of Trade and Commerce under the vertisements in the campaign will direction of Sir George E. Foster commence in a few days in publica-will conduct a Dominion-wide advertions throughout Canada from the At tising campaign to increase the con- lantic to the Pacific. sumption of Canadian apples through

Although the fnest apples in the wished are produced in this country Canadians have had to content themselves in previous years with apples imported from the United States. This was due to the fact states. This was due to the fact chat Europe, appreciating the quality of Canadian apples, imported them in very considerable quantities. The exports of Canadian apples to the United Kingdom have been running 1.5FC,000 barrels a year. In addition seventy-five per cent of all the apples evaporated have been exported to best little for the declaration that the war was guite unexpected. He never dream it would occur, he said, until a few days before bostilities began. evaporated have been exported to hostilities began. Germany, Austria-Hungary and other sounties in continental Europe.

The war has resulted in a cuntailment of the market for Camadian apples in Great Britain. It has also resulted in isopardizing for this year the trade in evaporated apples with continental Europe, for Germany was

sisting Canadian apple growers dian apples from export to domestic channels. In order to effectithe change in the quickest possible way the Minister of Trade and Commerce, George E. Foster, has decided after several conferences during the past week with the manager of the Canadian Press Association, Mr. John M. Imrie, to use the means that would be adapted by a business con-cern confronted with a similar situaapples to the people of Canada in order to increase the demand for them in the home market. All that is necessary in order to secure the increased consumption of Canadian apples in Canada is to let the Canadian know the food and other values of the Canadian apple and that instead of using imported fruits they may have this year the products of Canadian apple orchards that in previous years has graced the tables of

As the apple crop is now ready for harvesting the announcement of Sit George Poster's plan will be welcomed news to the apple growers throughout Canada. As the message to the public had to follow immediately and the preparation and handling of the campaign involved a great deal of work that had to be crowded into a short period the Department of Trade and Commerce decided to entrust the whole campaigns of many Canadian manufactures. Expert advertising men are campaigns of many Canadian manufactures. Expert advertising men are now in consultation with Sir George As the apple crop is now ready for many of them worth framing. harvesting the announcement of Sir It is the most popular "P actures. Expert advertising from the consultation with Sir George wrote:

Martin Burrell, Minis
"The Canadian Pictorial" is a pubture, and other officials of the De-

Europe's nobility.

# Dr. Morse's

owe their singular effectiveness in curing Rheumatism, Lumbago and curing Rheumatism, Lumbago and Sciatica to their power of stimulating and strengthening the kidneys. They enable these organs to thoroughly filter from the blood the uric acid (the product of waste matter) which gets into the joints and muscles and causes these painful diseases. Over half a century of constant use has proved conclusively that Dr. Morse's Indian Root Pills strengthen weak kidneys and

Cure Rheumatism Star.

Ottawa, Sept. 26-The Department partment of Agriculture, and the ad-

# NEVER DREAMT OF WAR

He never thought any country could he so devilish as to pretend great friendship and at the same time make elaborate arrangements to attack. Indeed, he thought war war was so very far away that he had made arrangemeats to spend August and Sep-



## CANADIAN PICTORIAL

tion, namely: To advertise Canadian Canada's Most Artistic and Popular

Its picture pertaining to the war

eye while it instructs the mind concerning the picturesque doings of an interesting and highly entertain-

ister of Agriculture, and other officiation which, if I may be permitted ducing at least one man of consumcials of the Department of Agriculto say so, is a credit to Canada. mate military genius a century. The to say so, is a credit to Canada.': mate military genius a century. The impatience will only aggravate their

"I heard that your wife is an au thority on the subject of votes for wemen."

it may please her to change the topic from time to time, my wife is always an authority." — Washington

He Used "Fruit-a-tives"

Bronte, Ont., Oct. 31st. 1913.

"For about forty years, I was troubled with Lame Back brought on by Kidney and Bladder Trouble. I was never confined to my bed with the trouble, but it affected my spine and I had to rest for a time. I took advertised remedies which never did me any good. Then I saw "Fruit-a-tives" advertised and decided to try them. They did me more good than any other remedy. My son suffered from the same trouble and frequently had to leave off working, but "Fruit-a-tives" remedied it for him. I would strongly advise anyone suffering from Kidney and Bladder Trouble to use "Fruit-a-tives".

H. DORLAND

50c. a box, 6 for \$2.50, trial size, 25c.

dentist's ways are very rough. He keeps you wondering still To find your mouth is big enough

And ere he gets the plugs plugged in.

And when the crown work is complete Another job he tries,

-Memphis Commercial Appeal

Constructs a bridge of Size

"I have enlisted as 'a chaffeur."
"Well, my boy, drive your car like
man and a soldier." "Father, I'll spill my last of gase line in defense of my country.

"I hear men were scarce at your health. Its moist, hot climate is

"Why they even had to teach each

France has an old, old record of proto say so, is a crear (Signed) STRATHCONA.

On trial to New Subscribers—
Twelve months for only sixty five

Bonaparté, whose campaigns extended

Bonaparté, whose campaigns extended seventeenth century saw Conde and misery; it is the fight with themselves, Dr. Morse's

The "Canadian Pictorial" is published by THE "PICTORIAL" PUBLISHING CO., "Witness" Plock, Mon unworthy to rank with these.

DR. DeVAN'S FEMALE PILLS Reliable monthly

Sold in Fredericton by A. J. Ryan.

#### MEXICO'S FAMOUS ROMANTIC SEAPORT

Tampico the Noted Harbor Has Many Prosperous Industries

Until the trouble arose between the United States and Mexico, the average person probably knew little about Tampico. Nevertheless, it is a town which provides one of the most remarkable of modern romances of in dustrial investment.

Tampico became famous in the money market at the beginning of the great oil boom, and "ome idea of its importance in connection with that in dustry may be gathered from the fact that in about ten years nearly two hundred and fifty million dollars has been invested in the oilfields in the State of Tamaulipas to which Tampico

Of this total over \$75,000,000 repre sents British interests, and the amaz ing growth of oil properties in that corner of the world is illustrated by the fact that from the 1,000,000 bar rels of oil secured in 1907, the figure has grown to 16,000,000, which was last year's total.

Apart from oil, however, Tampico which shares with Vera Cruz the greater portion of the foreign trade of Mexico, has quite a number of other prosperous industries, which have been greatly developed of late years by British and American residents, who are more numcrous in Tampico than in any other part of Mexico. The excellent harbor ac commodation of the town makes it the chief port for the exportation of and asphalt, the most important products of the neighboring territory.

The soil is very rich, and it is ex pected that within a few years there flourishing trade in fruit and vegs tables. Furthermore, it is a fine cer tre for sea fishing. Indeed, it is the happy hunting-ground of the enthus asts who delight to catch the bi game of the sea, for in no other water, can that giant fish, the tarpon, which attains a length of 6 feet or 7 feet

Most of the commerce of Ver Cruz is also in the hands of foreigners although it is a place to be avoided by those who have a regard for their resort; so scarce that the girls had to notoriously unhealthy, and the annual dance with each other." to one in twenty of the population

the knowledge that morcseness and once mastered, that causes them to see the matter in the right light. When that is accomplished a new life is opened up to them, a fresh start is made—as it has to be—the outlook becomes brighter and everything has to be relearned, so that the, may gain their ends without the use of vision. This it is that gives them occupation and brings contentment, but do not imagine that, however they may look or appear, they forget for one minute their affliction or their longing and desire to see. That is ever present, and their life is merely patient endurance, with the desire to prove as little burden as possible to their more

Prolific Cattle Tick

n April may by Oct. 15 give rise to about 1,500 more eggs apiece imme

ticks, after having engored themselves for three or four days, will weigh about a pound, this representing al most entirely the weight of the blood taken from the host. Thus the helpless beast may actually lose from 200 ti 500 pounds of blood in a single season.

Little wonder that thousands of Southern calves never reach maturity: that the pitiful spectacle of valuable dairy or beef animals actually starv ing to death in the midst of rich nutritious pasture is not a nightmare but a terribly frequent reality.

ailverware in a new machine.

#### LADIES' NEWS

Among the newest skirts are those with long overskirts, open to the waist and with rounded corners.

Sports coats for the present made of white chinchilla, white velour, cheviots and novelty cloths.

The proper silhouette is now erect; the soincless, slouchy carriage is no longer tolerated.

Charming little hats for the small girl are made ofvelvet trimmed wit. bands of colored, beads.

White taffeta frocks with fitted bas ques and full tunic skirts are immensely popular.

Gold tissue belts are new; come in the same pattern as the broad kid belt.

Chiffion plush is a new material gnd will be used for street costumes and wraps.

The high hairdressing has made fashionable by beautiful combs and pins.

Stiffly starched linen collars the upstanding variety are considered smart.

WHAT A WOMAN CAN DO.

She can do a first class job of carpenter work with a pair of shears. She can fix almost anything with  ${\bf a}$ 

hairpin and a bottle of glue. She can smile when she is miserable and weep when she is happy. \
She can make a \$57 hat out of an

She can put away things where no-body, including herself, can ever find ed to. If you require anything in

She can suffer the privations and hardships of a martyr to preserve

She can make a full meal out of a picble and a dish of ice cream.

Montreal, Sept. 23—Carton de Wiart Belgian Minister of Justice and head of the Belgian delegation which recently conveyed to President Wilson Belgium's protest against German atrocities, sent a telegram to the Duke of Connaught today as follows: "Arriving on Canadian soil I beg to tender to your Royal Highness expression of the profound respect tion. In your Royal Highness

of the members of the Belgian delegagreet the representative of his Britanic Majesty, whose army and navy are fighting with us for a common cause with such a splendidly generous spirit, and the Prince whose too short stay in Belgium is not forgotten. We deeply regret the haste that circumstances impose upon our movements, which prevents us from going to Ottawa to tell your Royal High-ness and your Government all our Belgian hearts dictate."

BELATED

Everybody should lay up some thing for a rainy day. True! But too many wait until it begins to sprinkle before starting.

"I sav. old top."

AN INVITATION

"How would you like to take a





The Original and Only

Genuine

Beware Of **Imitations** Sold on the Merits

of Minards Liniment

## CLASSIFIED

Three rooms and board for four people for winter months. Quote rates and locality Address "B' Care of Mail.

#### Notice to Water Consumers

Water consumers who owe water Rates will please take notice that if Water Rates now owing are mot paid by Thursday, October 1st, the water is liable to be turned off without further notice.

G. R. PERKINS.

Collector Water Rates,

#### **Boarders Wanted**

WANTED- At Mrs. J. Charters 527 York Street. Phone 530-32. Bath-room and all modern improvements. Terms, Gentlemen, \$400per week; Ladies,

#### wantea

first class female teacher for school district No. 4, Parish of Dumfries. York County. Apply to GEO. F. BURDEN, Pokiok. d-tf

#### To House Keepers

If you have furniture in need of repairs or upholstering to be done, She can make a \$50 nat out of an old bird cage and some trimming off and satisfactorily. I also lay caran old party gown.

Attack where not are an all inclumes. Orders for pets and line promptly attendance of the control of the con

JOSEPH DESAULNIERS 186 Queen Street

FLAT TO LET

Flat containing 3 large rooms, Hall, Water, Bath and Woodshed con nections. \$7.00 per month. Possession Apply to

W. T. LITTLE, Mgr. G. T. P. Scool of Telegraphy 97 York St. & R. R.

**BOYS! GIRLS!** 

Have you received my latest catalog Jokers Tricks, Puzzles, Games, Joke Books, etc?

If not send 10c and receive Large Illustrated Catalog No 9, Free Fountain Pen Offer and Jokers Novelty.

F. A. Stone, Dept M. Fredericton, N. B.

#### River Steamer Victoria

Until further notice, the steamer Victoria will leave her wharf Fredericton for St. John every Monday, Wednesday and Friday morning at 7.30 o'clock returning on alternate days, leaving St. John at 8 a.m.

Dinner on Steamer - 60c. ROBERT SCOTT

Manager

#### **New Subscribers**

498-11-Davis, Geo. A., taxidermist, Campbell street. 148-11-Haines, Miss Annie A., res., 141 Carleton street.

325-21-McKilligan, Jas., res., 268

N. B Telephone Co., Limited S. B. EBBETT

Brunswick street.

Exchange Manager.

# CONTRACTOR OF THE PARTY OF THE Rates from FREDERICION

\$13.55 Going Sept. 17th, 18, 19th. Going October 1st, 2nd, 3rd. Good until October 19th

BOSTON

Dail , September 19 to Octobor 17 GOOD FOR THIRTY DAYS

W. B. HOWARD, D.P.A., C.P.R.,

ST. JOHN N.B.

filet, fighting strength and full stastistics. Complete with War Map are prepaid. Agents Wanted.
F. A. STONE Dept M. Fredericton, N. B.

-Washington Star. tember at Criccieth. the clearing house for most of that trade. It took fifteen years to break Nap-Before he's got your stumps ground oleon, the chancellor continued. He said he did not think it would take down partment of Trade and Commerce, as a general effort to assist in creating new sources of demand to replace those cut off by the war, her seems to find the dad not think it would take anything like as long to vanquish Emperor William, but, long or short, England was going to see it through.

And got your crowns to fit enough the seems to fit those cut off by the war, has been seeking to devise some means of as--Houston Post. Wood's Phosphodine. The Great English Remedy.

The great invigorates the whole quickly arranging the market for Cana

are alone worth the money.

This elegant magazine delights the

the highest quality of photogravures

"Sir." replied Mr. Meekton, "while PHOSPHONOL FOR MEN

## KIDNEY TROUBLE AFFECTED HIS SPINE

Suffered For Forty Years Until

BRONTE, ONT., OCT. 31st. 1913.

H. DORLAND

At all dealers or sent on receipt of price by Fruit-a-tives Limited. Ottawa.

### **EVENING SMILES**

THE DENTIST

To hold a rolling mill.

Why, this has come to pass: You feel you have the jawbone of— (I needn't write it out.)

And with his hammer,

AT THE FRONT

VERY SCARCE

See our uptown window for the very latest thing in

# STATIONERY

RULE BRITTANIA Tablets The paper has the British Flag embossed in three colors on each sheet

2 Sizes, 15c. and 25c.

The McMurray Book & Stat'y Co., Ltd.