

LITTLE TALKS

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No. 60

LET'S see now: What is a want ad? I'm not much on definitions, but how will this do: "An announcement of something desired or something for sale, printed in the Classified columns of a newspaper."

Not a very lengthy or involved definition, that. But doesn't it really define? Doesn't it about cover the object of all want ad. advertising?

That is all there is to want ad. advertising—an announcement of something desired or something for sale. I imagine I can hear you say "How about an ad. for a cook? How about it when I advertise the loss of an article, or when I advertise for typewriting to do at home?"

Well, when you insert an ad. for a cook, you want the services of a competent culinary attendant. Something desired. When you advertise the loss of an article, it is in the hope that the finder will see your ad. and restore the article. Something desired. When you advertise for typewriting work, you are offering your services. Something for sale.

There is no mystery about it. Advertising isn't hypnotism, or undue influence or black art. You write out what you want or what you have for sale—you put it in a good newspaper—the newspaper carries your message broadcast, into the homes and hearts of thousands of readers—some of those readers respond to your printed word—you sell or you acquire—and ADVERTISING has done its work.

Next time you want something or have something for sale, try a little want ad. The cost is trivial—the results more than worth while.

The Want-Ad Man

(All Rights Reserved, 1914, by Jerome F. Fleischman.)

MONEY TO LOAN.

\$3,000 TO LOAN ON GOOD SECURITY—Box 41, this office.

MONEY TO LOAN AT LOWEST RATES—Thomas C. Knott, real estate broker, Room 6, Dominion Savings Building.

PRIVATE AND TRUST MONEY to loan on farm and city property; lowest rates, amount and terms to suit; no commission charge. T. W. Scandrett, solicitor, 98 Dundas street.

PRIVATE FUNDS TO LOAN—LOWEST rates. U. A. Buchner, corner Talbot and Carling.

PRIVATE FUNDS TO LOAN ON MORT. GAGE on real estate, Macpherson & Perrin, 57 Dundas street.

ROOFING.

ROOFING

Contracts executed in any part of the country. Prepared roofing for sale, wholesale or retail.

S. L. DAVIS

383 Richmond St. Phone 4281-3628 ywt

SLATE, GRAVEL AND CEMENT roofing. Paint for gravel roofs. Walter Scott, 506 York street.

MEDICAL CARDS.

DR. ECCLES HAS REMOVED TO 238 Princess avenue.

R. H. SHAW, M.D., L.R.C.P. AND M.R.C.S. (England). 397 King. Phone 339.

DR. PINGEL, LONDON—ELECTRIC treatment of diseases a specialty.

DR. HOLMES, 344 RICHMOND STREET. Speciality, medical electricity and diseases of skin and lungs.

DR. J. S. SCHRAM—CORNER KENT and Talbot streets. Phone 2250.

C. J. W. KARN, M.D., C.M., 425 Richmond Street.

Practice limited to general surgery and genito-urinary surgery of men and women.

GEORGE C. HALE, M.D., C.M.—OFF. 287 Queen's avenue. Phone 4150. Night calls 39.

DR. W. M. SHORBOOTHAM, CORNER Richmond and John streets. Speciality, surgery and diseases of women.

DR. G. L. CLARKE—EYE, EAR, NOSE and throat. 394 Dundas street.

DR. NORMAN R. HENDERSON, CORNER Park and Dufferin. Eye, ear, nose and throat.

DR. GEORGE MCNEILL—OFFICE and residence, 245 Queen's avenue. Speciality, diseases of women and surgery.

J. B. CAMPBELL, M.A., M.D.—SPECIALTY diseases stomach. Hours, 2-4, 7-8, and appointment.

DR. W. J. STEVENSON, 339 DUNDAS street—Speciality, diseases of women and surgery. Phone 510.

DR. HUGH A. STEVENSON, 391 DUNDAS street—Special attention X-rays. Phone 157.

DR. CLIFFORD H. REASON HAS RE-sumed practice. 7217

DR. SEPTIMUS THOMPSON, 443 PARK avenue, corner Queen's. Eye, ear, nose, throat.

DR. ERNEST WILLIAMS—HOURS 11 to 3; 7 to 8. Note change.

DR. MEIK, 330 QUEEN'S AVENUE—Speciality, diseases of women. Hours, 10 to 2.

DR. WEEKES, 436 WATERLOO street. Hours, 1 to 2 and 7 to 8.

F. L. BURDON, M.D., L.R.C.P. AND S. (Edinburgh)—Special attention diseases women, children. Office and residence, 461 Waterloo street. Phone 323.

DR. F. P. DRAKE—SPECIALTY, DIS-eases of stomach and digestive system. Office, 371 Wellington street.

COMPLAINT AGAINST GRAND VALLEY RLY.

Are Accused of Maintaining a Nuisance—Foreigners Indignant Against Government.

[Special to The Advertiser.]

Branch Jan. 27.—Another action, this time with Chief of Police Sleiman as the complainant, is to be lodged against the Grand Valley Railway Company, which controls the streetcar lines in the city. For some time the company has been allowing its rolling stock to become run down. On the cars there are flat wheels, which create so much noise that they have become a source of annoyance to the residents of streets along which they pass. Complaint has been made to Mayor Spence, and he in turn has passed the matter on to the chief of police, with instructions to prosecute the company for maintaining a nuisance. The case will probably come up in the police court tomorrow morning.

Local foreigners are up in arms against what they claim is the inactivity or absolute refusal of the Dominion officials to cause the arrest and extraditions of the Shafron, who left this city with a large amount of savings entrusted to him by local foreigners. He is supposed to be in California, but no effort has been made to locate him.

The many petitions submitted against the placing of the new small hospital in Grand View, a residential suburb, resulted in the city council last evening nullifying the bargain already entered into for the property, and the buildings and grounds committee will choose another site.

ARCHITECTS.

WATT & BLACKWELL, MEMBERS Ontario Association of Architects, Bank of Toronto Building, London. Lister Chambers, Hamilton.

J. VICAR MUNROE, ARCHITECT AND civil engineer. Room 54, Bank of Toronto.

ARTHUR E. NUTTER, ARCHITECT—Rooms 15, 16, Dominion Bank Chambers, Dundas and Richmond. Telephone 655.

MORRIS & GILBERT—MEMBERS ON-TARIO Association of Architects, etc., Edge Block, Phone 262.

WILLIAM G. MURRAY, ARCHITECT 111 (first floor), Masonic Temple. Phone 1557.

CHIROPRACTIC.

W. E. Dempster D. C. Graduate of Ross College of Chiropractic. Chiropractic's intellectual head. Investigation costs nothing, and means your life, health and happiness. 4 London Loan Block—Hours, 10 to 12, 2 to 5, 7 to 8.

DR. CLARA KILBOURNE—UNIVERSAL College of Chiropractic graduate. Office 321 Queen's avenue. Phone 3353.

BUSINESS CHANCES.

BUYERS' ATTENTION IS CALLED TO the business chances offered for sale by the business man, Insurance Agent, 404 Talbot street. Phone 1889. 23-17

FOR SALE—GOOD MILLINERY BUSI-ness; good, lively town; good store, with rent reasonable, at Wingham. Address Box 403, Wingham. 35a

LIVERY AND BOARDING STABLE TO let, 16 stalls, 239 Talbot street. 35a

DERMATOLOGY.

MARINELLO SYSTEM FOR FACE scalp. Chiropractic. Removal of superfluous hair permanently. Miss Beirita, 214 Dominion Savings Building. Phone 3327.

BUTLER'S, 235 DUNDAS—HAIR-goods, hairdressing, face and scalp treatment. Superfluous hair removed.

NEARLY IN CONVULSIONS

With Acute Indigestion. "Fruit-a-tives" Cured Me.

Newbury, Ont., May 22, 1913. "I am not a strenuous user of medicines or patent medicines, but I have taken nearly everything recommended for Indigestion and Constipation. I have been so bad with Acute Indigestion and had to be held. I have used "Fruit-a-tives" and I have not had another attack nor suffered at all with Indigestion since taking them. "Fruit-a-tives" is the only remedy I ever used that did me any good, and I am grateful to "Fruit-a-tives" for making me as well as I am today, and everyone agrees that I look in first-class health. "Fruit-a-tives" very much, and takes them whenever he has occasion to use a remedy for Constipation." MRS. D. MCRAE. "Fruit-a-tives" are sold by all dealers at 50c per box, 6 for \$2.50, trial size, 25c, or will be sent by mail on receipt of price by Fruit-a-tives, Limited, Ottawa.

PACIFIC STORM HAS COST EIGHT LIVES

Property Damaged and Traffic Tied Up in California and Nevada.

San Francisco, Jan. 26.—The Pacific coast was emerging early today from the grip of a storm that has drenched the entire region from the Canadian to the Mexican line. Latest reports place the storm's death toll at eight. High water has caused much damage to property, particularly in Southern California, and railroad service in this state and Nevada has been badly crippled. Traffic conditions were expected to improve today, however.

FIVE INCHES OF RAIN. The rainfall yesterday in the southern part of the state was tremendous. At Pasadena the total for 24 hours amounted to nearly five inches. The Ventura river is on a rampage and many bridges have been washed away, causing a loss for that one item of more than \$100,000.

MANY HAD TO MOVE. Several towns have been partially submerged and hundreds of persons living in the lowlands have been forced to move.

BACKBONE BROKEN. The backbone of the storm has been broken north of the Tehachapi mountains. Through service between San Francisco and Los Angeles has been impossible for 48 hours and heavy snowfalls and washouts have tied up traffic in various parts of Nevada. A Southern Pacific train is stalled between Wabuska and Hazen.

COMPERS TO ANSWER CHARGES OF MOYER

Says Records Show Them To Be "Seriously Mistaken In Fact."

[Canadian Press.] Washington, D. C., Jan. 27.—President Compers, of the United Mine Workers of America, today answered charges of Moyer, of the Western Federation of Miners, made yesterday before the convention of the United Mine Workers of America. When informed of Moyer's allegations, Compers declared that the records showed them to be "seriously mistaken in fact."

He will go before the miners with documents, which, he says, will disprove Moyer's statements. Friends of Mr. Compers were offering their congratulations yesterday on this the sixtieth anniversary of his birthday.

MORE WRECKS AT SEA

[Canadian Press.] Curling, Nfld., Jan. 26.—The crew of the Gloucester fishing schooner, George, Campbell, arrived yesterday reporting the wreck of their vessel on Wood Island, yesterday. The crew reached the shore with difficulty.

SCHOONER ABANDONED

[Canadian Press.] New York, Jan. 26.—Captain George A. Cardie and eleven of the crew of the American five-masted schooner Prescott Palmer, recently abandoned at sea, were aboard the steamer Bermudian, which reached this port tonight. Second mate Hans Hansen was swept overboard and drowned. Aboard the Bermudian also were two sailors of the British schooner Ladysmith, abandoned on January 17.

SANK IN TWO MINUTES.

[Canadian Press.] Boston, Jan. 27.—The Boston fishing schooner Olive F. Hutchins sank in the harbor early today two minutes after she had been run down by the steamer George A. Hibbard, owned by the city of Boston. Captain Morton F. Hutchins and five of the crew jumped to the steamer's deck. The other eleven men aboard, who were in the cabin when the collision occurred, hurriedly launched the dory, from which they were later rescued by the Hibbard.

WINCHAM.

[Special to The Advertiser.] Wingham, Jan. 27.—Miss Marjorie Wood, nurse at the hospital here, who recently underwent an operation for appendicitis, is doing nicely.

Dr. Calder, who has been confined to her home with an attack of la grippe is now able to be out again.

Mr. Wm. Bone, who recently underwent an operation for ulcer of the stomach, has been removed to his home.

Ice cutting has started here, the ice being about a foot thick and clear.

LABOR TROUBLES THREATENING TO BECOME GENERAL

London Building Industries Federation To Call Out Its Members.

CONTROLS 100,000 MEN

Sympathetic Action Probable in Provinces—Other Trades Considering Strikes.

[Canadian Press.] New York, Jan. 27.—A cable to the Tribune from London says: A large extension of the labor struggle in London occurred last night. The following trades and industries are now undergoing or are threatened with a strike: coal, building, electric light, shipping and transport.

DECIDED TO STRIKE. The executive committee of the London Building Industries Federation decided yesterday to call out all its members working on the jobs from which some 37,000 carpenters, joiners, plasterers, bricklayers, masons and laborers were discharged on Saturday. This recommendation is addressed particularly to plumbers, smiths, fitters, crane men and electricians and painters, who have not been required to sign the penalty agreement.

HAS 100,000 MEMBERS. It is impossible to say at present how many men will be affected by the decision of the executive committee, but the Building Trades Federation controls eight unions, with 100,000 members. If the men obey the order, London's building trade will be in danger of paralysis.

A CONFERENCE. At a meeting of 1,200 electrical workers last night, strong speeches were made in favor of a sympathetic strike in support of the builders. It was agreed to meet the employers in conference tonight before taking any extreme action. The electrical workers include the engineers of the London strike of electrical workers would have a grave effect on the electric light and power of London.

IN PROVINCES, TOO. Sympathetic action by the same trades is also threatened in the provinces, and a shipping strike for better wages is threatened by the marine engineers of all large vessels. The eight-hour issue in the Boiler-makers' and Shipwrights' Society. The question of a sympathetic strike is to be considered by the executive of the Transport Workers' Federation, which control out 50,000 general carriers in support of the coal men at Glasgow tomorrow.

SOME TO RESUME WORK.

[Canadian Press.] London, Jan. 27.—A speedy termination of the coal strike which has affected London since January 21, when 10,000 coal carriers quit work, was foreshadowed in a resolution adopted by the men at a meeting held this morning, when they decided to resume work in the coal yards, where the employers had consented to grant the increase of two cents a ton for loading coal, demanded by the men and by the heavy snows up to 20 cents a ton. As several of the largest London firms have agreed to this it is generally thought that the others will be unable to long resist.

NEW EXPRESS RATES TO BEGIN ON FEBRUARY 1

[Canadian Press.] New York, Jan. 27.—On February 1 the express companies will put into operation the new rates ordered by the Interstate Commerce commission. Under the present tariff it costs 65 cents to send a five-pound package from New York to St. Louis. Under the new rates the cost will be 32 cents. Now it costs 4 cents to ship a ten-pound package to St. Louis. The new charge will be 44 cents. Other reductions are in proportion. Express business will be divided into two general classes, the ordinary and the special. The ordinary rates of food and drink. Second-class rates are but 75 per cent. of the rate on merchandise.

BEFORE TRIAL

Young Bride Broke Down—Alleged Bigamist Was in Very Serious Condition.

[Special to The Advertiser.] Windsor, Jan. 26.—Mrs. Evelyn Proctor, alleged bigamist, held in the St. John's jail pending trial, is recovering from a nervous breakdown.

Mrs. Wigle, who married Archie Wigle last year, was arrested in Winnipeg and brought to this city. Her condition was so serious that Dr. H. R. Casselman, jail surgeon, ordered a special nurse, and her husband had Rev. Arthur Carlisle, rector of All Saints' church, visit her. She was much improved tonight.

Disheartening Effect of Piles

It is not only the itching and stinging of piles that is to be dreaded, but also the depressing and debilitating effect on the whole system. Her condition of piles cannot do efficient work. There is an uneasiness and discomfort by day, and at night the distress from the itching prevents sleep and rest, and undermines the general health.

From almost the first application of Dr. Chase's Ointment you get relief from the annoying itching and burning, and gradually the ulcers are healed up and the disease thoroughly cured. Do not make the mistake of discontinuing treatment as soon as relief is obtained. Dr. Chase's Ointment is a proven cure, but it depends on you to apply it persistently until a cure is effected.

Even the most severe cases of long standing yield to the soothing, healing influence of Dr. Chase's Ointment. Surgical operations are no longer necessary, for, as a matter of fact, Dr. Chase's Ointment has cured cases that were not cured by operations. No sufferer from piles can afford to neglect the use of Dr. Chase's Ointment.



We unhesitatingly recommend Magic Baking Powder as being the best, purest and most healthful baking powder that it is possible to produce. CONTAINS NO ALUM. All ingredients are plainly printed on the label.

MAGIC BAKING POWDER

E.W. GILFILL CO. LTD. TORONTO, ONT. WINNIPEG-MONTREAL

WINGHAM FUNERALS

FUNERAL OF MRS. QUIRK. Wingham, Jan. 27.—The funeral of the late Mrs. John Quirk was held from her residence this afternoon, and largely attended. An impressive sermon was preached by Rev. E. H. Croly, touching on the life of Mrs. Quirk. The floral tributes were many and very beautiful, including wreaths from the family, sprays from friends in London and other places. There was clapped in the hands of the deceased a small bunch of flowers of a kind that she always admired. After the service the funeral cortege slowly wended its way to the plot in Wingham Cemetery. The pallbearers were her three sons, John, Charles, Frank, and Mr. H. Davis. Mr. Moore and Mr. H. B. Elliott.

FUNERAL OF RICHARD RANKIN. The funeral of the late Richard Rankin was held here today, and was largely attended. The service was conducted at the Anglican Church by Rev. E. H. Croly. The members of L. O. L. No. 794, were marshaled by Bro. J. F. Groves from the lodge room to the grave. Many friends from the funeral cortege slowly wended its way to the plot in Wingham Cemetery. The pallbearers were her three sons, John, Charles, Frank, and Mr. H. Davis. Mr. Moore and Mr. H. B. Elliott.

REVOLUTION SPREADING. [Canadian Press.] Cape Haytien, Hayti, Jan. 27.—The revolution in Hayti is spreading all over the north. At Port de Paix and Gonave the entire population has risen. Two prominent exiles, Gen. Carlos Zamora and Gen. Beaufosse Laroche, both of them former ministers of war, returned today to Cape Haytien, which is in the hands of the rebels.

CAPS IN WATER TELL OF DOUBLE DROWNING

[Special to The Advertiser.] Port Lambton, Jan. 26.—All efforts to locate the body of Mike Callahan, 22, who was drowned last evening at 7:30 when he fell into an air-hole while trying to walk across the ice to Roberts' Point, have proven unavailing. The search, however, will be continued on Tuesday.

Callahan was a sailor and left the home of his widowed mother at 7 o'clock. He was seen starting out and when he did not return a search was made. His cap was found floating in the water about the air-hole. The searchers while out on the ice found a hat and basket in another air hole. These were identified as belonging to Henry Johnston, a Walpole Island Indian.

Inquiry brought forth the information that he had started last Tuesday to walk across the ice and had not been seen since. There is little doubt that he was drowned.

Misfortune has followed the Callahan family for over a year, this being the third death in that time. Callahan spent last summer sailing on the lakes. The river at this point is over a mile across and in places the current is very swift.

ADDRESS AT BELGRAVE. [Special to The Advertiser.] Belgrave, Jan. 27.—Last night the Foresters' Hall was crowded to the limit when Rev. J. H. Fish addressed an audience on "Home in relation to the Church throughout Ontario." He touched on many points of interest.

The chair was occupied by Bro. Thos. Stewart, who is master of Orange county and Grand Lodge. During his address of two hours and fifteen minutes, the speaker was frequently applauded.

Rev. A. M. Boyle moved and Rev. J. W. Kilpatrick seconded a vote of thanks to the speaker which was heartily accorded.

BALL AT BLUEVALE. [Special to The Advertiser.] Bluevale, Jan. 26.—One of the best balls of the season was held here in the Foresters' Hall. The dresses of the ladies and the decorations of the hall made a brilliant scene.

The ball was arranged by Messrs. Atcheson, Speers and Little, the floor being managed by Mr. R. Atcheson, who deserves great credit for his work.

At midnight dainty refreshments were served by the ladies, the waiting being Miss McMether, Miss Scott, Miss Burchess, Miss Atcheson.

WHEN GOING ABROAD TRAVEL by the Largest, Finest, Fastest Steamers, "ALSATIAN" and "CALGARIAN," ON THE CANADIAN ROUTE.

Attaining in Design and Equipment, the very Apex of the Shipbuilding Art. Public Apartments include Grand Saloon, Grill Room, Lounge, Library, and Writing Rooms, Gymnasium and Billiard Room, Roaming Card Rooms, Orchestra Carried. A special feature of the Saloon accommodation is the large number of "ONE BERTH" Cabins.

First Sailing, Halifax, N.S., to Liverpool, 18,000 Tons.

"ALSATIAN," Jan. 31st.

For Summer Sailings 1914 apply any Agent or

THE ALLAN LINE

95 KING ST. WEST, TORONTO.

TRAVELLERS' GUIDE

GRAND TRUNK RAILWAY. EARNIA TUNNEL TO SUSPENSION BRIDGE AND TORONTO.

Arrive from the East—9:52 a.m. 10:58 a.m. 11:12 a.m. 11:58 a.m. 6:30 p.m. 7:55 p.m. 10:45 p.m. Arrive from the West—12:14 a.m. 2:42 a.m. 11:55 a.m. 1:10 p.m. 4:10 p.m. 6:25 p.m. Depart for the East—12:19 a.m. 1:24 a.m. 7:30 a.m. 9:00 a.m. 12:00 p.m. 2:05 p.m. 4:58 p.m. 6:53 p.m. Depart for the West—9:57 a.m. 7:40 a.m. 11:18 a.m. 11:35 a.m. 1:40 p.m. 1:20 p.m.

LONDON AND WINDSOR. Arrive—11:30 a.m. 4:00 p.m. 6:50 p.m. 11:05 p.m. Depart—6:35 a.m. 11:43 a.m. 3:05 p.m. 12:35 p.m.

STRAFFORD BRANCH. Arrive—11:15 a.m. 1:39 p.m. 6:45 p.m. 11:30 p.m. Depart—6:00 a.m. 10:00 a.m. 12:30 p.m. 2:45 p.m. 4:55 p.m.

LONDON, HURON AND BRUCE. Arrive—10:00 a.m. 6:10 p.m. Depart—8:30 a.m. 4:40 p.m. Trains marked * run daily. Those not marked, daily, except Sunday.

CANADIAN PACIFIC RAILWAY. Arrive from the East—11:42 a.m. 6:55 p.m. 7:50 p.m. 11:15 p.m. Arrive from the West—4:30 a.m. 11:30 a.m. 12:21 p.m. 6:35 p.m. 8:25 p.m. Depart for the East—12:38 a.m. 8:00 a.m. 12:40 p.m. 4:45 p.m. Depart for the West—8:15 a.m. 11:50 a.m. 7:05 p.m. 8:00 p.m. 11:23 p.m.

Trains marked * run daily. Those not marked, daily, except Sunday.

MICHIGAN CENTRAL RAILWAY. Trains Arrive—7:05 a.m. 11:20 a.m. 4:55 p.m. 9:40 p.m. Trains Leave—7:22 a.m. 2:30 p.m. 12:27 p.m. 10:15 p.m.

PERE MARQUETTE RAILWAY. Trains Depart—5:30 a.m. 7:00 a.m. 9:45 a.m. 2:10 p.m. 4:20 p.m. 16:30 p.m. Trains Arrive—8:45 a.m. 12:50 p.m. 1:40 p.m. 5:10 p.m. 10:10 p.m. Trains marked * run daily. Those through trains, to and from Walkerville. Train marked with † is mixed, to St. Thomas only.

GRAND TRUNK RAILWAY SYSTEM. LOW RATES

To California, Florida and the Sunny South NOW IN EFFECT.

The Grand Trunk Railway is the most direct route from all points east through Canada via Chicago, Detroit or Buffalo.

Ocean Steamship Tickets for sale via all lines.

Full particulars at Grand Trunk Ticket Office, or write C. E. HORN, INC., P. O. Box 10, Toronto, Ont.; R. E. RUSE, City Passenger and Ticket Agent. Phone 50.

Traction Company Winter Time

Commencing Oct. 1, cars leave London 6:50, 7:50, 9:30 a.m., and hourly to 11:30 p.m.

Through cars to Port, 7:50, 9:30, 11:30 a.m. 1:30, 3:30, 5:30, 7:30, 10:30 p.m. Sunday cars to Port, 9:00 a.m. and even 7:30 p.m. LAUNIA, March 21 Thomas, 9:00 p.m. Time table No. 4 at all stations.

CUNARD LINE

from Canadian