

# SOUTH BRUCE TURNS DOWN MR. BORDEN'S NAVY POLICY BIG MAJORITY FOR TRUAX

**Decisive Answer to Conservative Arguments From All Parts of Riding—Liberals Made Big Gains in Every District—The Conservatives Were Ordered To Carry the Constituency at Any Cost and Left No Stone Unturned To Do So—General Rejoicing Over the Results.**

## VICTOR COMPLIMENTS GERMANS FOR LOYALTY

### Majorities Compared

[Special to The Advertiser.]

Walkerton, Oct. 30.—The standing in South Bruce for today's election and that of 1911, is as follows:

	Majorities 1913.	Majorities 1911.
	Cargill, Truax.	Donnelly, Truax.
Brant, 8 polls	20	47
Carrick, 8 polls	14	58
Culross, 7 polls	19	28
Elderslie, 4 polls	40	1
Huron, 6 polls	144	126
Greenock, 8 polls	78	55
Kilnosa, 4 polls	22	4
Paisley, 4 polls	16	25
Lucknow, 4 polls	53	31
Chesley, 4 polls	14	25
Teeswater, 4 polls	30	59
Walkerton, 4 polls	260	224
Totals	284	327

The 1911 majority for Donnelly—103.  
The 1913 majority for Truax—124.

**VOTES IN PREVIOUS ELECTIONS.**

South Bruce in its present form was created a constituency in 1903. Following are the majorities since then:

1904—P. H. McKenzie, Liberal—144.  
1908—J. J. Donnelly, Conservative—192.  
1911—J. J. Donnelly, Conservative—103.  
The total vote at the last election was: Donnelly, 2,878; Truax, 2,776.

**M. R. REUBEN E. TRUAX,**  
who won a great victory in South Bruce.



Favored Reciprocity.

To some extent the trade question contributed to Mr. Truax's victory. On almost every occasion when speaking the Liberal candidate declared his firm adherence to reciprocity in natural products as benefiting the Canadian farmer, and the feeling was apparent that the mind of the country has changed on this matter since the general election of 1911. With telling emphasis, too, the denunciation of the Government for seeking to enlarge the executive power at the expense of Parliament was an important factor in the minds of the electors, and the lofty and brilliant address of Sir Wilfrid Laurier at Teeswater last Tuesday led the swing of victory.

### Loyal Support.

Great credit is due to the loyalty of the local Liberal organization. Assistance was rendered to Mr. Truax by such speakers as Hon. George P. Graham, Hon. W. L. Mackenzie King, Hon. Chas. Murphy, Mr. Hugh Guthrie, Mr. F. F. Pardee, Mr. Duncan C. Ross, Mr. A. McCole, Mr. J. A. McMillan, Mr. H. H. Miller, but the rank and file of the party, whose names are now too numerous to mention, stood valiantly to the grinding test of the summer and fall campaign with a gratifying and triumphant result.

### Compliments Germans.

At the celebration in the town hall

In the evening Mayor Henderson presided. Congratulatory speeches were made by a number of workers. Mr. Truax thanked the Conservatives as well as the Liberals present, ascribing his victory largely to Conservative support in Brant and Carleton townships. He expressed the kindest feelings for Mr. Cargill, and he knew by tomorrow everybody would forget the spirit of contention that had prevailed and would co-operate again. Mr. Cargill had treated him kindly throughout the contest. He also thanked the Germans for their support, and paid a compliment to them as citizens worthy of this great Dominion.

During the evening Mr. Truax was in receipt of a large number of congratulatory telegrams on his victory.

### Mr. Cargill Speaks.

Mr. Cargill had no regrets to express. He thanked those who had given him assistance and support and prided himself that his campaign was one that would reflect credit on himself and his party.

### PAISLEY WENT WILD.

[Special to The Advertiser.]

Paisley, Oct. 30.—Paisley went wild this evening when it was known that Mr. Truax had been returned. For hours people marched in a torchlight procession led by a pipe and drum band and cheered repeatedly for the victor.

## CREW WAS SAVED BY BIG OCEAN STEAMER

French Boat Was Burning Fiercely When American Liner Steamed Up.

[Canadian Press.]

Hamburg, Germany, Oct. 31.—Twenty-two out of the twenty-five men forming the crew of the French bark Patrie were yesterday rescued by the Hamburg-American liner Kron Prinzessin Cecilie from that vessel, which was found burning and disabled in mid-Atlantic.

Wireless dispatches from the German steamship, now on the voyage from Mexico to Hamburg, say she sighted the flaming bark flying signals of distress. The German captain launched boats and took off the crew, but three of the French sailors had been washed overboard and drowned before the arrival of the liner.

The Patrie was a vessel of 395 tons displacement, and hailed from Fecamp, France.

## Gen. Diaz Likely To Land at Galveston

[Canadian Press.]

Galveston, Oct. 31.—General Felix Diaz and his two companions, who took refuge on board the United States warships in Vera Cruz harbor early this week, will probably be landed in Galveston. In accordance with plans made by John Lind, President Wilson's personal representative in Mexico, and Rear-Admiral Fletcher, commanding the American fleet in Mexican waters, as announced last night, Diaz and his companions will be transferred to the steamship Alabama, of the Gulf Coast Steamship and Fruit Company, tomorrow, and brought here. The Alabama is at Tampico awaiting orders, and according to R. T. Burge, president of the steamship company, the vessel has been put at the service of Mr. Lind and Admiral Fletcher for the conveyance of the refugees to the United States, and the offer is understood to have been accepted.

## PREMIER MORRIS HAS LOST GROUND

Returns From Newfoundland Indicate That Government Is Returned.

St. Johns, Nfld., Oct. 31.—The scattered returns which have reached St. Johns, indicate that Premier Morris has been given a new lease of life, although Sir Robert Bond has succeeded in cutting down the Government's majority.

For the past four months this colony has been convulsed with the throes of the election campaign, and concluded. In no part of the civilized globe today is there any country where politics is conducted more fiercely or where public men so bitterly assail each other.

## BOOTH GOES WEST

Head of Salvation Army To Investigate Work in Winnipeg.

[Canadian Press.]

New York, Oct. 31.—William Brewster Booth, who succeeded his late father as head of the Salvation Army, arrived on the steamship Lusitania today on his first visit to this country. He is almost direct to Toronto and Winnipeg.

The general was a little under the weather during the trip over, and remained in his stateroom. He is 57 years old. For years he was his father's chief lieutenant.

## EXETER.

Exeter, Oct. 31.—C. B. Snell and Miss M. A. Tom are delegates to the Ontario Sunday school convention in Owen Sound this week.

Dr. Rollings, of Mimico, formerly of Exeter, and Dr. Rivers, of Lethbridge, formerly of Crediton, now Government employees, visited here recently.

Rev. Mr. McAllister is this week attending the special committee meeting of the London Conference in London, and the meeting of the book committee of the Methodist Church in Toronto.

The members of James' Street League, assisted by other local talent, will give a mock trial in the opera house in Nov. 3. It is a genuine breach of promise case. The following bench take part: Clerk N. C. C. Stanbury; officer, W. J. Blissett; crier, Hubert Jones; judge, L. H. Dickson; prosecuting attorney, Col. A. V. Newton; defendant, C. G. Stanbury; plaintiff, Miss Edmunds; defendant, J. M. Southcott. The jury will be composed of the following businessmen: Foreman, Reeve Heaman; Counselor Scott, Counselor Hind, S. Martin, H. E. Hueston, W. S. Howey, B. W. Beaver, J. S. Harvey, Tom Boyle, J. Senior, S. M. Sanders and Principal Weldenhamer.

The north end store, owned by Mrs. D. Cobbletick, will change hands on Dec. 1. Mr. Steel, of Hay Township, has made the purchase. Mrs. Cobbletick will retire from business.

## MEDICAL CARDS.

F. L. BURDON, M.D., L.R.C.P., AND A. (Edinburgh).—Special attention diseases women, children. Office and residence, 441 Waterloo street. Phone 258.

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

R. H. SHAW, M.D., L.R.C.P., AND MR. C. S. (England). 397 King. Phone 333.

DR. N. H. BEAL HAS GONE TO BALTIMORE. Office closed till Nov. 8, 1913.

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

DR. W. J. STEVENSON, 389 DUNDAS street—Specialty diseases of women and surgery. Phone 310.

DR. HUGH A. STEVENSON, 484 DUNDAS street—Special attention X-rays. Phone 337.

DR. CLIFFORD H. REASON, GONE TO ENGLAND.

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

DR. J. S. SCHRAM—CORNER KENT and Talbot streets. Phone 2330.

GEORGE O. HALE, M.D., C.M.—OFFICE, 247 Queen's avenue. Phone 4150, right calls 50.

DR. W. M. SHOEBOTHAM, CORNER Richmond and John streets. Specialty 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 MCNEIL—OFFICE AND residence, 245 Queen's avenue. Specialty, diseases of women and surgery.

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

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

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

DR. MEER, 330 QUEEN'S AVENUE—Specialty, diseases of women. Hours, 10 to 7.

DR. GORDON L. JESSON—MOVED TO 373 Wellington street. Telephone 2913.

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

## OSTEOPATHY.

DR. H. V. CATON, GRADUATE OSTEOPATH. Ten years' practice in London. 645 Richmond street. Telephone 1512.

DR. R. C. BARKLEY—RHEUMATISM, Chronic and Nervous Diseases; largest and best equipped institute electricity, 378 year, strictly drugless. Corner Talbot and Maple. Phone 2565.

DR. MARIE H. HARKINS, DR. REGINA HARKINS—Graduates American School of Osteopathy, St. George's Apartments, south court, ground floor, Wellington street. Phone 1590.

DR. A. F. BROWN, GRADUATE AMERICAN School of Osteopathy—Office and residence, 189 1/2 Dundas (near corner Richmond). Phone 3652.

DR. DETWILER, GRADUATE AMERICAN School of Osteopathy; office and residence, 477 Colborne. Phone 3213.

## DERMATOLOGY.

MARNELO SYSTEM FOR FACE, scalp, Chiropractic. Removal of superfluous hair permanently. Miss Beattie, 214 Dominion Savings Building. Phone 3027.

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

## PATENTS.

P. J. EDMUNDS, REGISTERED ATTORNEY and solicitor of Patents. Central avenue London, Ontario, Canada. Phone 310.

## CHIROPRACTIC.

DR. CLARA KILBOURNE, DR. M. L. Kilbourne graduates Universal College of Chiropractic. Office, 221 Queen's avenue. Phone 2555.

## INSURANCE.

G. M. GUNN & SON (GEORGE O. Gunn)—Established 1859. Fire, life, accident and automobile insurance.

P. M. MIJMAN, ARCHIBALD M. J. M. Insurance Agency. Office, 167 Masonic Temple. Fire, Accident and Plate Glass Insurance.

## SURVEYORS.

F. W. FARNCOMBE, CIVIL ENGINEER, Surveyor—Edge block. Phone 232.

## SITUATIONS VACANT.

CAPABLE OLD COUNTRY DOMESTICS—Parties arriving three times a month. Apply now, The Guild, 711 Drummond street, Montreal, and 47 Penhryn street, Toronto. Oct. 31.

## SLATE ROOFING.

SLATE, GRAVEL AND CEMENT roofers. Paint for gravel roofs. Walter Scott, 508 York street.

## STOCK BROKERS.

FOR SALE—HURON AND ERIE LOAN Company shares. John Wright, stock broker, 100 Dominion Savings building, London, Ont. Phone 335.

## AUCTION SALE

of 60 head of horses, cattle and sheep at Poplar Hill, on Tuesday, Nov. 4, 1913, at 1 o'clock sharp.

## ELWOOD M. ZAVITZ, Proprietor.

630 T. F. HAWKEN, Auctioneer.

## AUCTIONEERS.

EMPLOY ME AS YOUR AUCTIONEER and I will get that you get fair play; all kinds of sales conducted. Yours truly, Bert Lawson, auctioneer, 85 Dundas street west. Phone 1013.

## NOTICE IS HEREBY GIVEN

That a bylaw was passed by the Council of the Corporation of the City of London on the 21st day of October, 1913, providing for the issue of \$72,000 debentures for the Water Commissioners for the City of London, to provide for additional water works equipment, plant and apparatus, main and other extensions, workshop and storehouse, and that such bylaw was registered in the registry office of the City of London, in the County of Middlesex, on the 21st day of October, A. D. 1913.

## NO NOTICE TO EXPLAIN.

"My wife lost her purse with £2 in it today," said a sad-looking man. "While going to town or coming home?" inquired a sympathizer. "Didn't I say it had some money in it?" answered the sad-looking man, and everyone knew when she lost it.

# LITTLE TALKS

(Copyright, 1913, The International Syndicate, Baltimore.)

No. 29

WHEN I entered my favorite luncheon yesterday at noon, I hadn't the slightest idea what I wanted to eat. The man who sat opposite me at one of the long tables was eating chicken salad. It looked good, so I ordered some of the same.

Pretty soon, two young men came in together and seated themselves at the table with my salad-eating neighbor and myself. They, too, were evidently undecided as to what they desired for lunch. Glancing my way, one of them caught sight of the salad. He nudged his friend. Then the order was given to the waiter: "Bring us two portions of chicken salad, please."

That subtle power about which so much has been written by business psychologists of late—Suggestion—had gotten in its work. Perhaps the man who, seemingly, started this little game of mimicry was himself impressed by a suggestion from another. Who knows? I have seen the same thing happen, in various forms, in that same luncheon, time and again.

Suggestion, properly used, is a power. I am speaking now of conscious suggestion—advertising. Advertising, at best, is simply suggestion—the strongest form of salesmanship. There's no deep scientific theory about that statement—it's a plain fact.

A man may not be in need of a new shirt, say, or a cravat, or a hat, or an umbrella. But he sees one of these things attractively advertised somewhere. Right then and there the Power of Suggestion gets busy. And pretty soon that man's interest is aroused. Then, if the advertising man knows his business, that interest is developed into desire. Then money changes hands. What started it? Suggestion—advertising.

Nearly everybody reads the Classified columns in The Advertiser. You can keep your personal or business announcement before the people of this city in those columns at small expense. Your advertisement there is a daily—a cumulative—suggestion to the great purchasing public.

Others have profited that way. Why not you?

*The Want-Ad Man*

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## Trebilcock's Jewelry Store.

# NEW ARRIVALS ENGLISH SILVER

SUITABLE FOR GIFTS

Now is the time to make your holiday gift selections of artistic and useful silver articles. English-made Silver Entree Dish, warranted to give the most satisfactory wear, just opened. Price... \$8.00. Pierced Silver Fruit Bowl—an elegant design... \$5.00. Pierced Silver Bon-Bon Dish, a limited number of with knife, best quality. Price, each... \$1.00. Price... \$3.25. Sterling Silver Candlesticks, just arrived from England. Each... \$3.00.

## Cut Glass

A few of our specials:  
Cut Glass Water Jugs—Priced at \$5.00 each, tumblers to match, \$8.00 dozen.  
Cut Glass Vases, 8 inches high, at each... \$3.50.  
Cut Glass Berry Bowls, 8-inch diameter. Special at each... \$3.50.  
Cut Glass Salt Dips—Per pair... 35c, 50c, 75c.

## Casseroles

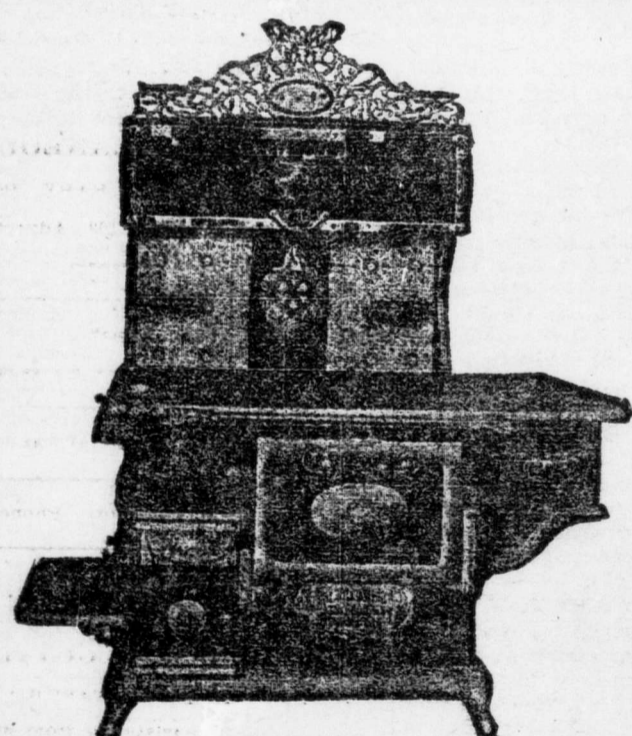
Casserole Bake Dish, better than usual value at... \$5. Casserole Pie Plates... \$3.50.  
**Jewel Boxes**  
Ornate Gold Jewel Boxes, in great variety. Prices, 50c to \$3.00. Come and see them.  
**OUR PRICES ARE LOWEST ALWAYS**

# 17-JEWEL WATCHES

EXTRA SPECIAL FOR SATURDAY—Men's Gold-Filled Watches, full 17-jewel movements. Both movements and case absolutely guaranteed. Extra special price... \$12.00.

## A. H. Trebilcock

116-DUNDAS STREET (NEAR TALBOT ST.)



# BUY YOUR STOVE

—AT—

# The Ontario Furniture Co.

## BURN LESS COAL GET MORE HEAT

There are all kinds of Stoves on the market; some consume less coal than others. In the Happy Thought the coal consumption is almost nil to the ratio of heat production.

### Oak Heaters

From \$7.50 to \$28.00.

### Ranges

From \$25.00 to \$65.00.

### Baseburners

From \$33.00 to \$45.00.

### Garland Gas Stoves

From \$12.00 to \$45.00.

### Oil Stoves

From \$3.50 to \$15.00.

Repairs For HAPPY THOUGHTS Carried in Stock

## HAPPY THOUGHT RANGES

SOLE AGENTS

# The Ontario Furniture Co.

228-230 Dundas Street.

London's Largest Homefurnishers.