INDISPENSABLE IN THE HOME CIRCLE

There is Always a Need for a Reliable, Trustworthy Remedy Like "Fruit-a-tives" To Keep Folks Well and Happy

MADE FROM FRUIT---PLEASANT TO TAKE

Valuable for Many Troubles and Used by Thousands in Every Section of Canada.

IN countless hundreds of homes in every part of the Dominion, "Fruit-a-tives" is regarded as the one family medicine that can be relied upon for correcting those ills due to defective action of Liver, Kidneys, Bowels and Skin.

"Fruit-a-tives" is more than "A Rheumatism Cure" or "A Constipation Cure" or "A Cure For Headaches and Neuralgia."

It is quite true that "Fruit-a-tives" cures all these troubles; but it does more.

Any trouble, arising from weak or strained Kidneys—like Sciatica, Lumbago, Pain in the Back, Swollen, Painful Hands and Feet—can be relieved by taking "Fruit-a-tives."

Any disorder of the Nerves—like Sleeplessness, Lack of Appetite, Restlessness—will be helped by "Fruit-a-tives."

Any Stomach Trouble—like Indigestion, Dyspepsia, Belching Gas, Pain after Eating, "Heart Burn"—will be the better for taking "Fruit-a-tives."

Any trouble due to Impure Blood—like Pimples on the face, constant Headaches, or general run-down condition of the body—can be completely eradicated by taking "Fruit-a-tives."

Read the circular which comes in every box of "Fruit-a-tives," and you will understand better why this famous fruit medicine is the standby in thousands of Canadian homes.

50c box, 6 for $2.50, trial size, 25c. At all dealers or sent on receipt of price by Fruit-a-tives Limited, Ottawa.

GRENADIERS NOW ALLIED WITH LEINSTER REGIMENT

Official announcement was made in the Royal Grenadiers' regimental orders, given out last night, that the local Grenadiers and the 100th Regiment Royal Grenadiers of Winnipeg have been allied with the Prince of Wales Leinster Regiment. The Leinster Regiment, with recording officers at Cork, Ireland, is commonly known as the Royal Canadians, and is under the command of Major-General Upton Prior.

Each parade sees more recruits in the local corps. Last night 630 men turned out, of whom 200 were recruits. There was little parading on the streets and the men were subjected to a hard company drill. One of the interesting parts of the manoeuvres was the forming of a firing line.

CLAIMS PRINCIPAL AND INTEREST, TOO

Action to Recover Nearly Thirteen Thousand on Note For Ten.

MONDAY AT OSGOODE

Toronto Taxicab and Street Railway Companies Involved in Appeal Case.

To recover $12,994.31 alleged due on a promissory note made in November, 1907, W. A. Mitchell, Toronto, entered action at Osgoode Hall yesterday against A. C. Bedford Jones. The note was for $10,000, the balance being claimed as due for interest.

The following cases are down for hearing in the appellate divisional court on Monday:

First Court.

Fauquier v. King.
Muir v. L.E. and N.R.
Loftus v. Harris.
United Typewriter v. King Edward Hotel Co.
Gooderham v. Solodinsky.
Re Berlin and Water Commissioners.

Second Court.

Toronto Taxicab v. Toronto Railway.
Davies v. Hudson Bay Mines.
Rundle v. Trusts and Guarantee.
Wood v. Tromanhauzer.
Gilpin v. Purdy-Mansell.
Macdonell v. Wood.

SUBJECT OF GEOGRAPHY IS MOST POORLY TAUGHT

Principal Pearson Expressed His View Before the South York Teachers' Association.

Principal Pearson of Weston High School addressed the convention of the South York Teachers' Association in the Normal School yesterday morning, choosing as his subject, "Entrance Geography."

"Geography is the poorest taught subject in the public schools," said the principal, and further stated that its importance in the curriculum was without a rival. "It is a vastly far-reaching subject that should be most conscientiously taught, so that when a pupil leaves public school at the end of his course he should be thoroly equipped with the knowledge of climate, soil, resources and people of Canada as well as the fundamentals of nature study," he said.

About three hundred teachers listened to the addresses. The election of officers occupied the main part of the afternoon session.

ST. AUGUSTINE'S Y.M.C.

The opening meeting of St. Augustine's Young Men's Club will be held tomorrow afternoon at 2.30 in the rectory, 8 Spruce street. All interested will be welcome.

REGIMENT IS GROWING.

The Highlanders expect to have their regiment up to the regulation strength of slightly over 800 by the end of next week. At the weekly parade last night, they had 555 members out. There were about 70 recruits drilling. The parade was under Major Duncan.

FOR APPLE STORAGE.

W. R. Brock Company has placed at the disposal of the city a large building at the corner of King and Duncan streets for the purpose of storing Toronto's free apples.

METHODISTS FAVOR CHURCH UNION IDEA

General Conference Authorizes Negotiations With Other Denominations.

SUFFER FROM SUCCESS

Not Showing Aggressively Evangelizing Power Reasonably to Be Expected.

Canadian Press Despatch.

OTTAWA, Oct. 2.—Without any discussion the Methodist General Conference of Canada this afternoon unanimously endorsed the recommendation of its special committee appointed to report upon the question of church union.

As soon as one delegate suggested the wisdom of avoiding the discussion the conference readily agreed and passed the report of which the following was the significant clause:

"We recommend the general conference to appoint on the nomination of the committee on church union, a committee of sixty, to meet with similar committees already appointed by the Presbyterian General Assembly and the Congregational Church Union for the purpose of continuing negotiations for the organization of the above churches, that this committee report the results of its negotiations and deliberations to the general conference special committees which shall also receive the reports of the action of the other negotiating churches in the matter of church union, and, if in the judgment of the general conference special committee, the reports received warrant further action it may call a special meeting of the general conference to consider the matter of consummating the proposed union."

Church Approved Basis.

The committee in its report stated that it had considered twelve memorials dealing with various aspects of church union and other data on the subject and in its preamble stated:

"Inasmuch as the Methodist Church both by the vote of her courts has cordially and consistently endorsed the proposals for organization made by the general conference of 1912, and approved the basis which resulted from these proposals."

Need of Evangelism.

Some objection was registered following the reading of the report of the committee on evangelism. There had been progress and activity in the church in the past quadrennium, said the report.

"Nevertheless it is impossible," it added, "to be blind to the fact that our church is not showing the aggressively evangelizing power we might reasonably expect of a body so strong and well organized.

"We recognize the problem is world-wide and assumes different phases in different lands.

"Confining ourselves to America, and especially to Canada, we venture to express the conviction that the church is suffering from success.

"The church has so diffused the principles of Christianity that she has drawn on herself a severity of criticism she has never known before.

Likeness to World.

"She is condemned today, not for her unlikeness to the world, but for her likeness to it. Non-Christians deny her claim, not because she is not sufficiently Christian, but because she disregards some of Christ's plainest teachings.

"We believe she can recover her declining influence only as she will at once silence criticism and arouse in men the old sense of moral difference. This means a new ethical advance.

"The people of Christ must again become a peculiar people, particularly so in the realm of business and politics.

"The church must uncompromisingly proclaim the deadly peril of riches. She must substitute co-operation for the incurably unchristian principle of competition. The dominant aim of commerce and industry must come to be service, not urofits."

Purity in Politics.

"The sacred task of government must be lifted from its present level too often marked by sordidness and immorality. The church must create a new conscience."

The foregoing made up the preamble and was passed.

The committee recommended that to meet the call of evangelism a man be set apart to inspire a revival of Christian fervor. On this the conference decided to defer action for a session.

The recommendation to appoint a special evangelist aroused a lengthy discussion.

Rev. W. S. Griffin was again appointed treasurer of the superannuation fund. He is 88 years of age and has held the office since 1892. His election caused general satisfaction.

The recommendation of a special committee to assist the British Methodist-Episcopal church, whose members are colored, and that the conference agree to aid in training ministers for that church, found favor.

TO UNITE CHURCHES OF WORLD.

NEW HAVEN, Conn., Oct. 2.—"The recommendation of the special committee of the Methodist general conference in Canada for sonsolidation of the Methodist, Presbyterian and Congregational churches in the Dominion is significant at this time that unification of religious forces is being brought about," said the Rev. Dr. Newman Smyth of this city, chairman of the committee on church unity of the Congregational general conference today. "The same thing has been happening in England, where the Church of England clergy have been holding meetings with non-conformists. One of the results of the European war will be to unite all religious forces of the world.

"After the war is over and peace has come there will be a great opportunity for the proposed world's conference of churches to harmonize the feelings of the different nations and to assert the power of international Christianity."

APPEAR ON MONDAY.

Next Monday those C.P.R. conductors against whom true bills were returned will appear for trial in the general sessions. It is expected that the trial will last from three to four weeks. T. C. Robinette and Herbert Lennox will act as counsel for the conductors.

To "Retrench" Means to Dig Anew

By A. A. BRIGGS

Advertising Manager Dunlop Tire & Rubber Goods Co., Limited

(EDITORIAL NOTE—In view of the fact that the Dunlop Tire & Rubber Goods Co., Limited, have decided to increase their advertising appropriation at the present time, this summary of conditions which influence national advertisers in making such a decision, will undoubtedly be read with great interest.)

Retrench—"To lessen, to abridge, to curtail"—that's what the dictionary especially calls it.

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But hasn't the war so far shown that to retrench means particularly to dig out a fresh trench, to secure the means and the assistance to make a new assault on the enemy? In the latter interpretation we undoubtedly find what ought to be the keynote for the present advertising situation in Canada.

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The truth is that on one side of the Dominion are ranged people who are following the dictionary's main stipulation of "retrench" for their publicity guidance. They may have reasons for so doing which no one in a different line of production can justly pass an opinion on; but it is also true that on the other side are ranged people who are leading—not following anything or anybody in their advertising policy which does not at once spell Action.

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It cannot be denied that the people who have decided "to lessen, to abridge, to curtail" their publicity are in the ascendancy at the present time.

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And everywhere the reason advanced is: "The War."

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So far, from the standpoint of salesmanship, no one has adduced a solitary economic reason why Canadian manufacturers who inaugurate advertising campaigns as a regular portion of their selling effort should discontinue that program at the present time. And, is it not strange that in all our mental hurrying to and fro, no one has yet proclaimed the fact that the war did not alter the Canadian consumer-purchasing market one iota?

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It must be understood that in making the above statement we are not dealing with any isolated cases where this particular business or that particular business may have been affected in countless ways other than the selling end.

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True, a manufacturer may have to pay more for his raw materials as one result of the war, but if he can get the materials at all, he always has the instrument of retail price-increase to wield in offsetting his losses, if necessary.

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What really did alter the possibilities of the consumer-purchasing field in Canada? Not the war, but the lull that antedated the war. A number of reasons precipitated the lull, most of which the public are conversant with.

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In other words: dull times, if one chooses to call them such, were here anyway—here in the sense that while the consumer was willing to a considerable extent to make purchases, the middleman had in many cases gone rather askew in his financing. The war simply accentuated the fast-spreading inclination to sit tight.

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Naturally, during a portion of 1913 and most of 1914, manufacturers, in the main, were conservative in the matter of building extensions and such like, and sales efforts were always linked to due caution. This year, probably more than usual, attention was centred on the outcome of the western wheat crop.

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That crop virtually has arrived, and, if reports are true, it is a good deal larger than advance estimates intimated. Then, notice the price per bushel paid for some wheat at the elevators. The farmers should now assist basic money circulation, which, of course, always commences the upward trend in the retail line.

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In seeking out forces for advertising stimulus, it is one thing to deal with the possibilities of new fields of endeavor for Canadian manufacturers, and another thing to explain away the measure of uncertainties attached to them. It cannot be gainsaid that consideration of new fields may mean consideration of bonuses and tariffs. What ought to be emphasized is that the Canadian manufacturer has, at least, as much area market as he had previous to the war and the general lull in consumer-buying conditions.

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Therefore, instead of risking new fields, which at best may be a costly experiment, the natural course seems to be that of again seeking the old field—but seeking it ten times more forcibly.

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This fact is brought doubly home to us when we have evidence aplenty that our friends to the south, in the widespread revival of the export propaganda, are considering the commercial blanketing of this country. It, therefore, behooves the Canadian manufacturer who has advertised in the past, not only to advertise again to create consumer demand for his wares, but to advertise as a means of actually holding what he already has. While suggestions are being made to flank some of the European countries' export business to Canada, we should not allow ourselves to be flanked in a commercial sense by our neighbors across the line.

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Those advertising men who passed through the trade siege of 1907 and others before it—which sieges or lulls, or whatever you wish to call them, some bankers say cast their sly glances our way approximately every seven years—know well that the manufacturers who assumed the defensive in publicity matters on those occasions had a difficult time regaining their stride when normal times returned.

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That is natural law in the commercial world. There is no profit in manufacturing, no excuse for a factory's existence, unless the selling end is vigorous. The energy which keeps the selling end vigorous in abnormal times is identically the same energy which keeps it vigorous in normal times—only it is in abnormal times that keeping up the stride is fraught with more discouragements.

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One hundred courageous manufacturers and five hundred patriotic purchasing agents are worth more to Canada at the present moment than a million sermons or editorials on humaneness in war.

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Realizing that one of the big sticks in the commencement of Canada's Comeback is to be wielded by the purchasing agent, every man occupying such a position in Canada should have a creed something to this effect hung over his desk, where he who runs in for an order may read:

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"I have hitched the firm's wagon to the Made-in-Canada star.

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"I will specify on all purchases that Canadian materials must be used or the order will be subject to cancellation.

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"I know in so doing that I will thereby be encouraging the other fellow—whose traveller calls on me—to buy my firm's goods and possibly at a higher price, too, than he would have to pay for the foreign article."

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Let us be assured that Canadian purchasing agents as a body have lined up behind the Made-in-Canada slogan, and we can expect to see Canadian advertising manufacturers assume the offensive.

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They will know that if they can secure a portion of the trade which formerly went out of the country, they can afford to write off certain business, the loss of which was consequent on a measure of consumer retrenchment.

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And let consumers see with their own eyes manufacturers' copy running in the newspapers, and those self-same consumers—assured that the factory in which they are employed is going to keep running or the copy wouldn't be running—will commence again to make purchases with some measure of freedom.

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Canadian manufacturers as a body must of necessity exist on Canadian orders. To the great majority "export" is an unused word.

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Orders will not be secured in dull times by methods that would fail in good times.

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One of the established beliefs of merchandising is that properly-placed and properly-managed advertising is a force for facilitating sales.

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If this were not true, why would certain manufacturers—sixty per cent. of whose output might be styled luxuries—increase rather than decrease their advertising at this very moment?

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They realize they have a big job on hand—that of securing orders when orders are unusually hard to secure. And they know full well that following the simple instinct of going after business is the only solution to the problem.

ELY'S CREAM BALM OPENS CLOGGED NOSTRILS AND HEAD-CATARRH GOES

Instantly Clears Air Passages; You Breathe Freely, Nasty Discharge Stops, Head Colds and Dull Headache Vanish.

Get a small bottle anyway, just to try it—Apply a little in the nostrils and instantly your clogged nose and stopped-up air passages of the head will open; you will breathe freely; dulness and headache disappear. By morning the catarrh, cold-in-head or catarrhal sore throat will be gone. [illegible] such misery now! Get the small bottle of "Ely's Cream Balm" at any drug store. This sweet, fragrant balm dissolves by the heat of the nostrils; penetrates and heals the inflamed, swollen membrane which lines the nose, head and throat; clears the air passages; stops nasty discharges and a feeling of cleansing, soothing relief comes immediately.

Don't lie awake tonight struggling for breath, with head stuffed, nostrils closed, hawking and blowing. Catarrh or a cold, with its running nose, foul mucus dropping into the throat, and raw dryness is distressing but truly needless.

Put your faith—just once—in "Ely's Cream Balm" and your cold or catarrh will surely disappear.

LEFT ISLAND HOSPITAL AFTER HAPPY SUMMER

"Island Queen" Brought Children Back to Spend Winter in the City.

The little inmates of the Sick Children's Hospital returned to winter quarters yesterday afternoon via the Island Queen to the strains of "Three Cheers for the Red, White and Blue." A notable improvement was visibly evident in the condition of the children, who have spent a long summer at the Island Hospital amid beneficial surroundings. The good food, the care and the fresh lake breezes did much to raise the health percentages and it was a decidedly optimistic-looking party that occupied the long procession of carriages as they drove up Yonge street and west to the hospital yesterday morning.

CANADIAN CLUB LUNCHEON.

Dr. Adam Shortt, M.A., chairman of the Dominion Civil Service Commission, will speak to the Canadian Club at luncheon on Monday on "The Effect of the War on Canadian Trade." The luncheon will be at Dunning's restaurant, 29 West King street, at 1 o'clock.

CANADIANS WERE OUTBID.

It was learned yesterday that the radiation contract for St. Mark's Church, Cowan avenue, had been awarded to a Pittsburg firm. Altho the American firm was apparently the lowest tenderer, Canadian manufacturers dispute this and consider that at a time like the present it would have been patriotic if not good business to have given the work to home industries, to have lessened to some extent the unemployment problem.

MEETING FOR MEN.

Tomorrow at 3 p.m. Rev. Hiram Hull will be the speaker at the Central Y.M.C.A., 40 College street. Subject, "In the War Zone." Mr. W. Lytle will sing. Mr. Hull was in Europe at the commencement of hostilities, and has some very interesting episodes to relate. Every man should be present to hear his address.

SOLE REPRESENTATIVE.

The Canadian Red Cross Society announces that it has appointed Colonel Jeffrey Burland of Montreal as its sole official representative and commissioner in Great Britain and at the front. It follows, therefore, that any other presons go entirely on their own responsibilities and without the sanction of the Red Cross Society.

TO RECRUIT BATTERY.

COBOURG, Oct. 2.—Major Odell, officer commanding the officers and non-commissioned officers of the Cobourg Heavy Battery, held a meeting and it was decided to recruit the battery to full strength.

BRITAIN BUYS U. S. HORSES.

Canadian Press Despatch.

EAST ST. LOUIS, Ill., Oct. 2.—Two thousand horses for the British army have been selected by representatives of the British Government at the National Stock Yards here.

CONVICT RECAPTURED.

KINGSTON, Oct. 2.—Penitentiary Guard McPherson arrived from Copper Cliff today with Victor Symondski, the Austrian convict, who escaped from the penitentiary and was captured at Copper Cliff.

EAST HURON FAIR.

BRUSSELS, Ont., Oct. 2.—A record-breaking crowd attended the annual fair of the East Huron Agricultural Society here today. The weather was ideal and the classes in every department were well represented.

COBOURG WOMEN WORK FOR SOLDIERS AT FRONT

Collegiate Institute Girls to Do Knitting — Everyone Helps Cause.

Special to The Toronto World.

COBOURG, Oct. 2. — The Cobourg Women's Patriotic Corps is one of the patriotic associations in Cobourg working for the comfort of the defenders of the empire and their dependents. In addition to the sending of a large bale of comforts to the soldiers at Valcartier these women, numbering over a hundred, are continuing their meetings two nights a week and are now making shirts for the soldiers. This is only one of many agencies at work. The women and girl members of a small Sunday School a few miles from Cobourg also contributed a ton of goods, the Women's Institutes all over the country are at work making articles. Several successful patriotic concerts have been held. At one branch of the Women's Institute a rule was passed to serve only the plainest luncheons at their meetings and reserve the money to buy material to work for the soldiers. The girls of the Cobourg Collegiate Institute here are now taking up the work of knitting for men at the front.