

## DIED AT INGERSOLL

### Mrs. L. C. Menhennick Had Only Been III a Short Time.

[Special to The Advertiser.] Ingersoll, April 12.-The death oc curred here yesterday of Mrs. Menhennick, wife of Mr. L. C. Menhen oped serious complications. By reason of her activities on behalf of Christian work and her kindly ways, the de ceased was widely known and esteem-For years she had been prominently identified with many church organizations. She was also a very acthe Ingersoll Rural Cemetery.

## PASTOR RESIGNED

## But Later at Request of Vestry With-

son handed in his resignation, but really in the toils. at the earnest solicitation of the ves-

try withdrew it. A select vestry was elected, con-

## FALL WAS FATAL

## Visit at Strathroy. [Special to The Advertiser.]

daughter, Mrs. R. W. Hedley, here, she extradition.

Now Have It

## Redmond Satisfied With Home Rule Bill

In the British Commons yesterday, Sir. E. Carson was followed by the Nationalist leader, Mr. John E. Redmond, who made a compromise speech, indorsing the home rule bill.

"We Nationalists of today are not separatists like the ol lowers of Parnell," he said. "We are ready and willing to accept an Irish Parliament, subordinate to the British law-making body, which may prescribe proper safeguards for Irish legislation. The bill presented today by Premier Asquith is ex-

Mr. Redmond thought the bill would be adequate to carry out the objects of its promoters. He unhesitatingly advised the forthcoming Nationalist convention to accept the bill.

John Redmond declared today that the financial provisions of the bill were satisfactory, and that there was no objection to the reduction of representation at Westminster proposed in the bill. He declared he would recommend that the Nationalist convention accept the measure.

"I thank God that I have lived to see this day." he exclaimed. "I believe the bill will pass, and that the work of Ireland under its provisions will remove the widespread misconception of the Irish attitude toward England and the suspicion of the loyalty of Ireland."

## BEATTIE NESBITT UNDER ARREST AND WILL BE BROUGHT BACK

nick, who for many years was engaged in the grocery business. What was at first considered a trivial illness devela Year's Chase and Will Face Trial in Toronto on a Charge of Forgery.

tive W. C. T. U. worker, and was at one time president of the Ingersoll branch. She leaves to mourn her loss branch. She leaves to mourn her loss lace, of the Toronto force, who has metropolis. lace, of the Toronto force, who has up to justice on reaching the Illinois metropolis. her husband and one daughter, Mrs. (Professor) Angus, of Toronto. The function of the function

### A Long Chase.

police chase for the erstwhile poli- bank's financial position. tisting of the following: Henry Davidson, Alex. Hornick, Henry Wilson, Thos. Hornick, Asa Lang and A. A. Wilson. The sidesmen elected were B. Birce Asa Lang Alex Hornick R. Birce, Asa Lang, Alex. Hornick. Chas. Davidson and Albert Davidson. The financial statement was read by The financial statement was read by the vestry clerk, A. A. Wilson. The understood that for a month past the the ice and had boarded the C. P. R. wardens chosen were W. A. Shaw, restors warden, and W. C. Crawford, people's warden. A. A. Wilson was have been right on his heels on his the movements of the fugitive, and the third state of the soon have been right on his heels on his extraditable character had been laid

bitt has lost little in weight, but has Every British consul in the world permitted his beard to grow to a received one of these. Strathroy, April 11.—Mrs. Margaret King, aged 71, relict of Robert King, died at her home here today. Several his apprehension the police were informed that he stated he would fight

neral will be held on Friday to the the legal adviser of Dr. Nesbitt, has, ford degree team under Captain

Toronto, April 12. — William Beat-tie Nesbitt is in the hands of the was the result of an understanding

by which Nesbitt may be brought Nesbitt's extradition to Canada will to Toronto to answer the charge of be sought is one of forgery, and is forgery. Details of the arrest, which was made yesterday, and communicated to Toronto last night, are Bank to the Keeley mine. When the drew His Resignation.

Tilbury, April 11.—Reports of the most encouraging nature were presented at the vestry meeting of St Andrew's Church. Rural Dean Dobson handed in his resignation.

Inducated to Toronto last light, are very meagre, but it is understood that the celebrated doctor, who has been wandering between Detroit, Buffalo, and Chicago for many months, is an analysis of the chicago for many months, is an analysis of the chicago for many months, is an analysis of the chicago for many months, is an analysis of the chicago for many months, is an analysis of the chicago for many months, is an analysis of the chicago for many months, is an analysis of the chicago for many months, is an analysis of the chicago for many months, is an analysis of the chicago for many months, is an analysis of the chicago for many months, is an analysis of the chicag laid against Dr. Beattie Nesbitt. charging him with making false re-The arrest is the culmination of a turns to the Government of the

Hornick was chosen as lay delegate to the synod, with Frank W. Wilson as middle states. tiny of the bank books and papers middle states.

According to the information in the hands of the police, a remarkable physical transformation has been issued, followed by a circular giving Mrs. Margaret King Died While on the defunct Farmers' Bank. Dr. Nes-fered.

## ODDFELLOWS VISITED. [Special to The Advertiser.]

Stratford, April 11.-Twenty-five fell and hurt herself badly, and never it is, however, significant that Mr. O. O. F., of Mitchell, visited Avor recovered from the shock. The fu- W. J. Boland, K. C., for many years Lodge here last evening. The Strateit is said, been in Chicago for the D. McLennan initiated ten candidates

# "My Business is Unique"

WE are told by the old-time circus men and dimemuseum operators that good freaks used to command large salaries. Barnum's "dog-faced boy" is said to have drawn \$200.00 a week—you see he was the only dog-faced boy in the world—he was unique.

Most of us—even if we could be freaks—would prefer to make our livelihood some other way. And, anyway, the "freak" stunt is about played out - even in the circus business.

It is surprising to find an otherwise hard-headed business man who takes a strange, abnormal joy in posing as a freak. He doesn't call it that, of course. He doesn't even know he is posing. Ponderously in earnest, he would not dream of describing his business as "freakish"-but delights in saying it is "unique"—which really amounts to the same thing.

Some manufacturers "play freak" only when talking to an advertising man. They keep that word "unique" tucked back under the tongue all ready for use whenever anyone suggests that they should advertise. "Oh, my business is uniqueit cannot be advertised successfully."

Haven't you often heard it? Have you ever said it yourself?

Let us not try to qualify for the dime museum. Let us get down to selling goods. And selling goods—no matter what the goods are—is easier if the goods are advertised.

"different"?

Very well, advertise it in a "different" way./

# An Actual Experience That Completely Routs

They market a product which their sales manager was wont to refer to as "the hardest thing in the world to advertise." But a persistent advertising man kept hammering at the door of skepticism, and he finally agreed to "test out" an advertising campaign. A twelve months' trial was agreed

upon. To-day, at the end of 18 months, this firm is advertising on a much larger scale. Direct orders for the "hard-to-advertise" line are coming in steadily, and the advertising is looked upon by that sales manager as an all-important factor in his business-building.

Advice regarding your advertising problems is available through any good advertising agency, or the Secretary of the Canadian Press Association, Room 503 Lumsden Building. Enquiry involves no obligation on your part—so write, if interested.

You say your proposition is

# The "Unique" Theory

# SUDDEN DEATH OF

A Son of Civil War Grant Succumbs to Heart

Failure.

[Canadian Press.]

New York, April 12.-General Frederick Dent Grant, commander of the department of the east, and son of the famou Civil War general, died suddenly at midnight at the Hotel Buckingham, where he had been secretly taken on Wednesday evening by his physicians. His presence in this city was not known until the news that he had been suddenly stricken was flashed to newspapers by the police. A policeman stationed near the hotel had called an ambulance at the request of an employee, who told hin that General Grant was choking to death Although there had been rumors of General Grant's illness and reports that he would never again take up his duties on Governor's Island, today's news came as a distinct sheck to the public. According to Dr. Robert Abbe and Dr. Edward B. Dench, his physicians, the death of the general was caused by heart failure. He had been suffering for some time, they asserted in an official statement from "diabetes and attendant digestive isturbances.' Recent reports that General Grant had

been in a private pavilion in St. Luke's Hospital in this city suffering from a cancerous growth under the tongue, the same affection which caused the death f his distinguished father, were denied today by the hospital authorities. Dr. Abbe, who has been the general's family physician for many years, refused to disuss the subject.
Mrs. Grant was entirely alone with her

**CLOTHIER---SEARSON** A Charming Wedding Celebrated on

Queen's Avenue.

The home of Mr. and Mrs. John Mc-

Murphy, Queen's avenue, was the scene of a very pretty wedding when the latter's cousin, Miss Evelyn Margaret Clothier, became the bride of Mr. Richard Searson, of Watford. The nuptial knot was tied by the Rev. John and the man went down to the river Gibson Inkster, of the First Presby terian Church, in front of a bank of ferns and Easter lilies. The bride looked most charming in her dress of cream silk, the corsage being trimmed with silver fringe and seed pearls with veil caught with orange blossoms

and carrying a bouquet of cream roses and lily of the valley. After the cere mony, a sumptuous repast was par taken of in the dining-room, which was attractively decorated with red The health of the bride and groom vas drunk by the guests most enthusi-

The bride's travelling suit was avy blue, with hat to match. After honeymoon trip to points west, Mr. and Mrs. Searson will reside in Brooke

AMERICAN GENERAL Thirteenth Regiment Drill Corps Com ing to London From Hamilton.

A treat is promised for Londoners at ne Armories tomorrow evening when he Thirteenth Regiment of Hamilton, ssisted by the Seventh Regiment Band f this city, will present an exhibition

The Hamilton regiment was unable to ecure transportation on the Grand Trunk owing to the rush of business occas-sioned by the Easter excursion traffic and for that reason the drill squad will ome to Lendon via St. Thomas.

ART COLLECTOR DEAD. Chicago, April 12.—Martin O'Brien, 83 gears old, famous as an art dealer and collector, died at his home here last

## Traction Company Hourly Service

Between London and St. Thomas from 7 a.m. to 11 p.m. on week days; from 9 a.m. to 9 p.m. on Sunday. Two-hourly service between St. Thomas and Por Stanley. Cars leaving London on the even hours go through to Port Stanley. The last car waits for the theatre.

## PERE MARQUETTE

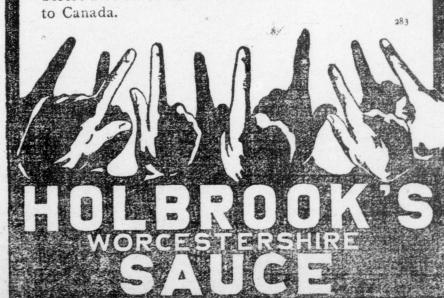
Trains between London, Walkerville and intermediate points without change, connecting at Blenheim for points north to Sarnia.

Depart-7:10 a.m., 4:15 p.m. Arrive-12 noon, 9:15 p.m.

# The Sauce that

A good wine cannot be produced in a day-neither can HOLBROOK'S SAUCE. Both require age to produce a rich mellow flavor.

It takes at least two years of preparation and ageing before a bottle of this Worcestershire can be shipped



## TRAVELLERS' GUIDE

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

BRIDGE AND TORONTO.

Arrive from the East—\*3:27 a.m., 10:56 a.m., \*11:12 a.m., \*11:28 a.m., \*6:30 p.m., \*8:00 p.m., 10:20 p.m.

Arrive from the West—\*12:09 a.m., \*3:43 a.m., 8:50 a.m., \*11:55 a.m., 1:10 p.m., \*4:10 p.m., 6:25 p.m.

Depart for the East—\*12:14 a.m., \*3:48 a.m., 7:30 a.m., 9:00 a.m., \*12:05 p.m., 2:05 p.m., \*4:25 p.m., \*6:53 p.m.

Depart for the West—\*3:32 a.m., 7:40 a.m., \*11:18 a.m., \*11:43 a.m., 1:40 p.m., s:20 p.m.

LONDON AND WINDSOR.
Arrive—10:23 a.m., \*4:00 p.m., \*6:50 m., 11:05 p.m. Depart—6:35 a.m., \*11:35 a.m., 2:05

STRATFORD BRANCH.

Arrive—11:15 a.m., 1:33 p.m., 6:45
p.m., 11:25 p.m.

Depart—6:00 a.m., 10:26 a.m., 12:35
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 CANADIAN PACIFIC RAILWAY. CANADIAN PACIFIC RAILWAY.
Arrive from the East—\*11:28 a.m.,
6:10 p.m., 7:40 p.m., \*10:52 p.m.
Arrive from the West—\*4:30 a.m.,
12:36 p.m., \*5:22 p.m., 8:25 p.m.
Depart for the East—\*4:38 a.m., 7:45
a.m., 12:45 p.m., \*5:30 p.m.
Depart for the West—8:00 a.m.,
\*11:35 a.m., 7:48 p.m., \*11:00 p.m.
Trains marked \* run daily. Those
not marked, daily, except Sunday.

MICHIGAN CENTRAL RAILWAY.

MICHIGAN CENTRAL RAILWAY.
Arrive—7:04 a.m., 11:10 a.m., 5:10
p.m., 9:35 p.m.
Depart—7:20 a.m., 2:20 p.m., 5:35 PERE MARQUETTE RAILWAY. Arrive—8:45 a.m., \*12:00 noon, 1:50,

4:38, \*9:15 p.m.
Depart—5:05, \*7:10, 9:45 a.m., 2:80,
\*4:15, †7:00 p.m.
\*To and from Walkerville. †To St.
Thomas only. All trains to and from
Port Stanley, except trains marked th star and dagger.



HOMESEEKERS' AND SELLERS' EX-CURSION TO WESTERN CANADA, VIA CHICAGO, April 16 and 23, and 30, and every second Tuesday thereafter until Sept. 17, inclu-sive. 'Special train will leave Toronto at 10:30 p.m. on above dates for Edmonton and points in Manitoba and Saskatche-wan, via Chicago and St. Paul, carrying through coaches and Pullman Tourist Sleeper.

Sleeper. NO CHANGE OF CARS. Full particulars from any Grand Trunk agent, or C. R. McCutcheon, Alberta Government agent, Palmer House block,

Toronto, Ont.

The most popular route to Montreal, Buffalo, New York, Philadelphia, Detroit, Chicago, is via Grand Trunk, the only double-track route.

Steamship tickets on sale by all lines.

Make your reservations early.

Full particulars from any Grand Trunk agent, or address R. E. RÜSE, C. P. and T. A., "Clock Corner," London.

## THE MAGNIFICENT STEAMSHIP

Most Attractive Rates Ever Offered. Get beautiful booklet maps, chart, etc., from Bermuda-Atlantic Line, 290 B'way, N. Y. . B. CLARKE, 416 Richmond street.

## CANADIAN Homeseekers' Excursions

and every Second Tuesday until SEPT. 17, Inclusive. WINNIPEG AND RETURN, \$34. EDMONTON AND RETURN, \$42. Proportionate rates to other points Return limit, 60 days. Through Tourist Sleeping Cars

to Edmonton, via Saskatoon, also Winnipeg and Calgary, via main line. Ask nearest C. P. R. Agent for Home-seekers' Pamphlet. SETTLERS' TRAINS TO WESTERN

CANADA Will Leave Toronto 10:20 p.m. EACH TUESDAY DURING APRIL V. Fulton, C. P. and T. A., London.

## Michigan Central "The Niagara Falls Route." FOR

## NEW YORK BOSTON



New York----Boston----Montreal

England--Ireland--Mediterranean and the Continent

argest Steamers in the World Largest Steamers from Canada

Particulars From E. DE LA HOOKE, W. FULTON, F. B. CLARKE of R. E. RUSE, Local Agts.



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