

LITTLE TALKS

By THE WANT AD MAN

No. 34

WHEN one realizes that anything from a hair restorer or a patent clothes wringer to a complete drug store or an entire manufacturing plant can be profitably presented for the consideration of the purchasing public, at small expense, in a newspaper's Classified columns, one ceases to wonder at the increasing popularity and use of Want Ads.

You can use advertising in your business, Mr. Merchant. You will use it if you want to see your business GROW. Try a little advertisement in the Classified columns of this newspaper, if you can't afford, as yet, to be a big display advertiser.

Put your business announcements in these columns.

Put it forcibly, clearly, honestly.

It will be carried into the homes of thousands of readers—readers who are spenders—readers who will favor you with their patronage if your goods and prices are right and your announcements confidence-creating.

Try the Want Ad. columns. They'll prove a tonic for your business. And you'll continue taking the tonic with the increasing benefits of every dose.

The Want-Ad Man

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MCFARLANE NAMED CON. CANDIDATE FOR E. MIDDLESEX

Convention Saturday Selected a Man To Contest the By-Election.

BITTERNESS EVIDENCED Speakers, in Warm Remarks, Show Much Factional Feeling Prevails.

As predicted in the pre-convention "dope," ex-Heave John McFarlane of West Nissequoy defeated on the Thorndale continuation school question three years ago, and who made an unsuccessful attempt to regain control of township affairs later, was selected as the party's candidate in East Middlesex Provincial riding at the convention on Saturday afternoon. Mr. McFarlane, who is president of the East Middlesex Conservative Association, is a Glass man, and the whole support of the Glass faction, as well as the personal efforts of the member-elect in the Federal House, was thrown behind him in the effort to win the convention.

Despite the fact that he was selected at the first ballot, the race between the successful candidate for party nomination and his five competitors was a close one. Of the 96 ballots cast 49 were marked for McFarlane, giving him just the required number to squeeze out a majority.

Factional feeling. That the same bitterness and factional feeling which marked the first convention for the recent Federal by-election, is still rampant was demonstrated at Saturday's gathering. It did not end in a voting fiasco, and charges of "stuffed ballots," as did the first Federal convention, but the soreness of many of the Tories was evidenced in their declarations from the platform.

Without specifying the candidate who was to blame, R. L. Guest, Fanshawe, ex-president of the association, characterized some of the convention electioneering as "rotten."

"There are men who have been going up and down this riding, night and day, selecting delegates and soliciting support. This is distasteful to me. It is rotten," said Guest, who was one of those nominated for party choice. "If any man is not worthy enough to win this convention on a straightforward conduct then he is not worthy enough to represent you at Toronto."

"I had thought of being a candidate and allowing my name to go before the convention, but I will decline the nomination and ask that my name be withdrawn. If ever I am a candidate here I want to be one in a straightforward way and not as some of the candidates here you now."

This declaration from their ex-president drew "Hear, hear," from the delegates and the "gallery" of interested spectators.

Broadside for Piper. Ex-Warden R. M. Piper, runner-up at the last Federal convention, and from whose showing there had been touted as the most likely candidate for provincial honours until the McFarlane "boom" was started, was given a broadside by Freeman Talbot, Lambeth, who allowed his name to go before the convention.

When Candidate Talbot's turn at the speaking came he too paid his respects to the electioneering dodges that had been worked.

BUSINESS PART OF NIPIGON IS WIPED OUT BY FLAMES

Nipigon, Ont., Nov. 9.—The business portion of this village was almost totally destroyed by a fire which started at 8:30 p.m. yesterday and continued until 12:30 this morning.

The fire was discovered in a clothing store and swept west as far as the International Hotel, where it was checked by the use of dynamite. The

business places burned included three stores, two restaurants, three barber shops, two poolrooms and two butcher shops. The total loss is approximately \$75,000, partly covered by insurance.

UNIONISTS TAKE READING BY HELP OF SOCIALISTS

London, Nov. 9.—Reading by-election was captured by the Unionists today.

Capt. L. O. Wilson, Unionist, captured the seat with 5,144 votes. George Peabody Gooch, Liberal, received 4,021, and the Socialist candidate, Mr. Butler, 1,063. The Socialist undoubtedly cut into the Liberal vote.

The Socialists made a feature of the Marconi controversy in which Sir Rufus Isaacs figured, but the Unionists avoided mention of Marconi, and made opposition to home rule and the insurance act their rallying cry.

Captain Wilson. Just before the polls closed a large squad of militants arrived. The town hall, where the counting took place, was strongly guarded by a double force of police, while the polling places were carefully watched throughout the day, as an attack on the ballot boxes was feared.

The Liberal candidate, Mr. Gooch, was formerly a member for Bath. He entered the constituency only on the eve of the contest.

well as in others, he had himself visited several elementary schools. His remarks were endorsed by the principal of McGill.

MR. SAMUEL SURPRISED AT ROBLIN'S ATTACK

Had Not Intended To Say Anything Derogatory to Manitoba. London, Nov. 9.—No one is more astonished than Mr. Herbert Samuel himself at the scathing attack that has been made upon him by Premier Roblin, of Manitoba, in consequence of certain remarks alleged to be derogatory to the education policy of the province which the British postmaster made at Montreal during his recent visit.

KING FERDINAND MAY ABDICATE THE THRONE

Now in Vienna and He Will Not Return Without Austria's Support. London, Nov. 9.—Dispatches from Vienna indicate that the disastrous second war into which Bulgaria entered after the quarrel with her erstwhile allies in the Balkan league is likely to cost King Ferdinand his throne.

DEPENDS ON CANADA FOR FRUIT SUPPLY

French Crop Has Been Decidedly Short This Year. Ottawa, Nov. 9.—That France will have to depend to a considerable extent on Canada for her fruit consumption this year is shown by a return to the Trade and Commerce Department from Mr. Philippe Roy, Canadian commissioner-general in Paris. Mr. Roy reports that the French fruit crop has been decidedly short, except for apples and grapes, and goes on to say: "In short, it is to be expected that fruit consumption this year will be closely dependent upon Algeria, Spain, Canada, and the United States."

Applying This Paste Makes Hairs Vanish

Toilet Tips. The popularity of the delatone treatment for removing hairy growths is due largely to the fact that it is quick in action and does not mar the skin, and since its introduction many beauty experts use it in preference to the electric needle. To remove the hair or fuzz, you mix some powdered delatone with a little water and apply to the objectionable hairs, then in two or three minutes rub off, wash the skin, and the hairs have entirely vanished.

TEMPERANCE ACT VOTE TO BE HELD IN JANUARY

Toronto, Nov. 10.—Some days ago it was announced from Ottawa that voting on the Canada temperance act would take place in Welland, Peel and Huron counties on the 24th inst. The temperance interests were officially notified that this date was definite and set about completing their plans for the campaign.

A surprise was sprung by the Ottawa Government yesterday in the announcement that the date had been changed and that voting would not take place until January. The reasons for the change have not yet been made public, but an announcement, it is said, may be expected today.

LIVE STOCK AND PRODUCE MARKETS

LIVE STOCK. TORONTO, Nov. 10.—Receipts at the Union stockyards were fair this morning, consisting of 3,338 cattle, 294 calves, 291 sheep and lambs, and 1,512 hogs. Trading was brisk and a slightly better grade of cattle arrived. Prices were generally steady, if anything, a little easier. The sheep supply was very poor, only 200 arriving. A dull market ruled, with prices higher. Hogs were steady. Quotations: Butcher cattle, choice, cwt., \$7.30 to \$7.60; Butcher cattle, medium, 5.00 to 5.30; Butcher cows, common, 5.00 to 5.70; Butcher cows, choice, 5.75 to 6.05; Butcher cows, medium, 4.50 to 5.75; Butcher bulls, 4.25 to 5.70; Feeding steers, 5.50 to 6.50; Stockers, choice, 5.40 to 5.80; Stockers, light, 4.00 to 4.75; Milkers, choice, each, 60.00 to 85.00; Springers, each, 55.00 to 80.00; Sheep, ewes, clean, 4.50 to 5.50; Bucks and culls, 2.75 to 4.40; Lambs, per cwt., 7.25 to 7.75; Hogs, fed and watered, 12 to 15; Hogs, f. o. b., 8.25 to 8.65; Calves, per cwt., 4.25 to 10.00.

PRODUCE. ST. THOMAS, Nov. 8.—Thirty-eight to 40 were the prevailing prices of eggs on local markets today. Butter is steady at 28c to 30c. Spy apples, hand-picked, are selling at \$2.25 to \$2.50 per bush, and there was abundance of chickens at 13c to 15c a lb. Hogs are steady at last week's figures, 40 to 45¢. Turkeys bring 22¢ a lb. Ducks, 15c to 18c. Geese, 15c. Hides, 9c to 10c. Oats, 32c. Wheat, 85c. Hay, \$10 to \$12; do baled, \$16. ST. CATHARINES, Nov. 8.—Eggs scored to 28c per dozen this morning, and prices generally were higher, live hogs being an exception, however. Ruling prices were: Butter 27c to 28c per lb; eggs, 37c to 38c per doz; chickens, 40c to 50c each; ducks, 15c each; geese, \$1.50 to \$1.60; potatoes, \$1 to \$1.50 per bag; wheat, 85c per bu.; oats, 30c per bu; hay, \$15 to \$17 per ton; hogs, live, \$8.50 to \$5.00 per cwt; wool, washed, 22c per lb; hides, 11c per lb; calves, 13c to 14c per lb. TORONTO, Nov. 8.—Ontario grain markets are quiet, with no changes in prices. Cables were a little lower, although news from Argentina and India was not favorable. Prices of wheat futures in Winnipeg and Chicago show little change. Corn weaker in the latter market. Flour—Ontario wheat flour, 90 per cent patent, are quoted at \$3.45 at the seaboard, and at \$3.40 at local points in Ontario, Manitoba, and elsewhere. In the west, the market is dull. No. 2 American corn quoted at 76c, c. l. f. Midland. Rye—No. 2 is nominal at 65c outside. Buckwheat—Prices nominal, all at 22c to 23c. Bran—Manitoba bran is quoted at \$21.50 a ton, in bags. Toronto freight; shorts, \$22.50. TORONTO, Nov. 8.—Local merchants are buying from farmers at the following prices: Aldie, No. 1, \$7.75 to \$8.25; do No. 2, \$6.50 to \$7.50; do No. 3, \$5 to \$5.50; red clover, \$6 to \$7; timothy, No. 1, \$2.50; do No. 2, \$2.25. SEEDS. TORONTO, Nov. 8.—Baled hay and straw—Baled hay, choice, No. 1, \$14.50 to \$15; extra No. 2, \$12.50 to \$14; No. 2, \$11 to \$12; No. 3, \$9 to \$9. Baled straw—



"His wife is such a splendid manager!"

HOW often have you heard this said of some one of your lady friends?—one who seems to run her household more easily and smoothly than the average. She has the happy knack of buying well—of making a dollar do a full dollar's work. Yet—after all—it doesn't need a genius to become a skilful home manager. The clever housewife is the woman who never buys haphazard. She selects her food supplies. She doesn't merely ask for "some" ham or "some" bacon, for instance. She goes to the trouble of finding out one definite brand of goods of known reputation—and she sticks to that brand. The Swift Canadian Co., Limited, has solved the food-buying problem for practically millions of housewives all over the world.

Swift's PURE FOOD PRODUCTS

The following are some of the choice Swift specialties. Always look for these brands, and insist on having them:

"Swift's Premium" Ham. "Swift's Premium" Bacon. "Swift's Cotosuet." "Brookfield" Sausage. "Brookfield" Eggs.

The housewife who will make a point of asking for "Swift's" is well rewarded. She is assured of uniform tip-top quality always. The name "Swift" is a guarantee of choice, perfectly prepared, carefully selected food products which never disappoint.

Swift Canadian Co. Limited

Toronto - Winnipeg - Edmonton

That was a good BUY

Drop Oven-door and Fuel-door of WHITE Porcelain and nickel. All nickel door on Warning Clust. Nickel ornaments removable. Tilted up from back. Levers lift front section for broiling.

It is good business to invest in a good range. Coal is high. It is MONEY. A range can save it or waste it. So, choose a range that will save it—that will lower your monthly expense account. The Peerless is designed to heat the oven quickly with the smallest amount of coal. Month by month it makes real economies. It proves a mighty good BUY.

The Peerless is so well made that repairs are rarely required. The top is made up of sliding sections. Doors are all very strong. Grates fit perfectly and cannot warp. See this range—or write for Booklet "The Cost of a Range."

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