

# A HEALTH MESSAGE TO THE WORLD

The Discovery of "Fruit-a-tives" Has Brought Health and Happiness to Thousands of People all over the Dominion.

## FRUIT JUICE CURES MANY SERIOUS DISEASES

"Fruit-a-tives" Is the Only Medicine Made from Fruit Juices. It is Pleasant to Take and Acts Gently on the Whole System.

FRUIT Juice consists of 91% water and 9% solid material. This solid material consists of about 8 parts sugary substance and one part of an intensely bitter substance, which is the medicinal or curative principle of fruit. In order to get the benefit of fruit in the ordinary way, one would have to eat huge quantities of fresh fruit. By the discovered process of making "Fruit-a-tives", the bitter material in fruit juice is made to grow and thus a stronger fruit juice is created. Then, this stronger fruit extract is mixed with valuable tonics and antiseptics and made into tablets. Thus, we have concentrated and intensified fruit juices, and the practical use of Fruit as a medicine is brought within reach of all.

Like fruit juice, "Fruit-a-tives" acts on the great blood purifying organs of the body—the liver, bowels, kidneys and skin—and stimulates all these parts to renewed activity. "Fruit-a-tives" is the most powerful liver stimulant in the world, and by it the kidneys and skin are stimulated to do more work. Splendid nerve tonics and antiseptics incorporated in "Fruit-a-tives" make medicine the finest of nerve restorers, while germs in the stomach and bowels are destroyed.

"Fruit-a-tives" will cure Indigestion or Weak Digestion, Dyspepsia, Nervous Disease, Constipation, Biliousness and Liver Trouble, Backache, Rheumatism and Rheumatic Pains, Sciatica, Lumbago, Neuralgia, Headaches and all indications of Impure Blood.

Remember, that "Fruit-a-tives" is the only medicine in the world that does not harm. There is nothing else as good, because there is no other medicine anything like "Fruit-a-tives". If you cannot get "Fruit-a-tives" in your neighborhood, we will send you a supply postpaid, on receipt of—50c. a box, 6 for \$2.50, trial size, 25c. Fruit-a-tives Limited, Ottawa.

### SUBMARINE INCIDENT MAY CHANGE POLICY OF BRITISH NAVY

London, Sept. 26.—There is no attempt to deny the seriousness of the naval disaster of Tuesday, the 22nd. The German submarine torpedo section undoubtedly represents the most efficient arm of their service and it is an open secret that they depend largely on it for success in the naval war. Their submarines are known to be far more numerous than was officially admitted at the beginning of the war. Their fleet lying behind narrow entrances in mined waters rests in comparative safety, while our ships, necessarily lying in the open sea, guarding against a raid are inevitably exposed to a blow such as this.

Sir Percy Scott's June forecast, ridiculed then, is being recalled: "Submarines and aeroplanes have entirely revolutionized naval warfare. The submarine can deliver a deadly attack, even in broad daylight. If submarines find a ship, she is doomed. They give no quarter. They only wait until she sinks and then return home, without even knowing the number of human beings they have sent to the bottom of the ocean."

Count Reventlow then declared that the German submarines were all ready for service and all successfully constructed for work on the high seas and that the German submarine arm was in every respect in a state of successful progress.

Probably this submarine attack may bring about a change in naval plans. Some experts today advocate our mining the German coast to prevent German ships from emerging. This would completely reverse our former policy, which invited the German ships out. Mining is apparently supported by The Times naval expert, who says:

"If there is no other means to prevent the German submarines from operating in our waters, or in waters of which we must have control, would it not be well to mine their coast and close them in, and their fleet as well? Assuredly our seamen will take such a course with the utmost regret, for it is their great desire that they may have an opportunity of trying conclusions with the German foe."

A second possibility is that the larger vessels may be withdrawn into protected waters. This, however, would increase the possibility of a raid. A third possibility, which, it is understood, was favored by one school of naval experts, is to adopt an aggressive policy and rush the German protected water with submarines and torpedo craft and strike a drastic blow at the fleets there.

### MUST MARCH INTO SHADOW OF DEATH

Incidents Like Cruiser Disaster Must Not Depress, Says Lord Rosebery.

London, Sept. 26.—"This is lamentable enough," said Lord Rosebery, when he learned of the loss of three British cruisers. "Brave ships, gallant crews, all gone from us. But these are only incidents in a war like this, where we must march into the very shadow of death. They must not depress us. We must expect them. We must press forward to our goal without a moment's hesitating in purpose and bring it to a triumphant issue."

This well expresses the general British feeling. The three cruisers were of small amount. They were fourteen years old and obsolescent, though not obsolete. In a fleet of 700 ships they will readily be replaced, but the loss of the officers and men, who were of Britain's best in courage, skill and endurance, is the hardest to bear. This disaster and the relentless, bloody struggle for mastery on the Aisne will yield one good result. Like the heavy British losses at the battles of Mons, Charleroi and Namur and the subsequent retreat, it is certain to swell the stream of recruits into a flood. Always when the war looks the toughest job, Britons come forward most readily to ensure a final victory.

The officers reported missing under date of September 17 include one Kingston College graduate, Lieut. E. J. W. Spread, of the Royal North Lancashire Regiment. The officers of H. M. S. Hogue, which was sunk by a German torpedo, include Lieut.-Com. Clive Phillips-Wooley. It is not yet known whether he is among the rescued.

Salvation Army. Public meetings, Tuesday, Thursday and Saturday at 8 p. m. Sundays at 7:30 p. m.

A. E. Rand, President. J. S. Pearce, Manager

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Phone Plan, Rates 50c to \$1.00  
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Bauer & Bauer, Props.

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Phone 102

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### FIRE ALARM SYSTEM

CIRCUIT NO. 1.  
12-5th St. and 3rd Ave.  
13-6th St. and 3rd Ave.  
14-8th St. and 3rd Ave.  
15-Junction of 1st, 2nd and 3rd Aves.  
16-1st Ave. between 8th and 9th Sts. (Knox Hotel).  
17-1st Ave. and 7th St. (Central Hotel).

CIRCUIT NO. 2.  
22-3rd Ave. and 3rd St.  
Post Office.  
23-3rd Ave. and McBride St.  
24-1st Ave. and McBride St.  
25-2nd Ave. and 2nd St.  
26-2nd Ave. and 6th St.  
27-G. T. P.

CIRCUIT NO. 3.  
31-5th Ave. and Fulton St.  
32-Borden and Taylor Sts.  
34-7th Ave. and Fulton St.  
35-6th Ave. and Cornox Ave.  
37-8th Ave. and Dodge Pl.  
38-6th Ave. and Thompson St.

CIRCUIT NO. 4.  
41-4th Ave. and Emmerson St.  
42-5th Ave. and McBride St.  
43-5th Ave. and Green St.  
44-6th Ave. and Basil St.  
45-7th Ave. and Eberle.  
46-14th Ave. and Yung St.

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HAYS COVE AVE.  
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## SALE

### Demers

## SALE

### Demers

## SALE

EVERYONE IS AWARE THAT NO BUSINESS HOUSE HAS HAD THE TRADE THAT THEY WOULD ORDINARILY EXPECT THIS FALL. BEFORE THERE WAS ANY RUMOR OF WAR, WE BOUGHT A BIG STOCK OF GOODS, WITH THE EXPECTATION OF AN UNUSUALLY LARGE TRADE THIS SEASON. THE RESULT IS THAT WE HAVE A BIG STOCK OF COATS SUITS, DRESSES, ETC., ON HAND WHICH WE MUST SELL.

RATHER THAN WAIT UNTIL THE END OF THE SEASON, WE WILL GIVE YOU THE OPPORTUNITY NOW, WHILE THE LINES ARE UNBROKEN, TO BUY YOUR FALL CLOTHES AT VERY CLOSE TO COST PRICES. THIS IS A GUARANTEE SALE, AND WE ADMIT WE ARE FORCED TO RAISE MONEY

REMEMBER, THIS SALE INCLUDES ALL OF OUR NEW FALL STOCK OF LADIES' READY-TO-WEAR GOODS. IN ORDER TO GIVE YOU AN IDEA OF THE BARGAINS WE ARE OFFERING, WE QUOTE A FEW SPECIAL PRICES:

SUITS	COATS	SILK AND SERGE DRESSES
FROM \$25.00 TO \$37.50	\$37.50 — Now ..... \$28.15	\$32.50 — Now ..... \$24.50
ALL ONE PRICE	\$35.00 — Now ..... \$26.25	\$30.00 — Now ..... \$22.50
\$20.00	\$32.50 — Now ..... \$24.50	\$27.50 — Now ..... \$20.65
	\$27.50 — Now ..... \$20.65	\$25.00 — Now ..... \$18.75
	\$25.00 — Now ..... \$18.75	\$22.50 — Now ..... \$16.90
	\$22.50 — Now ..... \$16.90	\$20.00 — Now ..... \$15.00
	\$20.00 — Now ..... \$15.00	\$17.50 — Now ..... \$13.15
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**\$4.75**

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Regular	\$8.50	\$5.00
Regular	\$7.50	\$4.00
Regular	\$6.50	\$3.50

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Our new Fall Lines of Sweaters and Toques in colors, styles and weaves AT COST.

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Broken lines in La Diva, D. & A. and American made Corsets AT COST.

## Sale Starts Monday September 28th and will continue for ten days

# Demers