

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 1912.	Majorities 1911.
Truax, 8 polls	20	47
Carrick, 8 polls	146	84
Culross, 7 polls	19	23
Elderslie, 4 polls	40	1
Huron, 8 polls	144	126
Greenock, 8 polls	78	55
Kinloss, 4 polls	16	25
Paisley, 4 polls	53	31
Lucknow, 4 polls	14	23
Chesley, 4 polls	90	58
Teeswater, 4 polls	260	224
Walkerton, 4 polls	284	224

Totals: Truax, 260; Carrick, 284; Culross, 227; Elderslie, 224; Huron, 224; Greenock, 224; Kinloss, 224; Paisley, 224; Lucknow, 224; Chesley, 224; Teeswater, 224; Walkerton, 224.

The 1912 majority for Truax—124.

VOTES IN PREVIOUS ELECTIONS.

South Bruce in its present form was created a constituency in 1902. Following are the majorities since then:

1904—P. H. McKenzie, Liberal—144.

1908—J. J. Donnelly, Conservative—193.

1911—J. J. Donnelly, Conservative—163.

The total vote at the last election was: Donnelly, 2,878; Truax, 2,775.

[Special to The Advertiser.]

Walkerton, Oct. 30.—The first naval battle has been fought, and the Liberals won by a handsome majority. The navy question was the great issue before the electors of South Bruce today, and their return of the Liberal candidate, Mr. R. E. Truax, of this town, by a handsome majority of 124 over a very strong Conservative was their answer.

The campaign was the most strenuous in the history of the riding. The Conservatives were determined to win at any cost and in their efforts spared no abuse, made all kinds of promises, and spent money freely.

Made Big Gains.

In spite of this Mr. Truax made gains in nearly all the rural municipalities, and a gain of 31 in his own home town over the vote in 1911. When the final results are all in he will have close to 150 majority.

Mr. Carrick polled a strong vote in his own village. Both candidates are the strongest of the respective parties could bring out, and the verdict of the people is decisive.

The campaign was a long one and fought to the extreme limit, and the people are as a whole heartily glad that the end has been reached.

Mr. E. F. Pardee wins next to Mr. Truax in the victory, as the riding under him and Mr. Adams has been organized up to the minute.

Mr. Truax takes his victory easy, and is just as accessible to the small-

est boy on the street as M. P. as he was, in every-day life.

Keen Interest.

Business was completely tied up here today as a result of the keen interest in the election, and when the result was known the citizens cut loose and held one of the greatest celebrations in Walkerton's history.

The victory itself has a two-fold significance. It is a direct personal tribute to Mr. Truax by his fellow-townsmen, among whom he has resided for fifty-seven years, and a fitting reward to his persistent and painstaking work since the party convention last June.

On the other hand, the verdict in South Bruce is a triumph for Liberal principles, and a warning to the Government that the rights of the people in the Parliament of Canada cannot be ruthlessly overridden.

A Test Riding.

Fearing to trust the people with its naval policy the Government chose South Bruce as a test riding, and the answer is now too plain to be explained away. Cabinet ministers and Conservative members raised the naval issue, urged a war contribution on a peace-loving people, and vainly tried to explain minor alterations of the stand taken in Parliament in 1909. The proposal to send \$25,000,000 to Britain was never received with favor at any of the Conservative meetings, and the grim spectre of the Nationalist alliance was everywhere apparent. The Government courted a decision and the answer is one of unmistakable meaning.

MR. 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 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. McColl, 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 in Brant and Carleton townships. He expressed the kindest feelings for Mr. Carrick, and he knew by tomorrow everybody would forget the spirit of contention that had prevailed and would co-operate again. Mr. Carrick 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. Carrick Speaks.

Mr. Carrick 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.

Patrie was a vessel of 398 tons displacement, and hailed from Pecamp, 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 warship 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. Budge, 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. John's, Nfld., Oct. 31.—The scattered returns which have reached St. John's 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 just 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 assault each other.

BOOTH GOES WEST

Head of Salvation Army To Investigate Work in Winnipeg.

[Canadian Press.]

New York, Oct. 31.—William Bramwell Booth, who succeeded his late father as head of the Salvation Army, arrived on his first visit to this country. He will go 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. Sneli and Miss M. A. Tom are delegates to the Ontario Sunday school convention in Owen Sound this week.

Dr. Hollings, of Mimico, formerly of Exeter, and Dr. Rivers, of Leithbridge, 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 talent take part: Clerk, R. N. Creech; court officer, W. J. Blissett; clerk, Hubert Jones; judge, L. H. Dickson; prosecuting attorney, Col. A. V. Newton; defendant, J. A. Stanbury; plaintiff, Miss Edmunds; defendant, J. M. Southcott. The jury will be composed of the following businessmen: Foreman, Reeve Haseman; Councillor Scott, Councillor Hind, S. Martin, H. E. Hueston, W. S. Hovey, B. W. Beaver, J. S. Harvey, Tom Boyle, J. Senior, S. M. Sanders and Principal Weidenhammer.

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

MEDICAL CARDS.

F. L. BURDON, M.D., L.R.C.P., AND S. (Edinburgh)—Special attention diseases women, children, office and residence, 441 Waterloo street. Phone 253.

DR. F. P. DRAKE—SPECIALITY, DISTURBANCES 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. BRAL HAS GONE TO BALTIMORE. Office closed till Nov. 8. 57th

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

DR. W. J. STEVENSON, 389 DUNDAS street—Speciality, diseases of women and surgery. Phone 510.

DR. HUGH A. STEVENSON, 431 DUNDAS street—Special attention X-rays. Phone 127.

DR. CLIFFORD H. REASON, GONE TO ENGLAND.

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

DR. J. S. SCHRAM—CORNER KENT and Talbot streets. Phone 2258.

GEORGE C. HALE, M.D., C.M.—OFFICE, 371 Wellington street. Phone 4150. Night calls 30.

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

DR. G. L. CLARK—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, 246 Queen's avenue. Speciality, diseases of women and surgery.

J. B. CAMPBELL, M.A., M.D.—SPECIALITY, diseases of stomach. Hours, 2-4:30, and appointment.

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. MEEK, 230 QUEEN'S AVENUE—Speciality, diseases of women. Hours, 12 to 3.

DR. GORDON L. JETSON—MOVED TO 315 Wellington street. Telephone 2913.

DR. WEEKES, 430 WATERLOO street. Hours, 1 to 2 and 7 to 8.

OSTEOPATHY.

DR. H. V. CATON, GRADUATE OSTEOPATH. Ten years' practice in London. 645 Richmond street. Telephone 1572.

DR. R. C. HARKIE—RHEUMATISM, Chronic and Nervous Diseases; largest and best-equipped institute (electricity); 10th year strictly drugless. Corner Talbot and Maple. Phone 2565.

DR. MARIE H. HARKINS, DR. REBECCA HARKINS—Graduates American School of Osteopathy, 2 George's Apartments, south court ground floor, Wellington street. Phone 1560.

DR. A. F. BROWN, GRADUATE AMERICAN School of Osteopathy—Office and residence, 167 Dundas (near corner Richmond). Phone 3652.

DR. DETWILER, GRADUATE AMERICAN School of Osteopathy; office and residence, 477 Colborne street. Phone 3373.

DERMATOLOGY.

MARCELLO SYSTEM FOR FACE, scalp, and hair. Removal of superfluous hair permanently. Miss Basile, 214 Dominion Savings Building. Phone 3027.

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

PATENTS.

P. J. EDMUNDS, REGISTERED ATTORNEY and solicitor of Patents. Central avenue London, Ontario, Canada. Phone 3100.

CHIROPRACTIC.

DR. CLARA KILBOURNE, DR. M. L. Kilbourne graduates Universal College of Chiropractic. Office, 321 Queen's avenue. Phone 3355.

INSURANCE.

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

P. M. MULMAN, INSURANCE AGENT.

Archibald Macdonald Insurance AGENCY.

E. J. Macdonald Insurance Agency. Phone 745 and 1890.

Office, 167 Masonic Temple.

Fire, Accident and Plate Glass Insurance.

SURVEYORS.

F. W. FARNCOMBE, CIVIL ENGINEER. Surveyor—Edge block. Phone 302.

SITUATIONS VACANT.

CAPABLE OLD COUNTRY DOMESTICS—Parties arriving three times a week. Apply now. The Guild, 71 Drummond street, Montreal, and 47 Penbrooke street, Toronto. Oct. 31.

SLATE ROOFING.

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

STOCK BROKERS.

FOR SALE—HURON AND ERIE LOAN Company shares. John Wright, stockbroker, 100 Dominion Savings building, London, Ont. Phone 235.

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.

830 T. F. HAWKEN, Auctioneer.

AUCTIONEERS.

EMPLOY ME AS YOUR AUCTIONEER and I will see that you get fair play; all kinds of sales conducted. Yours truly, Bert Lawson, auctioneer, 85 Dundas street west. Phone 1913.

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 \$12,000 debentures for the Water Commissioners for the City of London, to provide for additional waterworks equipment, plant and apparatus, and that such bylaw was registered in the registry office of the City of London in the County of Middlesex, on the 23rd day of October, A. D. 1913.

Any motion to quash or set aside the same, or any part thereof, must be made within three months after the first publication of this notice, and cannot be made thereafter.

Dated this 24th day of October, A. D. 1913.

S. BAKER, City Clerk.

NO NEED TO EXPLAIN.

"My wife lost her purse with £3 in it today," said a sad-looking man.

"While going to town or coming home?" inquired a sympathizer.

"Didn't 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 lunchroom 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 lunchroom, 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

(All Rights Reserved, 1913, by Jerome D. Fleishman.)

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

Pierced Silver Butter Dish, a limited number of with knife, best quality. 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... 35¢, 50¢, 75¢

Casseroles

Casserole Bake Dish, better than usual value at... \$5

Casserole Pie Plates... \$3.50

Jewel Boxes

Ormulu Gold Jewel Boxes, in great variety. Prices, 50¢ 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.