

RETURNS OF THE LITERARY DIGEST POLL GIVE HERBERT HOOVER LEAD IN 44 STATES

Hoover is shown holding his strong lead over Smith in the semi-final returns of The Literary Digest nationwide Presidential poll published today and there are impressive indications that the Republicans may capture several States in the "Solid South" that have been Democratic for more than fifty years.

Of a grand total of over 2,700,000 votes tabulated this week Hoover has 1,717,041 and Smith polls 971,356, a ratio of approximately 63 to 35.

With the returns announced as near-

ly complete from all sections of the country Hoover is ahead in every State with the exception of Georgia, Louisiana, Mississippi and South Carolina, which Smith is carrying with ample reserves.

Though the Republican candidate has a plurality in Alabama and Arkansas, his margin is so scant that The Literary Digest classes the outcome in both States as doubtful.

Texas, which has the largest electoral vote of all the Southern States,

is for Hoover by 51,269 to 34,683 votes in this "post-card election."

Florida shows a return of 17,247 to 9,162, or almost 2 to 1, for the Republican nominee and the Democratic strongholds of North Carolina and Virginia evidence striking pluralities for Hoover.

The Republican candidate is obtaining a majority of his strength from the Democratic ranks in all ten States of the South with the exception of Virginia and North Carolina, where most of his votes are shown to be from his own party.

The border States of Kentucky, Maryland, Oklahoma and Tennessee are each returning comfortable pluralities for Hoover. In Oklahoma he has a lead over his opponent of 2½ to 1.

In the Northwestern States of Wisconsin, Minnesota, and North and South Dakota, which are classed as "doubtful" by many political authorities, The Literary Digest poll shows Hoover leading by odds as high as 2½ to 1.

In the LaFollette-Progressive center of Wisconsin, with returns from Milwaukee included, the Republicans are polling 31,841 votes to the Democrats' 22,071.

In Maine, where a Republican Governor was elected by a 3 to 1 majority in September of this year, Hoover is receiving 15,624 votes to Smith's 5,361.

Governor Smith's home State of New York gives him 183,420 to Hoover's 215,548 which figures are stated to be inclusive of New York City. New Jersey, considered as one of the battle grounds of the current campaign, gives Hoover a lead in this week's returns of 55,296 to 20,816.

In a separate section of the poll in which the entire electorate of several

large cities is being polled Smith has a decided advantage in New York City with 139,020 votes to Hoover's 103,847 while Hoover leads in Chicago by 98,363 to 770,769 and in Philadelphia by 69,494 to 48,172.

The analysis of "how the same voters voted in 1924" indicates that the Democratic standard bearer is now receiving almost 62 per cent. of his support from his own party whereas in the earlier returns more than one-half of his votes were from former Republicans. Over three-fourths of the Hoover ballots are from 1924 Republicans and 23 per cent. are switching to him from his rival party.

Of the 435,868 voting in this 1928 Literary Digest poll who state that they did not vote in the last Presidential election, 59 per cent. record that they will vote Republican this year and 38 per cent. mark their ballots for the Democratic candidate.

"Several Democratic editors," The Literary Digest states editorially, "find cause for optimism in the fact that the poll of four years ago, while amazingly accurate in totals, showed a deviation from the popular vote of several States as registered in the actual election."

"The Digest itself is acting as a mere recorder of opinion, seeking and presenting facts in that spirit of non-partisanship, of honest desire to get at all sides of a complex question, which this periodical has made peculiarly its own."

"It presents its figures, vouches for the honesty and carefulness with which the poll was taken, and leaves its readers to draw their own conclusions."

The Editor of The Literary Digest issues a caution in his columns to interpret the figures in case there is

an eleventh hour shift of political sentiment.

"If there should be evidence," he writes, "of a wholesale shift from camp to camp this year, readers should take it into account and modify their reckoning from our poll figures accordingly."

"While we know of no shift of that character, it is only natural that many voters who marked the straw ballots for one candidate may change their minds and vote for the other, which would throw the forecast just that much out of line. If there is no such drift, of course the forecast would not be affected."

SPINNING AND WEAVING

(From the Vancouver Province)

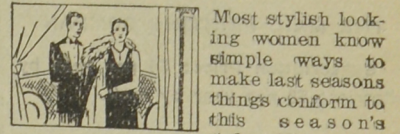
Each gathers from the wool pile of his thoughts
Chaotic strands and spinning turns the wheel
Watching the string alertly lest he snarl
And break the goodly winding of his reel.

We watch with pains most infinite the loom
And weave with greatest care the pattern whole
We shuttle back and forth our small events
And hope for truest guidance of the soul.

Thus is our growth made—by the dreams we dream—
Thus is our pattern, beautiful or plain;
Watch we the handling of our handiwork,
Keeping the pattern free from break or strain.

—FRANZ E. ROGERS

Any Woman Can Look Stylish By MAE MARTIN



Most stylish looking women know simple ways to make last seasons things conform to this seasons styles. Thousands of them have learned how easily they can transform a dress or blouse, or coat, by the quick magic of home tinting or dyeing. With true, fadeless Diamond Dyes, anyone can do this successfully. The "know-how" is in the dyes. Diamond Dyes don't streak or spot like inferior dyes. New, fashionable tints appear like magic over the out-of-style or faded colors. Tinting with Diamond Dyes is easy as bluing, and dyeing takes just a little more time. Only Diamond Dyes produce perfect results. They have been perfected by over 50 years' experience. Insist on them and save disappointment. "Color Craft," my big new book of dollar-saving hints, will be sent you FREE. Write Mae Martin, Diamond Dyes, Windsor, Ontario.

HAS OPENED A BRANCH IN SAINT JOHN

Northern Electric Company Apparently Has Faith in the Future of New Brunswick.

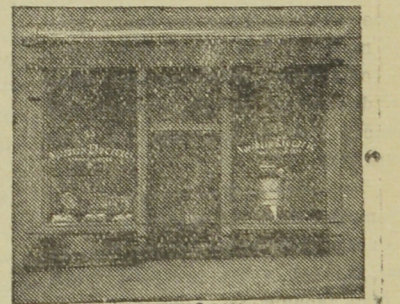
As evidence of their faith in the development and prosperity of the province of New Brunswick, the Northern Electric Company Limited, on Tuesday, September 4th, opened



a new branch warehouse and office at 43 Dock Street, Saint John, N. B., under the management of T. C. Nisbet, who for the past thirteen years has been the Company's resident representative, reporting to the Halifax House, during which time he has become one of the most popular figures in the electrical world in the Maritime provinces.

The new depot will greatly facilitate the rendering of efficient service to the electrical trade and the various branches of electrical communication in the rapidly developing districts of the province.

Representative stocks of Telephone, Wire and Cable, Radio, Power Apparatus, Illumination, Electrical and Pole Line supplies, as well as Household Electrical Appliances, Fire Alarms,



Police Signal and Medical Apparatus, will be maintained directly from Central Stock in Montreal, instead of their having to go to Halifax and back to Saint John as heretofore, thus appreciably speeding up the service and reducing the transportation charges.

The opening of the Saint John House has forged another link in the great chain of representative houses stretching across Canada, from the Atlantic to the Pacific, through which this great pioneer Canadian company is rendering an unique service to the trade in all parts of the Dominion.

The ABC of Modern Stock Market Trading
Copy of this valuable guide, also Copy of Investors' Pocket Manual—a 350 page Booklet of Current Statistics, Records, High and Low Prices, etc., mailed gratuitously to any address, on request.
BRYANT, LEHAN & CO. LIMITED
464 St. Francois Xavier St., MONTREAL
Oldest and Largest Established Option Dealers in Canada.



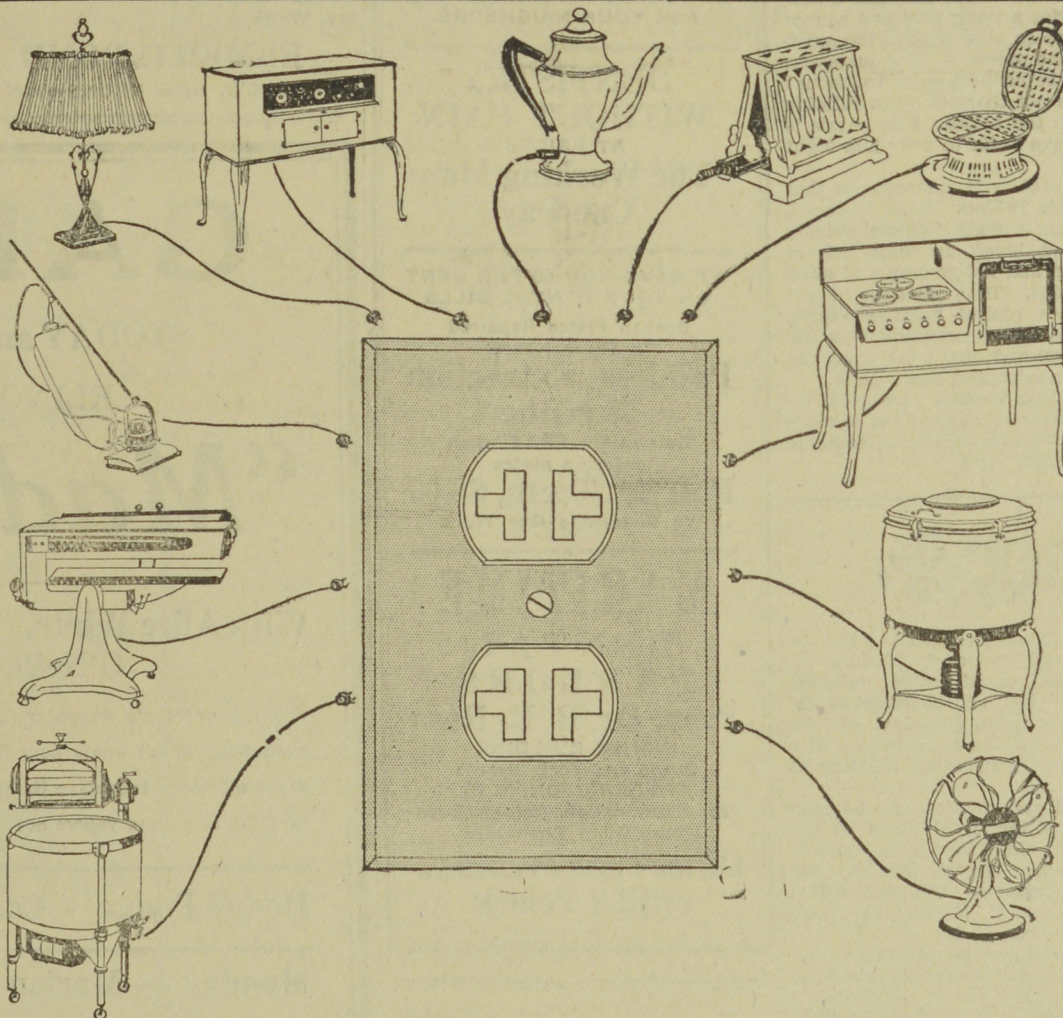
Sour Stomach Sweetened instantly

Just a tasteless dose of Phillips' Milk of Magnesia in water. That is an alkali, effective, yet harmless. It has been the standard antacid for 50 years among physicians everywhere. One spoonful will neutralize at once many times its volume in acid. It is the right way, the quick, pleasant and efficient way to kill the excess acid. The stomach becomes sweet, the pain de-

parts. You are happy again in five minutes.

Don't depend on crude methods. Employ the best way yet evolved in all the years of searching. That is Phillips' Milk of Magnesia!

Be sure to get the genuine Phillips' Milk of Magnesia prescribed by physicians for 50 years in correcting excess acids. Each bottle contains full directions—any drugstore.



Is Your Home Wired For Solid Comfort?

If you can easily plug in your vacuum cleaner without having to unscrew lamp bulbs—if you can attach your lamp, radio, or toaster wherever you want—if you can iron or sew electrically in the room you like best—then your home is wired for solid comfort.

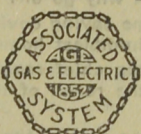
It is poor economy to have a light that will not quite reach your bed or favorite arm chair. Labor saving ap-

pliances, too, are more serviceable when they can be plugged in where wanted.

Install an electric outlet for every twelve feet of wall space. Then your home will be truly modern—ready to bring you comfort and convenience at the touch of a button.

Ask us how easily electric convenience outlets can be installed. Prepare now for a winter of solid comfort.

Maritime Electric Company Ltd.



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