprietary medicine industries.

Mr. McDuffie, who has been a big factor with Mr. Willis in building up the business in the past five years, is a leading Atlanta citizen and business man and is widely known to the drug trade throughout the country.

The new Company, which is the logical outcome of the rapid growth and expansion of the business, will market a number of internationally advertised and internationally sold proprietary and pharmaceutical products, including Tonics, Aspirin Tablets, Cold Specifics, Laxative Tablets, etc.

SALE UNPRECEDENTED.

Tanlac, their principal product, is probably the most extensively advertised and the most largely sold proprietary

medicine of its kind in the world, approximately 20,000,000 bottles having been sold since its introduction six years ago.

An instance of the rapid growth and development of the business with Atlanta as the principal headquarters is the statement that its products are now advertised in more than seven thousand newspapers in the United States and Canada, and that the advertising appropriation for this year will be in excess of One Million Dollars.

The success and permanency of the business is assured from the fact that it has shown a rapid and substantial increase each year since its organization, and the further fact that the business for the year just past shows an increase of approximately 80 per cent over the preceding year.

BIG FOREIGN DEMAND.

To supply the demand for Tanlac it has been necessary to erect two great modern laboratories—one at Dayton, Ohio, and the other at Walkerville, Canada. These laboratories represent the last word in modern construction and laboratory equipment. The two plants have a combined floor space of approximately 70,000 square feet, with a combined daily capacity of 60,000 bottles. Tanlac, which is a medicine of recognized therapeutic value and unquestioned merit, is now sold in practically every city, town and hamlet throughout the United States and Canada. In fact, it is a household word throughout America.

The new Company will not only undertake the further expansion of the business in foreign countries, where there is a steadily increasing demand, but contemplates acquiring at an early date additional manufacturing facilities in this country and Canada. The Company is doing an annual business of from \$5,000,000 to \$6,000,000 with an annual pay roll of approximately \$2,500,000. The executives and sales offices occupy more than an entire floor of the Fourth National Bank Building in this city.

take literally another public official's speech. Oechelmann was arrested the other day for taking one of the trolley cars out on a little ride of his own toward Port Richmond. He explained that he had been doing it for a long while, as he liked to take breakfast at a Port Richmond restaurant and the trolley car offered an easy way of getting there. He cited as his defense Mayor Hylan's speech at the opening of the car line in which the Mayor said, emphatically and clearly, "The cars belong to the people." He furnished \$1,000 bail in the police court and went home to meditate on the unreliability of oratory.

"In these days every young woman should have an escort. So I shall now escort you home." The words are those of a courtly stranger who stopped Miss Jennie Max on the street the other evening and took away her valuable ring. He carried a gun but he was very gentle about using it, and had the matter of business all attended to before he stated his courtesy in the matter of seeing her safely home. He wished her a cordial goodnight when they reached her door and disappeared into the darkness.

Now that American tennis has shown its quality on the other side of the earth, a New York girl has departed to prove how few terrors have strange waters for American swimmers. Miss Ethelinda Bleibrey, peerless mermaid of the New York Women's Swimming Association, is due to arrive shortly in the Antipodes for an international swimming test. Miss Bleibrey defeated Miss Fannie Durack, Australian woman champion, when they measured strokes in this country two years ago and New York is confident she will be equally successful in Australian waters.

It is sometimes difficult to give a truly personal touch to all of one's circular letters in spite of the greatest care. A letter from a well known woman's mail order shop arrived the other day at a Columbia University fraternity house. It said:

"Sigma Alpha Epsilon.
"My dear Miss Epsilon:"

The largest diamond ever sent to this country, and nobody wanted it! It's a sad story for a diamond that had so much to boast of both as to size and history. It arrived in New York two months ago, weighing 183.15 carats, and coming straight from the Sunday fox of Moudaf Abd El Rafid, the deposed Sultan of Morocco. It was entrusted by him to Frederick Wittram, manager of an American bank in Madrid, Spain, for sale in this country. Because the insurance rates on the great stone were prohibitive, Mr. Wittram dropped it into his pocket and brought it over. For the two months since his arrival, the dia-

mond has been languishing in the office of the Customs Appraiser. According to American standards it was too big to be beautiful and too expensive to be desirable. So it has started on its way to Cuba, once more personally conducted by Mr. Wittram, where it is hoped that some jewel loving senorita will appreciate it.

With a four years' war record and the scars of a wound or two, Anna K. Woodman, not yet twenty years old, has come to New York from London for a six months' "rest." She carries the title of lieutenant and the record of being the youngest woman officer in the English army, having enlisted in the Woman's Auxiliary Corps when she was fourteen with the aid of her older sister's clothes and her own declaration that she was 18. Miss Woodman has

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HOW DOCTORS TREAT COLDS AND THE FLU

First Step in Treatment Is a Drisk Purgative With Calotabs, the Purified and Refined Calomel Tablets that are Nausealess, Safe and Sure.

Doctors have found by experience that no medicine for colds and influenza can be depended upon for full effectiveness until the liver is made thoroughly active. That is why the first step in treatment is the new, nausealess calomel tablets called Calotabs, which are free from the sickening and weakening effects of the old style calomel. Doctors also point out the fact that an active liver may go a long way towards preventing influenza and is one of the most important factors in enabling the patient to successfully withstand an attack and ward off pneumonia.

One Calotab on the tongue at bed time with a swallow of water—that's all. No salts, no nausea nor the slightest interference with your eating, pleasure or work. Next morning your cold has vanished, your liver is active, your system is purified, and you are feeling fine, with a hearty appetite for breakfast. Doctors sell Calotabs only in original sealed packages, price thirty-five cents. Your money will be cheerfully refunded if you do not find them delightful.—(Adv.)

Mr. Auto Owner:

We will pull you out of the snow this winter with a real Winter Gasoline.

It will take you thru the mud on high in the coldest weather, without your carburetor popping or your engine knocking from carbon, and will always give a quick response to the throttle.

For you will be using a real winter gasoline made specially for us by one of the best gasoline makers in the country. We will gladly show you our orders and specifications for it.

This isn't just a "high gravity gas," but is scientifically constructed in an up-to-date refinery, so as to give quick starting and steady power. All of it goes thru your carburetor as real vapor.

The cost is no more than ordinary gas.

Drive up to our station and get real enjoyment out of your winter driving.

Piedmont Oil Company

SEVEN TO EIGHT CENTS A DAY will insure your car against Fire and theft. Drop me a card and let's talk it over. Will appreciate your business. My service is yours.

R. V. WILLIAMS, The Automobile Insurance Man Fone 410

New York Letter

By Lucy Jeanne Price

NEW YORK, Jan. 12.—Anyone cherishing an ideal that New York is inclined to race suicide ought to spend an evening in a Grand street movie. There is a particularly favorite movie house there, as everywhere else, and a whole lot of baby carriages outside its door identify the place every evening. A visitor from uptown was startled the other evening right in the midst of the innocent heroine's rescue from the villain's coils, when the door man appeared in the aisle at her side and called out in penetrating tones: "The lady in the white buggy is crying." No one else seemed surprised, though, and the picture rolled on, with a stout matron rose and intruded out. The uptown ruminator thought that she must have struck another night, but the small boy next to her put her right: "No, it ain't," he said. "They'll call out if the babies cry."

Alfred E. Smith, lately governor of the State, has completed the circle. He's a truckman, once more. He started on the business back in 1899 and now he's back as director of the United States Trucking Corporation. "I am because port your goods in fine shape," he declares, "but I can't get you a particular job. I'm out of politics." Yes, out. I won't run for mayor and I won't run for senator. I'm a business man, plain and glad of it.

A right-mitty socialistic streak has taken office in Bessie's nest and her second Oliver Harriman, Osgood Bell, Robert Hughes, Maxwell Branson, and two other bankers, playwrights and corporation heads, are being called out. They are being called out, but they are not called singly or en masse, they are being called as mean a gun as anybody who ever goes up in the sheriff's business. Westchester county got tired of having so many gunmen take a little run out into the suburbs of an evening when Broadway grew monotonous, and is preparing itself accordingly.

Another force has turned against short skirts. After having her costume lines denned from the pulpit and the cartoonists' pens, poor Woman is now facing an attack from the neighborhood ladies of the city. Fla., pneumonia, and sniffles are all being laid at the door of her short skirts, and so far as the New York health department is concerned, it is in vain that she pretends to just shiver back in the days when her skirts chartered all around her toes. Her only safe faction is that she won't pay any attention to any of them.

One more victory for the Philistines. The entire third and of "Miss Hula

Bett" has been rewritten in order to give the audience a "satisfactory" ending. By which it means just what the late very human Theodore Roosevelt meant when he insisted that he didn't want to read any novel in which HE didn't marry HER in the ending. The original ending of the play was known as "artistic." It left Lulu Bett free to do as she pleased, marry the man or go go forth without him. That might be satisfactory to Lulu but not to the ticket buyers. Marry him she must or they refused to consider a happy rounding up, regardless of what the heroine might herself have preferred. So marry him she does in the rewritten act.

Three deep the crowd stood around the plate glass windows of a trust company on Forty second street the other night. Eagerly jumped to the conclusion that it was another robbery and stopped to learn how many were killed. Finding out differently, they stayed on to wonder and be horrified or anxious. Inside those windows, stood many men merrily quaffing amber colored liquid. The crowd decided that the bank directors had voted to begin the year right by serving all their private stock to 1929's best customers. And then the party broke up and they learned that it was only a reception and the amber liquid was only color. "I don't know what it is," said one of the partners, and the crowd melted away.

As our magazine of the sort of thing that jacks L. E. Island a tragic place, regardless of what one thinks about immigration laws. Demetrius Robos, an alien Greek, was caught here last in 1910, returned the other day from a visit back to Athens. But he was still an alien and he could not pass the literacy test. So they all had to be thrown into a detention camp in the country. The tragic scene of the thing was that Demetrius was twice wounded in France while serving as a corporal in the A. E. F.

I was in a Fifth avenue beauty shop the other day, when an anxious customer came in to ask when there would be a supply once more of some special unguent she needed to keep her young and fair. "Just as soon as we can get the curls from Europe," the attendant assured her. "We're all out of the curls we need for that and we have to get them in Europe." Well, of course I knew one couldn't find native curls in our democracy, but I was agitated at the thought of what part they could play in the beauty cream. It sounded like a refined cannibalism. I had to speak up. "Oh, hm, I begun. Did you say you got curls from Europe for your customers?" "Yes," she said proudly, "we import all our curls from Europe, every curl, all of them." "Oh, hm, I begun," I repeated. It was of one form of New Yorkness.

NEW YORK, Jan. 13.—Inspector M. J. O'Connell, of the Staten Island municipal trolley line, will never

Grove's is the Genuine and Only Laxative Bromo Quinine tablets. The first and original Cold and Grip tablet, the merit of which is recognized by all civilized nations. Be careful to avoid imitations. Be sure its Bromo. E. W. Grove

Prices Reduced 25 per cent on Willard Storage Batteries. There has been no reduction in quality. Remember the WIL-LARD is the only battery having threaded rubber insulation. Come to see us. You have the largest stock of new and service batteries in the city to choose from. Gastonia Storage Battery Company 210 N. Long St. Phone 538

GO TO SWEETLAND FOR CANDY, whose delicate deliciousness cannot be duplicated. CANDY, that will always taste "morish." CANDY, of supreme quality and goodness. FRUITS, direct from the grower to you. Remember they are FRESH. DRINKS, from a sanitary fountain and for your health's sake the purest is none too pure.