



**Alderman
MacBride
The People's
Win-the-War
Candidate**

the only man who has come out in the open and discussed the questions of the day

He is not only Pledged to **WIN THE WAR** but he tells you **How, Where and When to get the Men, Money and Food.**

Great Britain gave the Labormen 40 seats in Parliament, and they are of great assistance to Lloyd George in helping "Win The War", in fact the British Premier says he could not get along without them.

We have enough Capitalists and Lawyers in Parliament now

Borden wants you to elect Labormen. He needs their Assistance

Vote For **MacBride**

He is the candidate of every man and woman who depends on wages for a living, and will prove the soldiers' best friend in the hour when the soldiers will need friends in Parliament.

Mr. Cockshutt can do all the "denying" he likes, but there were plenty of people at the Holmedale Meeting who distinctly heard what he said. If he wanted to let the people hear the truth, why did he not accept the repeated challenge of MacBride to meet in joint debate? In an unguarded moment he said he would meet MacBride, but when Mac said "All right, Saturday night in the Opera House," all his opponent could say was "Sit down, sit down."

**WOMAN LIBERAL
SPOKE ON BEHALF
OF W. F. COCKSHUTT**

Mrs. G. C. Lindsay of Toronto, Urged Support of the Union Government

"What are you thinking of, Canadian women, that you do not support conscription?" was the forceful appeal delivered by Mrs. G. C. Lindsay, president of the Women's Liberal Club, Toronto, speaking on behalf of W. F. Cockshutt at a meeting of ladies in Victoria Hall yesterday afternoon. Mrs. Lindsay appealed to her hearers for support of men endorsed by the Union Government, pleading that the sacrifices made by the men overseas, the supreme sacrifice by so many of them, might not be in vain.

Mrs. (Rev.) A. E. Lavell, read the call to prayer recently issued by the affiliated women's organizations of Ontario, for light upon the use of the franchise for the highest interests of Canada's national life.

Mrs. W. C. Livingston extended a formal welcome to Mrs. Lindsay, describing her as one of the foremost figures of the present union campaign, in which all parties were united to-day for the cause of winning the war.

Mrs. Lindsay recalled in her opening remarks the battle of St. Julien, where the immortal Canadians held the line against overwhelming odds. "Did they quit?" she demanded. "Can anyone realize what would have happened if they had?"

She told of the death of Lieut. Wm. Jarvis of Toronto, son of Aemilius Jarvis, who made the supreme sacrifice at the battle of St. Julien.

"Every fellow countryman of Lieut. Jarvis is honored by his death," declared Mrs. Lindsay. "He died in the hands of the enemy, and his bravery compelled even them to give him Christian burial."

"Lieut. Jarvis is not the only Canadian who has made that sacrifice. No one can ever fill the vacant places in our Canadian homes, but someone can and must fill the gaps in the Canadian lines at the front. They are calling to us to-day, for the help promised them, but which is not forthcoming. Sleeping or waking, night or day, we who have our loved ones over there, hear the call for men, men, men. They have no party differences in the trenches, they all look alike to the redemption of Canada's pledges."

The morale of the Canadian corps had so far been unsurpassed, but let word reach the front that Canada was quitting, was not sending reinforcements, the morale would weaken, dire results ensue.

"What are you thinking of, Canadian women," demanded Mrs. Lindsay, "that you are not supporting conscription? Are we going to see the bright star of Great Britain go down? Is Canada, in short, going to quit the war? Canada has done well, it is true; she has done magnificently; but this is your war, my war, and we are far from the battle line to-day, it is nothing but the British navy which has kept us safe thus far."

The Opposition policy, that of waiting, was denounced by the speaker as dangerous. "The only way to win is not to lose time," she declared. "Whoever tarries when he should act promptly, is simply aiding the enemy. Wait? Why wait? This is the darkest hour of the war when Great Britain must go forward with the flag with greater courage and determination than ever."

Canada cannot quit the war, she has no choice; there is but one thing to do, to join with the other civilized nations of the world in combating German barbarism until it is no longer a menace to the world. Every red-blooded Canadian, pledged by honor to see the fight through.

Not a Political Contest. "A great contest lies before us, an election, but not a political contest. It is a contest of principle, which alone made possible the Union of Liberals and Conservatives. Every principle for which the Liberal party has stood from the days of Magna Charta, is in danger of destruction unless we send reinforcements overseas. Once before in Canada's history, have we had a Union Cabinet, when George Brown and Sir John A. Macdonald went heart and soul into the work of effecting the Confederation of Canada. And who shall say that they acted wrongly?"

Liberals for Union. "The very best men in the Liberal party went into the Union Government and took the majority of the party with them. Are they traitors? Quebec stands alone in ignominious isolation, she alone has given no Liberal support to the Union. Who would care to-day to trust the destinies of Canada to Quebec, no matter under whose leadership?"

Sir Wilfrid Laurier is opposed to conscription and thus opposed to the best interests of our country; on that rock he has split our party. He has told the Liberals to follow their own conscience, and they have been brought solidly behind the Union Government as a result. Sir Wilfrid Laurier does not lead Quebec; Bourassa, formerly bitterly opposed to Laurier, to-day opposes him no longer; every Laurier candidate in Quebec is pledged to the cessation of the Military Service Act.

If a Liberal opposing Union were returned to Parliament from Ontario, he would find himself lined

The Bread Situation:

To the Brantford Public:

Bread has always been as reasonable in price in Brantford as in any other city in the Dominion---and in McHutchion's Bread it has been our constant aim to give the public the highest quality loaf at a price consistent with the prevailing cost of flour.

Last Wednesday we were asked by a local concern, which is financed by outside capital, to raise the price of bread at once to 11c a loaf. This we refused to do. The public knows the result.

WHAT WAS IN MIND?

Was it figured out this way? If you do not raise the price we will put it down, force other bakers out of business and then set the price to suit ourselves.

At to-day's price of flour and other ingredients bread cannot be made and sold for 8 Cents a Loaf, except at a loss. However, we are determined to hold our trade and will give our customers the same quality and service as in the past.

8c a Loaf

"Ask For McHUTCHION'S"

ensure the upholding of Canada's national existence.

Support Union. "You cannot let it become a personal matter," declared the speaker. "It is not the man, but the cause which he represents, and there is too much at stake for us to hesitate. Do you want your men home from the front?"

"Surely," answered a number from the audience.

"Then get out and work and vote for union government. It is deeply significant that women, with their votes to delay the sending of reinforcements overseas, will stain his or her soul with dishonor. If you fail to use your ballot for anyone but the endorsed union candidate, you are dishonoring yourself and throwing down your men; you may be condemning your loved ones to something infinitely worse than death, the madness which comes from bearing far too long the stress of war in the trenches. The women's vote is an confident, will go as one for union government. I can't think that any woman could be so base as to oppose it."

"Have you thought what it would mean to put the Opposition into power, to be dominated by Quebec, to drop out of the war? The United States would put an embargo on all supplies to Canada; where would our vaunted prosperity be?"

"You can't break faith with the dead," declared Mrs. Lindsay, quoting in closing, the words of the man or woman who on Dec. 17th votes to delay the sending of reinforcements overseas, will stain his or her soul with dishonor. If you fail to use your ballot for anyone but the endorsed union candidate, you are dishonoring yourself and throwing down your men; you may be condemning your loved ones to something infinitely worse than death, the madness which comes from bearing far too long the stress of war in the trenches. The women's vote is an confident, will go as one for union government. I can't think that any woman could be so base as to oppose it."

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HOW WE WILL WIN THE WAR

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THE REST IS EASY

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