Michie & Mara Co. Limited.
236 Lemoine St. Montreal

MICHIE 1835 MARA 1871

MICHIE, MARA

—the old names are sufficient proof alone of the service

The wine department of Michie & Co., Ltd., has been successfully catering to the needs of its many patrons since the year 1835. Each individual client has received service that in every way has been completely satisfactory.

For 45 years customers of the Wm. Mara Co., Ltd., have enjoyed service that has been continuously courteous and entirely satisfactory.

These two reputable houses have now amalgamated and will serve their former Ontario patrons by mail from Montreal as Michie, Mara Co.

The exceptional service of both houses will be maintained under the new name. The quality and variety of our stocks are such as to ensure complete satisfaction.

Prices will be reasonable. On many lines you will be asked to pay little, if any, more than formerly. All goods will be carefully and promptly shipped express prepaid to your home in Toronto or to any point in Ontario east of Lake Huron.

We will be glad to mail our price list, which is in course of preparation, and which will be ready on or about Sept. 16th.

Wines and Liquors by Mail Order

MICHIE, MARA CO., Ltd.
236 Lemoine Street, Montreal

WINES AND LIQUORS

SEVERE BLOWS GIVEN BULGARS

British, French and Serbians Make Striking Advances at Several Points.

SERBS PURSUE ENEMY

Bulgars in One Section Driven Back More Than Nine Miles.

(Continued from Page One.)

themselves solidly. One hundred prisoners and about ten machine guns were captured by them.

"To the right of the Vardar, the French troops took enemy trenches along a front of about 1,000 metres to a depth of about 800 metres.

Serbian Triumph.

"East of the Cerna, the Serbians continue to advance towards Vetrenik and Kajeckalan, west of Lake Ostrovo. The battle was under way for several days between the Serbian army and important Bulgarian forces. It resulted in a very brilliant success for our allies. Gornizevo was carried at the point of the bayonet, as well as the greater portion of Malkanidze crest.

"Serbian cavalry, pursuing the Bulgarians as they retired in disorder, captured the Village of Eksisu, thus compelling the adversaries to make a precipitate retreat of more than 15 kilometres (9 3-10 miles). During these actions the Serbians captured 25 cannon and took a great number of prisoners, the number of which has not yet been ascertained.

"On our left wing, Franco-Russian forces completely cleared out Comitadje bands which had advanced as far as Koyani, from the entire region south of Lake Ostrovo for a distance of 60 kilometres.

"Four French aeroplanes dropped numerous bombs on Sofia and then, continuing their voyage, landed at Bucharest."

EMPRESS IS ON WAY TO THE EASTERN FRONT

Kaiser's Consort Passes Thru Breslau on Journey From Berlin.

LONDON, Sept. 15.—A despatch to the Exchange Telegraph from Amsterdam says:

"Germans newspapers announce that Empress Augusta Victoria has been summoned to the eastern headquarters by Emperor William, and passed thru Breslau yesterday on the journey from Berlin. It will be her first visit to the eastern front."

THREE CASUALTIES ARE REPORTED FROM BRANT

Men of the Eighty-Fourth Battalion Figure Prominently.

Special to The Toronto World.

BRANTFORD, Sept. 15.—Brant County casualties were numerous today. Paris reported that Pte. Sidney Curl, a young Englishman, well known soccer player, who had enlisted with the 84th had been killed in action. Pte. Alfred Hanlon of Paris is reported wounded with gunshot in the leg. He also was with the 84th.

Pte. Cecil Burley of South Dumfries, another member of the 84th, which was officered from Toronto is also reported wounded, as is Capt. James H. Lovett, who about holds the record, now, this being the fourth appearance of his name on the casualty list.

Pte. Earnest Walsh, who has been at the front for some time, was the only Brantford man wounded.

IMPORTANT ANNOUNCEMENT

The Dominion Brewery Co., Limited Toronto, Ontario

ANNOUNCES

That in compliance with recent Ontario Government legislation, and in order to provide a wholesome temperance beverage of genuine merit, it will, on and after September 16th, supply its

White Label Ale

and

Invalid Stout

with an alcoholic strength of only two and one-half per cent.

All the purity and the delicious flavor of these incomparable Canadian malt products will be retained. White Label Ale will be found an unsurpassed beverage for table and general use; Invalid Stout a real tonic and strength-building food, containing the nutriment of the finest hops and malted barley.

Procurable in hotels and restaurants and from dealers everywhere.

The Dominion Brewery Co., Limited

496 Queen St. E., Toronto. Tel. Main 333

TY COBB, SUPERMAN

World's Greatest Baseball Player tells how

NUXATED IRON gave him new life

THIS GREAT GIANT OF STRENGTH AND ENDURANCE SAYS HE NOW PLAYS A BETTER GAME THAN WHEN HE WAS YOUNGER.

Physician explains why taking Nuxated Iron gave Ty Cobb such tremendous strength and vitality after he was so weakened and all "rundown"—says it will often increase the strength and power of delicate, nervous folks 200 per cent. in two weeks' time.

New York, N. Y.—When interviewed in his apartment at Bretton Hall, Ty Cobb said: "Hundreds of people write to me to know how I train and what I do to keep up that force and vitality which enables me to play practically every day of the entire baseball season. They wonder why I can play a better game today than when I was younger. The secret is keeping up the supply of iron in my b l o o d—exactly what everyone else can do if they will.

"At the beginning of the present season I was nervous and run down from a bad attack of tonsilitis, but soon the papers began to state 'Ty Cobb has come back.' He is hitting up the old stride. The secret was iron—Nuxated Iron filled me with renewed life.

"Now they say I'm worth $50,000 a year to any baseball team, yet without plenty of iron in my blood I wouldn't be worth five cents. Nuxated Iron supplies that 'stay there' strength and vim that make men of mark and women of power." Continuing, Dr. Sauer said: "Mr. Cobb's case is only one of hundreds which I could cite from my own personal experience, which proves conclusively the astonishing power of nuxated iron to restore strength and vitality, even in most complicated chronic conditions."

Not long ago a man came to me who was nearly half a century old and asked me to give him a preliminary examination for life insurance. I was astonished to find him with the blood pressure of a boy of 20 and as full of vigor, vim and vitality as a young man; in fact, a young man he really was, notwithstanding his age. The secret he said was taking iron—nuxated iron had filled him with renewed life. At 30 he was in bad health, at 46 he was careworn and nearly all in. Now at 50 a miracle of vitality and his face beaming with the buoyancy of youth. As I have said a hundred times over, iron is the greatest of all strength builders. If people would only throw away patent medicines and nauseous concoctions and take simple nuxated iron, I am convinced that the lives of thousands of persons might be saved who now die every year from pneumonia, grippe, consumption, kidney, liver and heart trouble, etc. The real and true cause which started their diseases was nothing more nor less than a weakened condition brought on by lack of iron in the blood. Iron is absolutely necessary to enable your blood to change food into living tissue. Without it, no matter how much or what you eat, your food merely passes through you without doing you any good. You don't get the strength out of it, and as a consequence you become weak, pale and sickly looking, just like a plant trying to grow in a soil deficient in iron. If you are not strong or well you owe it to yourself to make the following test: See how long you can work or how far you can walk without becoming tired. Next take two five-grain tablets of ordinary nuxated iron three times per day after meals for two weeks. Then test your strength again and see for yourself how much you have gained. I have seen dozens of nervous, run-down people who were ailing all the while double their strength and endurance and entirely get rid of all symptoms of dyspepsia, liver and other troubles in from ten to fourteen days' time simply by taking iron in the proper form. And this after they had in some cases been doctoring for months without obtaining any benefit. But don't take the old forms of reduced iron simply to save a few cents. You must take iron in a form that can be easily absorbed and assimilated like nuxated iron if you want it to do you any good, otherwise it may prove worse than useless.

Many an athlete or prize fighter has won the day simply because he knew the secret of great strength and endurance and filled his blood with iron before he went into the affray, while many another has gone to inglorious defeat simply for the lack of iron.—E. Sauer, M. D.

I am astonished at the tremendous strength and endurance which I so quickly obtained from taking Nuxated Iron—I feel younger and stronger today than ever before in my life, and the proof is shown by the fact that I play a better game than when I was younger.

Tyrus R. Cobb

A good batter must be in prime physical condition—he needs a cool head, a quick eye and tremendous strength to put the swing behind the bat.

Ty Cobb is undoubtedly the greatest baseball player in the history of the game. A short time ago he was weakened and all "rundown"—today he is a miracle of strength and endurance, due to filling his blood with plenty of iron. He says Nuxated Iron has given him new life and renewed energy and put the old-time vim and vigor of youth into his blood.

NOTE—Nuxated Iron, recommended above by Dr. Sauer, is not a patent medicine nor a secret remedy, but one which is well known to druggists and where iron tonics are indicated is widely prescribed by eminent physicians everywhere. Unlike the older inorganic iron products, it is easily assimilated, does not injure the teeth, make them black, nor upset the stomach; on the contrary, it is a most potent remedy in nearly all forms of indigestion as well as for nervous, run-down conditions. The manufacturers have such great confidence in Nuxated Iron that they offer to forfeit [illegible] if they fail to show satisfactory results [illegible] stated above, provided the user takes iron and nothing else, except fruit, within 10 days time. It is dispensed in this city by all good druggists.

ONTARIO PREPARED FOR PROHIBITION

Many Hotels Thruout the Province Take Out New Licenses.

FEW HAVE FAILED

Strict Precautions Taken Against Slightest Violation on Last Day.

Special to The Toronto World.

ST. CATHARINES, Sept. 15.—Precautions have been taken against any lawlessness that might attend the ending of liquor license system in St. Catharines tomorrow. One house will close at noon and several others will have nothing else left in stock but draught beer several hours before seven o'clock. Strict instructions have been issued against slightest violation of regulation on last day, but there is little evidence that it was necessary.

Two hotels now under license, the Maple Leaf and St. Catharines House have not taken out standard hotel licenses. The other eight have secured permits if they care to act upon them. The "Welland," which gave up the liquor selling privelege some years ago, also applied and received a standard license.

In Merritton all three hotels will continue as temperance houses. In Niagara-in-the-Lake, American House will be only exception and the Wellington of Port Dalhousie will drop from existence. Both houses in Grimsby will continue, Smithville and Homer hostelries not now under license have taken out standard hotel permits.

IN ELGIN COUNTY

All But Three Hotels Applied at St. Thomas.

Special to The Toronto World.

ST. THOMAS, Sept. 15.—The following hotels in the County of Elgin have taken out standard licenses. St. Thomas: International Hotel, Park House, Empire Hotel, Dake House, Iroquois, City Hotel, Hotel Talbot, Albany, Western and Dominion.

Springfield: Mansion House.

Aylmer: Central, Brown House.

Port Stanley: Franklin House.

Three of the leading hotels in St. Thomas namely Grand Central, Queen and Columbia, have omitted taking out licenses.

BUSY AT HAMILTON.

Liquor Dealers Report Lively Business During Last Week.

HAMILTON, Saturday, Sept. 16.—Local hotels will close their bars sharp at 7 o'clock tonight. This marks the coming into effect of the Ontario Temperance Act. Anticipating the enforcement of prohibition, however, Hamilton people are apparently laying in a large stock of "wet goods." The liquor dealers say that this week has been the busiest in their history. The sales of one dealer averaged over $1000 per day during the week, and he claims that others have done equally as much business.

CORNWALL AND VICINITY.

All in Stormont Have Made Application for New Licenses.

Special to The Toronto World.

CORNWALL, Ont., Sept. 15.—All the present license holders in hotels in the license district of Stormont have made application for the new standard hotel license with the exception of James Broderick, Cornwall, and J. A. Quenniville of Crysler. The complete list of applicants is as follows: A. M. Robert, Crysler; William Clea, Finch Village; Joseph Dutt, Berwick; A. McGillivray, Mille Roches; G.T.R. restaurant, Ontario House, Cecil House, Empire Hotel, King George Hotel, New Windsor Hotel, Carleton Hotel, St. Lawrence Hall, all in Cornwall; Maple Leaf Hotel, Cornwall Township; Frank Brunet and William Brunet, Moose Creek; Thomas McBride, Avonmore; J. W. Sheets, Aultsville; Mrs. James Connolly, Wales; John McAvoy, Newington. The three liquor stores in Cornwall go completely out of business after Saturday at 7 p.m.

FREIGHT RATES ON COAL INCREASED TEN PER CENT.

Probably Means Another Boost in Price of Fuel.

HAMILTON, Sept. 16.—The freight rates will be advanced ten per cent. on coal today, which will probably lead to an advance being made by the coal dealers. The threatened strike, which was settled by granting the men an eight-hour day instead of ten hours with the same wages is responsible. It is said the men now receive a twenty per cent. increase in wages. Representatives of the local dealers refuse to discuss the matter. If an increase be found necessary it will not be for another month.

ST. CLAIR PUBLISHERS WILL INCREASE RATES

Rural Weeklies to Raise Subscriptions to One Dollar and a Half.

Special to The Toronto World.

FOREST, Ont., Sept. 15.—The high cost of living has reached the publishers of The St. Clair Counties, and on December 1st, the price of rural weekies in Lambton and Middlesex will be increased from $1.00 to $1.50 a year. This was the decision of a largely attended meeting of publishers held here today.

The London dailies, a short time ago announced a raise in their mail rate from two dollars to three dollars, so that the same percentage of increase is now to be applied to the weekly press.

Peter McArthur, the sage of Ekfrid, was a distinguished guest at luncheon, which was provided by the council and board of trade, and addressed the gathering on the responsibility of the weekly press in connection with the war.

Your Favorite Brands Delivered Promptly After Sept. 16th

For the benefit of old friends and customers, we wish to announce that on and after Sept. 16th all orders placed direct with E. Denis, 2724 Christopher Colombo Street, Montreal, will be delivered promptly, direct from brewery cold storage, or by any local carter.

We refer to these favorite brands:—

Pale Extra Lager
Salvador
Brown Stout
Sterling Ale

We assure you of careful attention to orders and quick delivery. Freight from outside points prepaid.

Freight Prepaid from Outside Points

The Reinhardt Salvador Brewery
TORONTO

Telephone for Particulars M. 1818