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Kaiser's Imperials Mow
Down and Routed by Down and Routed
Fierce Africans.
LURED ON TO DISASTER
Lines Shattered by Unexpect-
ed Volley and Bayonets
Did the Rest Did the Rest.

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HAMILTON COUNCIL
INSPECT HOSPITA INSPECT HOSPITAL Aldermen Study Improva
ments and Advisability of
Building Kitchen. militia drills active Labor Council Decides
Withhold Grant From
Relief Fund.

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RUSSIANS WINNING ON WHOLE FRONT
Cavalry Caught German In-
fantry Unwares and $\ln$ -
flicted Severe Defeat.
GERMANS FALL BACK
Fighting in Suwalki and
Lomza Districts is of
Fierce Character.
(RUSSIAN OFFICIAL)

$$
\left\lvert\, \begin{gathered}
\text { Invasion of Section of Russian } \\
\text { Poland Has Abruptly } \\
\text { Ended. } \\
\text { (Continued From Pago } 1 .) \\
\hline \text { Poland and the Donjeo. Hiver in (ina }
\end{gathered}\right.
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## Surfrlirfrlff Don't Delay <br> Thousands of People Are Now Buying Genuine Gas Coke <br> 8 <br> PER BUSHEL $8^{c}$ <br> $=5=5$ <br> Consumers' Gas Company <br>  <br> 14

BRITAIN WILL LAY MINES IN REPRISAL


For Smartest Hat Styles and Best Values
DINEENS
Are Unmatched in Canada


## W.\& D. Dineen Co., Lmmed 140 Yonge St.

## NAVAL ARMIEN



##  <br> 



German Invasion of Russia
Has Proved Disastrous in Results.

| Canadian Press Despatch. LONDON, Oct. 2.-The b promises to be the greatest important of the eastern camp commenced near Cracow, <br> where an Austro-German arn <br> mated to number 800,000 me deavoring to check the Bus <br> vance. This combined Austro <br> side the Russian Poland front Cracow, thru Czenstochowa to and has had lots of time to strong defensive positions. B <br> are bringing up reinforcemen <br> Breslau and Bavarla. All hemian and Moravian railw <br> congested with German tro <br> war material. The German plan of an inv Russia from Fast Prussia he <br> Russia from Fast Prussia has <br> Thase reports say the Germa far as the western bank of th <br> River, but found strong forces in the heights on the <br> bank. Belng in 10 w and ground the Germans, accordin <br> Russlan viewpoint, were at vantage and could mot advan <br> A fight is now in progres <br> ampol, near the northeastern <br> Suwallsi district, the Russia <br> diforderly flight. German <br> More heavy fighting is tak at Augustowo, 140 miles not <br> where the Germans kave rec <br> infrenements At Grajewo. 25 mil offensive. At west of Augustrwo, the Russ |
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HAVEDARKHAR AND LOOKYOUNG Nobody Can Tell When Yo
Darken Gray, Faded Hair With Sage Tea

A REAL ELECTRIC REMEDY. THE REMEDY THAT GIVES SATISFACTION
My Electric Belt Will Cure You

$\qquad$
$=5$

If You Have Rheumatism, Nervousness, Backache, Kidney, a Pain or an Ache, Etc.


DR. M. O. McLAUGHLIN

NEW
TELEPHONE DIRECTORY

TORONTO TELEPHONE DIRECTORY Will Go to Press o
OCTOBER 15th, 1914
ORDERS FOR NEW TELEPHONES
or change of address should be sent at once to Contract Departmen. Adciaide KENNETH J. DUNSTAN, Manager

$\qquad$


##  THE HOME CIRGLE <br> $\begin{array}{cl}\text { General Conference } & \text { Autho } \\ \text { izes Negotiations } & \text { With }\end{array}$ izes Negotiations With Other Denominations.

 There is Always a Need for a Reliable, Trust-worthy Remedy Like "Fruit-atives"
To Keep Folks Well and Happy


## REE OFFER.



# To "Retrench" Means to Dig Anew 

By A. A. BRIGGS



$$
\begin{array}{ll}
\text { Retrench-"To lessen, to abridge, to curtail"-that's } & \begin{array}{l}
\text { dence aplenty that our friends to the south, in the widespread } \\
\text { revial of the export propaganda, are considering the com. }
\end{array} \\
\text { what the dietionary especially calls it. } & \text { mercial blanketing of this country at it, therefore, behooves }
\end{array}
$$

The truth is that on one side of the Domiaion are
anged people who are following the dictionary's main ranged people who are following the dicticonarys maid
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 any-
body in their advertising policy which does not at once spell Action
It cannot be denied that the people who have decided
to lessen, to abridge, to curtail" their publicity are in "to lessen, to abridge, to curtail",
the ascendancy at the present time.
And everywhere the reason advanced is: "The War
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 pro-
gram 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 pot alter the Canadian consumerthe fact that the war did no?
purchasing market one iota?

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

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

What really did alter the possibilities of the consumer-pur-
chasing field in Canada? Not the war, but the lull that ante chasing field in Canada? Not the war, but the luil that ante
dated the war. A number of reasons precipitated the luli,
most of which the public are conversant with. dated the war. A number of reasons precipit
most of which the public are conversant with.
In other words: dull times, if one chooses to call them
such, were here anyway-here. in the sense that white the consumer was willing to a considerable extent to make pur-
chases, the middleman had in many cases gone rather askew chases, the middieman had in many cases gone rathe simply accentuated the fast
in his financing. The war
spreding inclination to sit tight. spreading inclination to sit tight.
Naturally, during a portion of 1913 and most of 1914,
manufacturers, in the main, were conservative in the matter manufacturers, of building extensions and such like, and sales efforts were
 than usual, attention
western wheat crop.

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 lation, which, of course, always commences the upwar trend in the retail line.
In seeking out forces for advertising stimulus, it is one
thing to deal with the possibilities of new fields of endeavor thing to deal wimn than
for Canadian manufurers, 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 emconsideration of bonuses and tariifs.
phasized is that the Canadian manufacturer has, at least, as
much area market as he had previous to the war and the much area market as he had previous to the
general lull in consumer-buying conditions.

Therefore, instead of risking new fields, which at best
may be a costly experiment, the natural course seems to be 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.

This fact is brought doubly home to us when we have evi-

Those advertising men who passed through the trade siege
of 1907 and others before it-which sieges or lulls, or what erer you wish to call them, some bankers say cast their sly
glances our way approximately every seven years-kkow 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 republicity matters on those occasions had a difficult time re-
gaining their gaining their stride when normal times returned.
That is natural law in the commercial world. There is no
profit in manuuacturing, no excuse for a factory's existence, profit in manufacturing, no excuse for a factory's existence,
untess the selling end in vigorous. The energy which keeps
the selling end vigorous in abnormal times is identically the unless the seling end is ig ind
the selling end vigorous. innal times is identically the
same energy which keeps it vigorous in normal times-only same energy which keeps it vigorous in normal times-onl
it is in abnormal times that keeping up the stride is fraught with more discouragements.

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
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:
"I have hitched the firm's wagon to the Made-in-Canada "I will specify on all purchases that Canadian materials
must be used or the order will be subject to cancellation. "I know in so doing that I will thereby be encouraging
the other fellow-whose traveller calls on me-to buy my hirm's goods and possibly at a higher pr
would have to pay for the foreign article.'

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.
They will know that if they can secure a portion of the
trade which formerly went out of the country, they can trade which formerly went out of the country, they can
afford to write of certain business, the loss of which was consequent on a measure of consumer retrenchmen
And let consumers see with their own eyes mainuacturers
copy running in the newspapers, and those self-same concopy running in the newspapers, and those self-same con-
sumers-assured that the factory in whtch they are employed sumers-assured that the factory in which they the employed
is going to keep running or the copy would the running-
will commence again to make purchases with some measure of freedom.
Canadian manufacturers as a body must of necessity exist
on Canadian orders. To the great majority "export" is an unused word.
Orders will not be secured in dull times by methods that
would fail in good times.
One of the.established beliefs of merchandising is that
property-placed and properly-managed advertising is a force properly-placed and
for facilitating sales.
If this were not true, why would certain manufacturers-
sixty per cent. of whose output might be styled luxuriessixty per cent. of whose output might be styled luxuries-
increase rather than decrease their advertising at this very
moment? They realize they fiave a big job on hand-that of secur-
ing orders when orders are unusually hard to secure. And ing orders when orders are unusually hard to secure. And
they know full well that following the simple instinct of go
ing after business is the only solution to the problem.


## EIISGCEEMMBALI OPENS CLIGGEED NCSTRLS AND HEAD-CATARAHGOES




LEFT ISLAND HOSPITAL "sland Queen" Brought Childr
Back to spend Winter in
the City.

Back to sittle inmates or the sick
the City.






CÓBOURG WOMEN WORK
FOR SOLDIERS AT FRONT Collegiate lhstitute Girls to D
Kiitting - Everyone Helps


The Toronto World


6 GUEIPH PROSPERED DURING PAST YEAR


## MICHIE'S

GLENERNAN
Scotch Whisky Ablend of pure Highland maltes, bottled in Scotion Michie \& Co., Ltd., Toronto Estabilishod 1835




OCTOBER 3914

Newlywed says<br>"I can't imagine how you manage to be dressed b Mrs. Wise Neighbor says:<br>"I use an Eddy Globe Washboard and an Eddy In. a long time. No fear of rust. But BE SURE THEY ARE EDDY



## The Second Shipment

THE INDIAN ARMY.












 thas been prepared for a movement in
this direction for a constiderabe time
The time has come for something to se done, and we are free to say that
the frrst thing to be done ts to try and
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forget everything that has occurred
in the past in this connection. There in the past in this connection. Ther
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HOTEL HOTEL
ish Dinners

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PH PATRIOTIC FUND.
Oct. 2.-The Guelph Pat-
has reached the $\begin{aligned} & \text { spitoon } \\ & \text { the committee ts } \\ & \text { putting }\end{aligned}$
to distressisig tone Pattitionstio tin
die homes of the city.
Ces
ALE

SATURDAT MORNING

| DOHI CATTO \& SON <br> Continued Display <br> of New Autumn <br> Hillinery, <br> INew Suilts, <br> llew Coats, <br> IIew Dress Fabrics, <br> Mew Sillss. <br> Our Ladies' <br> Tailoring <br> and Dressmaking (то OROER) <br> Departments <br> \% ํx |
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## Program $\frac{\text { Sports }}{\text { Today }}$ <br> Trotting Cazam

LACROSSE TEAMS have fine record London and Weston Play In-
termediate O.A.L.A. Semi-
Final Today. London and Weston Play In-
termediate O.A.L.A. Semi-
Final Today.

B. KING WINS FIRST WEST END HANDICAP


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## 3

 Made toyour measureThere are three points of excellence in Score' Clothes that we winh to particulariy emphaize Excollence of fit end meterial Perfection of workmananhip. "Reasonablenew" of stlie.

Special Business Suits \$25


## 

In "Moccasin Brand" Boots for Men There is Comfort and Service

 Box Calf Blucher, with double soles, have rubber tipped
heels.
Pair . .......................... Tan Willow Calfskin, in the Albany shape. Pair, 4.75 Velours Calf, in coin shape, of medium weight, and
Blucher laced. Pair .................. 4.75 Speciat Winter Boots for outdoor wear, of dull chrome
or tan winter calt, have double ellk soles. Pair ...6.00 Dull Chrome or Tan Winter Calf, with bellows tongue,
and all leather lined, with extra high top; a spiendid boot and aill leather lined, with extra high top; a splendid boot
for outcoor wear. ${ }^{\text {Pair. }}$................ 6.50

Second Floor-Queen Streeten


## On Sale Today at 2.30 o'Clock <br> Overcoats \$6.75

Men's and Young Men's Stylish Fall Weight Overcoats, made up specially as a shop ping attraction to crowd oe section at 2.30 noonk Saturday aterto men that the Store will be open till $50^{\circ}$ 'lock (the first full Saturday in five months). The coats come in ten of the best fall shades and patterns of grey,plain shades from very dark to light. And a stripe pattern and a fancy weave. A plain good style with lapels
and self collar. Included also will be same individual patterned coats in tweeds. Sizes 34 to 44. $2.300^{\circ}$ clock rush price, $\$ 6.75$.
Main Floor-Queen Street.
T. EATON CO



## MEN saturday

AND MONDAY
is our

## Early Fall Showing <br> Suitings

 OvercoatingsTailored-to-measure H's the geriainty of what you want that gives satisfaction in Buying a Hobberlin Suit or Overcoat.
The immense business done by this house, covering all parts of Canada, has its foundation In absolute rellablity, Everyihing Is just as represented -o-the garment as you see it from the out-side--all the hidden parts that are not scen.

Specials Trom fine selection of
tweeds, cheviots, woolens
and other seasonable fab-
fres-no blacks or blues-
teilored-to-measure suit or -

## $\$ 15.00$

Fabries that will give com-
pletest satisfaction-smart designs, including black
and blue serges for suit-ings-tailored-to-measure
\$19.75

STORE OPENS 3 A.M CLOSES 9 P.M.

The House of Hobberlin
Limited
OEAST RICHMOND

ACTON WONTWO AT
HILLCREST PARK



Smart -- refined -- faultless in every detail - combining the limit of luxury with the limit of utility, is the new Ford Coupelet. Like all other Fords, this beautiful car is economical in operation and low in price. Don't fail to see it.

## Find fotarlompany



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OCTOBER 31914

## ALT AUTUMN FAIR

Suckling \& Co. Board of Edecation

FRIDAY, OCT, 8 th, 1914
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Notice Eoc:
maximiniz numit



35c and 50c Wall Papers Monday 14c any room, every roll perfect, from this season's selling stock for apart

3950 Rolls Imported Velours and Tapestries, florals, stripes, all-over and medallion patterns, in browns and greens, blues and grays, yellows and buffs, creams, pinks, mauve, for parlors, halis, dens, dining-rooms,
bedrooms. Regularly 35 c and 50 c roll. Monday, choice, per roll. . . 14

2450 Rolls Imported Parlor and Dining-room Papers, in soirettes, tapestries, metallics, crepes, leatherettes, fabrics, florals, in champagne,
leaf green, gilt, red, green, blue, brown, buff, tan. Regularly 65 c and af green, gilt, red, green, blue, brown, buff, tan. Regularly 65 c and
5 c roll. Monday ........................................... . 27

## Probs for Monday---Fine!

 If this were a weather forecast we would not have the temerity to make it two days ahead, but what our prophecy means is, that rain or shine Monday business will be fine because of theWONDERFUL DISPLAY OF NEWEST AUTUMN GOODS AND WONDERFUL WAR-TIME VALUES SECURED from the manufacturers by our department buyers.

Store Hours From 8.30 a. m. to 5.30 p. m.

## Men's Wear for Fall Days

 The Autumn Rains


Scotch Tweed Waterproofs $\$ 12.50$

 MENS THEED DROUSERS, $\mathbf{S 1 . 7 5 .}$



 boys biue serge suits.






## Boys' School Caps





## A List of Boys' Wear

 Underpriced


## Furniture

Staples and Linens on the 4th Floor



$\qquad$
$\qquad$
21/ yardse Monday
1 Dozen Napkins t.

Niw oivili coirg iziso,

## THE MONDAY BASEMENT SALE

$\qquad$

## Graniteware 39c



Four Fall Boot Items


## Therobert Simpson Company,Limited

Items for Grocery Selling


 Contor tar Taylorsis boorax Peer Comfort and Taylor's Borax Soap.
Per bar . .and
Heather Brand Soap.......... Heather Brand Soap. 7
Pearline. 1 -lb. package.
 Ampson's Big Bar Soap. Peer baa
Ammonia Powder. ${ }^{4}$ packages
Old Dutch Cleat Ammonia Powder. ${ }^{4}$ package
Old Dutch Cleanser. 3 tins
Sapolio. Sapolio. Per cake
Naptha Washing Pom
Naphth. Wer cake Washing Powder. Package
(oiduast Washing Power. Large
package
Lux Washing Powder. 3 packages 25 Taylor's Soap Powder. 2 packages 20
Pan Shine Cleanser. 3 thins ..... 25 Royal Blue. 2 packages
White Swan White Swan Lye. Per tin
 Cellulotd Starch. Package
Bon Am1. Per cake Bon Am1. Per cake.......
Parowax.
Sooleant. Sweeping Cackage Cound Soolean sweeping Compound.
tlam
Dtamond Cleanser.. 3 tins.

