

LITTLE TALKS

By THE WANT-AD MAN

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No. 23

EDWARD J. LOCKE, author of "The Case of Becky," says that the reason for David Belasco's great success as a producer of plays is his skill in theatrical surgery. Belasco dissects every manuscript word for word, speech for speech, until its anatomy is in perfect theatrical proportion.

Says Mr. Locke: "From ten in the morning frequently till three the next morning we went through the play with microscopic care. Often we spent hours on a few lines, on a single speech." And Thomas Dreier, editor of Associated Advertising, commenting on this, writes: "How many business men give a fraction of this attention to the language and the message in their advertisements—advertisements that go into space costing thousands of dollars?"

There's a thought worth while here. I have often wondered why folks will waste even the small amount of a Want Ad. costs by dashing off any kind of "copy," running it in a newspaper, and serenely expecting the newspaper to deposit the contents of an advertising Horn of Plenty at their feet.

Newspaper space is valuable in proportion to the efficiency of the written word that is set into type and goes into that space. Even a Want Ad. can be given "pulling power" by the kind of careful, painstaking preparation that is necessary to make any kind of advertising worthy of the name.

So don't dash off that Want Ad. pell-mell. Take a little time and trouble to convey your message just the way it should be conveyed. The newspaper can sell you white space. It is up to you to make that white space effective.

We can't all be Belascos, but we can learn something from his methods.

The Want-Ad Man

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BABY'S OWN SOAP



Baby's soft skin is the test of **BABY'S OWN SOAP**—and its constant use in thousands of nurseries is satisfactory proof that its fragrant lather helps and whitens the most delicate skin. No imitation has all the merit of **BABY'S OWN SOAP**.

ALBERT SOAPS Limited, Manufacturers, MONTREAL.

AILSA CRAIG.

Ailsa Craig, Oct. 14.—Mr. Lloyd Munro spent Sunday with his parents, Mr. and Mrs. A. M. Munro. He has been transferred to the Napanee branch of the Standard Bank.

Mrs. Frank Jung and daughter have returned to Galt after visiting some time with the former's mother at the Queen's. Mr. Harvey Ward is visiting his brother at Thorndale for a few days.

Mr. Henry Mills is confined to his home

with an attack of lumbago.

The apple factory was forced to close down again for a time, as farmers are too busy to bring apples in.

Mr. Sweetman was a Lucan visitor recently.

Mr. John McNaughton is very ill at his home here.

Dr. Anderson is improving steadily in health.

Mrs. B. McDonald is visiting London friends.

WORK OF THE "Y'S" FOR TEMPERANCE

LONDON WELCOMES W.C.T.U. DELEGATES

W.C.T.U. Convention Discusses Important Branch of the Campaign.

Medical Temperance Unfermented Wine and Votes for Women Subjects of Debate.

Some interesting discussion followed the report of the Dominion secretary, Miss Eleanor E. Smith, of Windsor, N. S., at the Dominion convention, W. C. T. U., on Monday afternoon. Miss Smith spoke warmly of the work the "Y" members were doing. They were qualifying themselves to take up the duties of the W. C. T. U. in later years, and were valuable in their work of training the younger children along temperance lines. The total membership of the year was 1,152, a considerable gain over last year's list.

Miss Smith lamented the fact that in some localities the "Y" work was being dropped and branches formed instead, the idea being to include young people of both sexes in temperance work. This, she stated, was not necessary, as young men were privileged to belong to the "Y" branches as honorary members, and as such did excellent work in a number of branches, according to her personal knowledge.

Shut Out Young Men. Other delegates to feel that the forming of Y. W. C. T. U. societies shut out a larger part of young men from active service in the union. Boys who had outgrown the Loyal Temperance Legion, and who had arrived at the really dangerous time of young manhood, would be willing to join a young people's society, but would not become honorary members of a girls' organization.

Another interesting report was on the work of the Loyal Temperance Legion by Mrs. Adah McLachlan, of Hamilton. This work is carried on among the young children, and is partly educational and partly philanthropic. Through the kindness of the editor of the Bulletin, the W. C. T. U. official organ, an essay contest has been held in which many children competed. The total membership for the year was 8,586, with legions in ten provinces.

The matter of Loyal Temperance Legion affiliation received some attention from the convention. Upon recommendation of Mrs. McLachlan, a fee of 10 cents per member per year was decided upon, half of this sum to be retained in each local branch for expenses, and the remaining 5 cents to be divided for county, provincial, Dominion and world affiliation fees. The recommendation carried.

Medical Temperance. The report of the medical temperance department was presented by Mrs. John Scott, of Westmount, Que., in which she pointed out the recent awakening of medical men to the dangers of administering alcohol as a medicine. Mrs. Scott referred to the strong feeling evidenced in this matter at the International Medical Congress in London, England, this summer, and also stated that following the convention of the Canadian Health Association in Regina, the use of alcohol had fallen off 90 per cent in the hospitals of the Dominion. She believed the time would come when doctors and nurses who recommended alcohol as medicine would be back-numbers. British Columbia, Alberta, Manitoba, Ontario, Quebec and Nova Scotia all reported efforts made to suppress the use of liquor in the sick-room. Mrs. Scott, in concluding her report, moved a recommendation that a resolution be sent from the Dominion W. C. T. U. to the Governor-General asking that firms manufacturing medicinal wines be required to state on a printed label the amount of alcohol contained in each bottle. Both resolution and report were unanimously adopted.

Unfermented Wine. The report on the department of unfermented wine was submitted by Mrs. W. G. Brown, of Toronto. An increased interest in this subject was constantly being shown, Mrs. Brown stated. Many churches were awakening to the fact that it was inconsistent to use fermented wine for the sacrament and condemn it in other places. "Why should we discriminate on the Lord's table that which we seek to banish from our homes and society?" was asked.

The Right to Vote. Keen interest was shown in the report of Mrs. Dettlor, of North Bay, on equal franchise and Christian citizenship. "It is refreshing to look at the countries where the women have been allowed the vote for some years and to notice the improved measures which have been the result of their suffrage," she said. "It is not a privilege to be granted as a courtesy to the 'weaker sex.' It is a right, possessed by every citizen, male or female, that can be withheld in a democratic country only by injustice and wrong. Suffrage for women is surely coming," said Mrs. Dettlor, amidst applause, "but let us understand the necessity of having in our possession this direct and powerful means of securing the legislation we are seeking, namely the abolishment of the liquor traffic and the conditions which so seriously affect the home."

Members were urged to take a more personal interest in the subject and to seek to interest others as well. Encouraging reports were received from several provinces, especially from Alberta, where practically every woman property-holder has the right to vote in municipal matters. Mrs. McKinney, Alberta's provincial president, spoke enthusiastically about conditions in her home province, and of the recent measures passed in Calgary, whereby married women were considered householders jointly with their husbands, their name appearing on the voters' list.

During the afternoon, Mrs. Gordon Wright was called away from the meeting upon the announcement that Miss Agnes Slack, honorary secretary of the world's W. C. T. U., of London, England, had arrived in the city. Miss Slack, it was announced, would be present at the evening meeting, when all would have an opportunity of meeting her. Mrs. McKinney, of Alberta, Dominion vice-president, occupied the chair in Mrs. Wright's absence.

Two pleasant features of the afternoon session were the singing of a solo by Miss Scott, of this city, and a short address of welcome by Mrs. Varcoe on behalf of the local Council of Women. Mrs. Varcoe expressed the pleasure the local council felt at having the Dominion W. C. T. U. meet in London, and the confidence she placed in the success of the session. Mrs. Stevenson, Dominion vice-president, presided on behalf of the W. C. T. U.

Reception Held in Honor of the Visitors at Normal School Monday.

Honorary President Agrees With Criticism of Modern Female Attire.

Delegates to the Dominion convention of the W. C. T. U. were officially welcomed to the city Monday evening at the Normal School by Mayor Graham on behalf of the city council. In his address the mayor declared himself in favor of giving the vote to women. Although he did not favor the means employed by some of the women of today in attaining their desire yet he could see no reason why women should be denied a privilege which was theirs by right of perfect equality with men.

His worship deplored the present dictates of fashion in woman's dress, saying that their present attire "dared men to insult them."

The city's greetings were tendered to the members assembled. There was an absolute certainty that those visiting the city would be charmed by the beauty of its parks and its public institutions. Representative of Springfield were some of the beautiful flowers grown there, which, although the season was late, were still brilliant in all their beauty.

Mrs. Rutherford, in replying to the address, Mrs. Rutherford, honorary president, thanked the mayor for the courtesy extended to the W. C. T. U. and expressed her hearty approval at the stand taken in regard to woman's dress.

The greetings from the local union were extended by Mrs. Ashplant. She felt optimistic as to the campaign against the liquor traffic, as considerable progress had already been made in London to warrant the justification of anyone being interested in the temperance cause. Mrs. Stevens, Dominion corresponding secretary, voiced the thanks of the union.

A Guest of Honor. A guest of honor of the evening, Miss Agnes Slack, a noted English moral reformer and prominent lecturer, spoke briefly to the meeting on the work in her home-land.

Short 2½-minute addresses followed by the representatives of each province: Quebec, Mrs. McArthur; Ontario, Mrs. Hattie A. Stevens; Nova Scotia, Mrs. Whitman; New Brunswick, Mrs. McWha; Manitoba, Mrs. Duff-Smith; Alberta, Mrs. I. C. McKinney; Saskatchewan, Mrs. W. H. Andrews; and British Columbia, by the Dominion organizer, Mrs. Hyslop. All discussed matters pertinent to the temperance cause and all showed gratifying reports in the fight against the liquor traffic.

Mrs. Gordon R. Wright, of this city, occupied the chair. The meeting closed with the introduction of many life members to the convention. Preceding the meeting dainty refreshments were served in the spacious "gym" of the school. A harp orchestra furnished appropriate music during the reception.

Speakers for Glass at Chelsea Green

Messrs. Morphy, Wilcox and Hart Address Conservatives.

Messrs. B. Morphy, M. P. for North Perth, Oliver Wilcox, M. P. for North Essex, and J. I. Hart, M. P. for East Simcoe, addressed a meeting Monday night in Chelsea Green school house in the interests of Mr. S. P. Glass, Conservative candidate in East Middlesex. Mr. Alexander V. Durdin presided. Mr. Wilcox dilated upon the growth of Canadian industries, which he attributed to Sir John Macdonald's fiscal policy. He waxed real funny about the sun of Liberalism setting, and total eclipses, and the man in the moon, and otherwise impressed upon his audience his knowledge of astronomical terms. Coming down to earth again, he assailed the constitution of the Canadian Senate, complaining that it was not responsible to the people, and that such a principle was absurd and indefensible.

Mr. Morphy's speech touched largely on the naval issue. Mr. Hart made the usual plea that the electors should remember that it is not merely a question of voting for Mr. Glass, but of voting for Borden, the Borden policy and the empire. To vote for the Laurier candidate would be to vote for separation from the empire, he said.

Keep the pot a' boiling. Who wouldn't enjoy fish when it's served this way?

WHITE SAUCE To one packet of Edwards' FOR FISH. DESEICATED

Watts Soup add a little water and boil for ten minutes. Then add half-pint of milk, and let it boil for five minutes. Strain, then season to taste. Chopped parsley may be added.

Edwards' Soups come in three varieties—

Brown, Tomato and White.

Grocers everywhere have them.

EDWARDS' SOUPS

W. G. Patrick & Co., Limited, Toronto, Representatives for the Province of Ontario.

LITTLE DARLING LITTLE DAISY

HOSIERY For Infants and Children

Made to Stand the Wear

Is your little girl or boy a "terror" on stockings—always wearing holes in the knees, heels and toes? Children must work off their superfluous energy, but that needn't make more work for the darning basket. Buy "Little Darling" or "Little Daisy" Stockings, made of the finest Australian Lamb's wool, that resists the wear most effectively.

And yet "Little Darling" and "Little Daisy" Stockings are soft and dainty and pretty, absolutely the nicest hosiery that can possibly be made, although they cost no more than the ordinary stockings.

"Little Darling" and "Little Daisy" Stockings are dyed with fast sanitary dyes in the colors best suited for children.—Pink, Sky Blue, Cardinal, Black, Tan and Cream.

Every pair is stamped with the Sunshine trade mark—insist on seeing it.

"Little Darling" Stockings have a silken heel and toe and are made in all sizes for children up to seven years old.

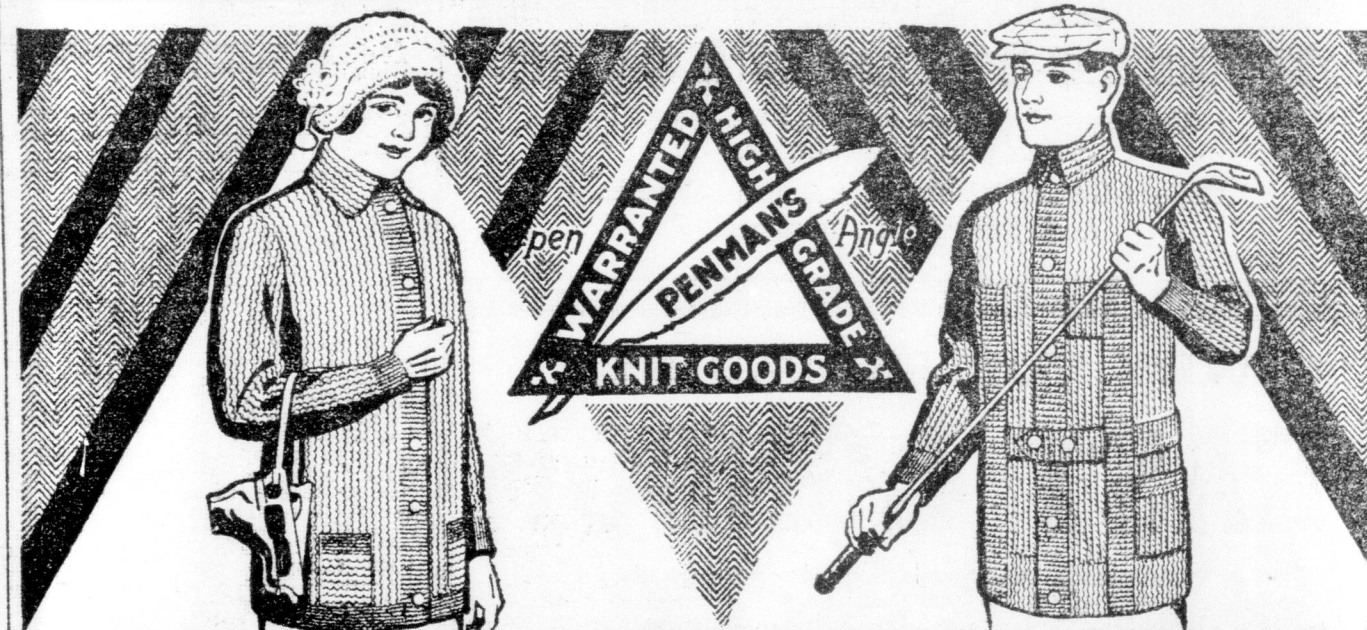
"Little Daisy" Hosiery has the heel and toe reinforced with an extra thread, in all sizes to fit children under twelve. Your dealer carries them.

THE CHIPMAN HOLTON KNITTING CO., LIMITED
Hamilton - Ontario

Also makers of
Buster Brown Stockings for Boys
Buster Brown's Sister's Stockings for Girls

Mills at Hamilton and Welland, Ontario

SUNSHINE HOSIERY REGISTERED



You'll always be proud of your knit-to-form Sweater Coat

Observe that we emphasize *knit-to-form*. Heretofore sweaters have been considered comfortable garments without any pretensions to style. *Penmans knit-to-form* process has added an air of smart elegance to these useful garments while enhancing their warmth-giving qualities because it demands the choicest of wools. *Penmans Sweater Coats* are *guaranteed* to retain their shapely, dressy lines—carefully shaped to set snug to the figure.

There are scores of outdoor enjoyments which demand these warm and stylish garments. *Penmans Sweater Coats*, for men, women and children, can be had at almost any good store. You'll find a *Penman Sweater* to fit your exact type and satisfy your taste in style and colors.

Look for the trademark.

Penmans Limited, Paris, Canada
Sweaters Underwear Hosiery

Penmans Sweater Coats

said. Mr. Glass's speech was a plea for naval armament on the ground of the German menace.

BOTHWELL.

Bothwell, Oct. 14.—Miss Nellie Tuile has returned to Chatham.

Rev. Father Ford, Miss Margaret Regan, Miss O'Leary and Mr. Hogan were in Wardville over the week-end.

Jack Lynn, of Detroit, is visiting rela-

tives here. Miss Estella Tuile, of Windsor, is the guest of her brother, Mr. Charles Tuile.

Miss Florence Cottenham, of Chatham, is visiting her grandfather, Mr. P. Parker.

Kenneth Farrier was in Wallaceburg recently.

Mr. C. F. Kennedy, of Florence, was here on Sunday.

Mr. and Mrs. Tom Crotty, of Newbury, was here yesterday.

Mr. Beachely, of Chicago, is visiting here.

QUAKES AT PANAMA.

[Canadian Press.]

Panama, Oct. 14.—Earthquake tremors continue. Thirty-one have been registered by the Ancon seismograph up to date. Reports received here indicate another severe shock in Los Santos province on Saturday night. This disturbance extended as far as Panama City.