GREATLIBERAL CONVENTION NOMINATES MR. JOHN LAIDLAW, OF WESTMINSTER, AS CANDIDATE FOR EAST MIDDLESEX

"Again I thank you for choosing me

Put Backs to Wheels.

mented the candidate-elect's address.

but the election cannot be carried un-

"If there are any Conservatives who

Provincial Organizer, F. G. Inwood,

presented an explicit statement of the

East Middlesex situation prior to the

Keen For Fight.

want to lie down

DY THE WANT AD MAN

No. 36

t-place for human wants.

Glance through the advertisement in the

Someone asked me the other day if I really

believe what I preach in these Talks. I do. No

man can even attempt to write convincingly un-

less he believes in his own printed word. I know

the "pulling power" of Classified advertising, and

no one can make me believe other than that it

in the experience of many of my friends and ac-

quaintances I have seen the little, but mighty

Want Ad. "work out." My own entry into the

newspaper business was effected some eight or ten

years ago through a Want Ad. A little announce-

ment set in the middle of some white space in the

Classified columns, attracted the attention of the

Business Manager of a newspaper in my native

I know of folks who have advertised in the

There are exceptions to every rule that was

Classified columns for cooks, for butlers, for

maids, for stenographers, for positions, for help,

for horses, for automobiles-for pretty nearly any-

thing you can think of. And they got what they

ever made, but I know, just as surely as I know

that the carriage of this typewriter is humming

along with every stroke of the keys, that, in the

great majority of instances, the little Want Ad.

is a power 'way out of proportion with its trivial

city, and a position on that newspaper resulted.

Proof? Why, yes-in my own experience and

Classified columns of this newspaper. Is there not

something vitally interesting and human in the

little announcements listed there?

BELIEVE in Classified advertising. I be-

lieve that the Classified columns of a

good newspaper are the natural mar-

think so little of their temperance

After

Secretary-Treasurer Vining supple-

Record Gathering as to Numbers and Enthusiasm East York. We didn't expect to win, but we reduced the majority. Whether you will nominate a candidate or not, Makes Westminster Man Fusion Candidate for and line up your organization to win, or reduce the majority, is what you are asked to consider today. If you do, it will be an encouragement for future battles." Shown by Meeting.

WHITNEY ARRAIGNED BY THE LEADER | souri. Robert Dehart placed the of Dr. Routledge in nomination. "Let us have a man of our own,

Elected unanimously and indorsed have listened to the address of our leader, and it is from the bottom of my heart that I assure you my gratitude that I have been chosen as your East Middlesex Liberal convention, candidate. I am assured that we can Reeve John W. Laidlaw, of Westmin- win. I ask you one and all to consider yourselves a committee to see that ster Township, was on Saturday after-noon elected as the Liberal candidate month. I feel certain that if you all for the provincial by-elections. He will do your part that we can win. be the fusionist candidate in opposition to the Whitney nominee, having that the issue at stake will cause you already been selected as the standard- to support me. Gentlemen, I thank bearer of the temperance party.

The convention was the largest in the history of the association. Every chair in Hyman Hall auditorium was occupied by representative electors from the riding, who had gathered to elect a candidate, and to hear their this election," he declared. "It is my honest conviction that we can do it, waves of enthusiasm that circulated throughout the entire address of the less the Liberals are united. leader was succeeded by an avalanche what our leader has said, the selection time ago. I told them that if I was the of feeling that swept the audience to of Mr. Laidlaw was the only thing that choice of the convention, I would allow Its feet, and named John Laidlaw as we could do.

the candidate by a standing vote.

"It may be that at the outset there candidate by a standing vote.

who were nominated to "stand the law, nevertheless, after what has been temperance people knew that I had convention," both withdrew. Both ad-said, it is clearly the only thing we consented to allow my name to come convention," both withdrew. Both ad- said, it is clearly the only thing we vocated the principle of placing no actual Liberal candidate in the field, but swinging the entire support of the could have done. I am convinced that we like the position I had always taken in regard to temperance. My name in regard to temperance. My name of the could have done. individual members of the party behind the nominee of the temperance party, Mr. Laidlaw. Both maintained principles that they will follow the that the nomination or indorsation of call of the party, then I would rather today I stand as the candidate of the Mr. Baidlaw would give the Tory that we would go down to defeat than temperance men a loophole to cast win with their assistance. temperance principles aside and follow the dictates of the party.

By Standing Vote.

When Mr. Laidlaw himself came to calling for nominations. He explained the platform he placed himself in the that, following the usual custom of the hands of the convention. It was up to local executive, to secure the names the members present, he said, to decide whether or not he should be named the party choice. Before this choice was signified, the speech of two weeks ago, and that after several Leader Rowell was delivered. It brush- days' consideration he had give his ed aside every doubt as to what the course of the convention should be, and by a standing vote Mr. Laidlaw vention. In the interim the temperance

After the demonstration that signi- | selected Mr. Laidlaw. fled the unanimous demand of the audience for the indersation of Reeve President-Elect Ramsey form is in harmony with that of Leader called on the nominated candidate to speak. Reeve Laidlaw was visibly eral party wants to fight. It does not want to lie down. If we fight, it will

"Gentlemen," he said, "It has been have a strong and pressing influence with the greatest of pleasure that we on the rest of the prevince.

by that of James Henderson, of Nissouri. Robert Dehart placed the name "Let us have a man of our own," declared Mr. Dehart, as he made his

"We went into North Grey and into

Decline Honor. Both Dr. Routledge and Mr. Henderson declined the nomination in a lew short words. Both eulogized Mr. Laidlaw, but both advocated the withdrawal of the Liberal party, as a party, from the fight, because of the possible effect the indorsation of Mr. Laidlaw might have on the temperance ection of the Tory voters.

When Reeve Laidlaw came to the platform and started to address the your candidate, and I can only trust convention his voice was choked with emotion.

"There are times," he said, "when a man can hardly express himself. This is one of them. I stand in a peculiar position. A position that I had not looked for a few weeks ago. I do not "I believe that if we all get our know how to express myself, but backs to the wheel, that we can carry trust that you all will understand the honest conviction that we can do it, situation.

"As you are aware, I was waited on by a committee of the executive some my name to stand. Afterwards the temperance alliance held a convention. Dr. Routledge, of Lambeth, and were those who doubted whether it I did not attend, and my name was sub-James Henderson, of West Nissouri, would be wise to nominate Mr. Laid- mitted without my asking. Though the was selected. The members of the convention waited on me later. Their statements were placed before me, and

A National Question.

"I am not opposed to acting as the candidate of the Liberal party. The temperance question is a national one. my candidature in the hands of the dered its decision. convention. There has been quite a discussion as to whether or not a candidate should be named here consent to be the Liberal candidate if his name were approved by the conparty had met in convention and for your support on Nov. 27, and had. trust that whatever way you decide that the issue you will place before

"The temperance party and its plat-Rowell," said the organizer. "The Liband will do all in my power, with your assistance as electors, to win this campaign for the side of right." Leader Rowell.

The speech of Leader Rowell was a fighting denunciation of the Whitney administration. It was not a mere aimless, wild attack. It was an arraignment of the administration of the present Ontario Government, and its offensive and defensive alliance with the allied liquor interests of the province. The address was prefaced with a kindly reference to the late George Neely, M. P. P. In part, the speech of the honorable leader was:

"Much as we regret the circumstances that have rendered it necessary for us to be here, and I am sure that Whatever your own personal views you all join with me in concurring in the resolution that was passed here is a matter over which every man has today, expressing sympathy with the the right to decide, and over which late member, much as we regret it, it being necessary, I am glad to be here. the PUBLIC BAR IS A PUBLIC fortunate, having lost three of its BUT A CURSE! THAT, GENTLE members in little more than a year. MEN, IS THE ISSUE! (Cheers.) You have had three by-elections here, and while we would have liked it better, from our standpoint of view, if for their support, and we maintain the complain. We do not always win, but both public and separate, at the highshould not be discouraged. There is still in the veins of the sons of the old Liberals the old fighting strain. If the old Liberals had been discouraged at every fight that went the other way, we would not have had responsible government for fifty years after we did. The same patriotism, the same enthusiasm, and the same fighting in-

stinct that existed then exists today. A Good Cause. "If there is to be a fight, and it's to be a fight in the good cause, then I want to be there. I have some experience of East Middlesex, for I was raised here, and while you may differ from me, you or your fathers are partially responsible for what I am. "We have before us an opportunity, in our position as electors, to express ourselves in reference to provincial

questions. "It has been said that the defeat of the Government candidate will not affect the Government. That is true. The Government majority is large enough. It is far larger than is good for the country, and is large enough to satisfy the most exacting Conservative. Then the question is raised as to what is the use of going to the trouble and expense of a by-election. If you ask me, there is very much use.

"A by-election gives the elector an opportunity to express his views on the question of legislation and the conduct of the provincial affairs. If during the past few years the Government has done anything with which disagree, if it has been slow in dealing with problems that you believe should be handled in a more expiditous manner, or if it has declined to deal with other questions which you believe it ought, now's your chance to express your judgment. (Applause.)

"During the past two years that I have been leader, it has been my duty to protest, on the floor of the house, against certain measures that have been adopted by the Government. What would you have thought of me if I had kept silent and allowed those things to go through? Now it is your irn! (Cheers.)
"Now, if I hadn't been doing my

duty in protesting, will you be doing your part if your protest should not be made through the by-election? The Right of Protest. "That is my view of the by-election, and one of the function it serves.

"It has been said that the by-elections in this country always go with the Government. Over in the old country the by-elections generally go

against the Government—and why? It is because the old country electors have realized the function and right of protest that the by-election gives. A by-election has a salutary effect on the future conduct of the Government. If the Government has been tardy, it accelerates its action. If it has progressive and has been indorsed, the good work continues with greater

"The by-election is peculiar in that gives the average elector an opportunity to register his views. (Ap-

plause.) "While the press has commented on the by-election before, I have never so far, touched on the question before, and it has just been to express my views as to the functions of the byelection that I have said what I have. With that as a general statement, I will endeavor to hurriedly show you Vice-President A. K. Little immediately nominated Mr. Laidlaw. His nomination was followed a second later register, their protests in a few at least, of the questions that have come before the Government, and have been dealt with by it, I cannot venture to give them all, and can touch on only three or four. (Prolonged cheers.)

The Temperance Issue.
"There is the issue that has been already touched on here this afternoon—the temperance issue. are other matters of great importance upon which I want to touch, but this issue must come to the front.

"I will endeavor to give you briefly history of the question, and how it has been dealt with by the legislature since the province assumed control of the liquor traffic. That history has been a political one. It should not have been. The liquor question is one that chould rise above party. However, it must be dealt with by the legislature and that being so, men may differ with the manner in which the legislature may deal with the question.

"One of the greatest steps toward reform ever made-the Crooks actwhich took control out of the hands of the municipalities and placed it under the Provincial Government, wiped out three thousand liquor licenses in Ontario. By almost one stroke of the pen, as it were, the number of licenses in the province were cut in two. From that time on, so long as the Liberal party remained in power, progressive legislation has been enacted curtailing and reducing the 'liquor traffic. (Applause.)

"In 1892, I think it was, Sir Oliver Mowat announced that he would introduce a law for the total prohibition of the traffic, if the privy council ruled that such a law could be made, or that in the event of the privy council ruling that it could not be made he would introduce a bill for such partial prohibition of the traffic as the ruling of the council might authorize, provided that the limitations were not such as they would prove to be in-It is not a party one, or should not effective. Sir Oliver Mowat was not be a party one. I am going to leave in power when the privy council ren-

"It has been said that the pledge of Sir Oliver Mowat has been carried out, this and it has also been said that it has afternoon. I am going to leave it to not been carried out. Suffice it to say you whether or not you will indorse me that many believed that it had not as the Liberal candidate. Which-ever way you think best I will wil-as a consequence did not receive the lingly abide by it. I will ask, however, same measure of support as it formerly

Policy of Liberals. "When I was chosen leader, we conyourselves will be the consideration sidered the question with consultation of what is best for the interests of both in and out of the House. When the country at large. I will leave the issue with you. I am willing to stand, and will do all in my power, with your the Liberals in the legislature, and it is the policy on which we will go to the country on the next general election. (Cheers.)

"At the time we adopted the policy, we knew that the adoption of one radical as that would mean the loss of certain of our support, just as the Liberals in the old land found many unable to follow then in the radical legislation that they have enacted. We knew it was inevitable that we should lose some support. We faced the possibilities. We knew it was the dominant policy, and we had to do the thing that we believed was right.

(Cheers.) "The essence of the question is this: and habits as to drinking may be, that "East Middlesex has been rather un- NUSIANCE! IT IS NOT A BENEFIT

the result had been better, we cannot public schools, and by them I mean we should not be discouraged. Any est possible efficiency, and because man who has any stuff in him at all why? Because we are training our children in citizenship for their after

"Take the church. Why do we contribute and support the church? Because it appeals to the highest and best that is in each one of us.

"Apply the same test to the bar. If the open bar benefits and blesses the community; if it makes better citizens of the husbands and fathers; if it helps the home and helps the boys and girls, then let us stand for the bar, and defend it. The Bars Must Go.

"We know that it does not. Then by every spark of patriotism that is in us be consistent enough to say that the bars must go. (Applause.) "That, Gentlemen, is the issue! (Prolonged cheering.)

"DO YOU WANT TO FIGHT ON IT? (Cries of Yes, and applause.) If you do, I am prepared to lead. (Cheers.) I can only do one man's work and I can only do one man's share, but I am prepared to do those. I have the same claims of family, of my profession, of my home upon me, as you have, but I am prepared to drop them and come here and fight if you want to fight. (Cheers.)

"I am persuaded of one thing, and is this, that the Liberals of East Middlesex, who would have followed Sir Oliver Mowat, will follow me in this issue, and will fight it as they would have fought it then. (Cries of

"Now, as to the form in which you are going to do it. That is a question for you to settle. There is one significant fact for you to remember: HOW DID NEW YORK DEFEAT TAM. MANY? They did it by a fusion ticket. Mayor Mitchell was the man who carried the fusion ticket. He was offered the anti-Tammany nomination, and he accepted. He was offered the Republican nomination, and he accepted. He was offered the Progressive nomination, and he accepted. The It is naturally not of the same interest three parties combined, with an object to the rural district as it is to the of sympathy for the brave sailors who in view-the defeat of Tammany, and Mayor Mitchell won.

"If I was down there instead of up here, I would have fought for the fusion ticket. We have got to do it here. We have got to fuse, we have got to get together. We have got to get every man who will fight against the liquor traffic. UNITED WE STAND; DIVIDED WE FALL!

-FACT HUNGER-



As children, our first demand is for nourishment; our second for facts.

All through life we go about searching for information.

We make a new acquaintance; but before we will accept him as a friend or invite him to our home we ask for facts about him.

We visit a foreign land; and from the moment we step across its border we are asking questionssearching for facts.

We are asked to try a new food product; isn't it instinctive with us to ask at once:

"Who makes this new article?"

"How is it made? what goes into it?"

"Is it worth the price charged for it?"

Facts—we are simply hungry for them.

Strange, isn't it, that we should so often have to search for them? Odd, that some manufacturers still withhold the facts about their product. Not always because they are facts to be ashamed of-for there are many worthy articles yet unadvertised.

But it will not be so much longer. The fact-hunger of the human race is becoming keener and keener. The more facts we get, the keener our relish for more of them.

Soon it will be impossible to sell a man or a woman anything until everything has been told about the goods that can be told through Advertising.

The public has discovered that Advertising tells much-needed factsthat, in fact, Advertising satisfies fact-hunger.

If you are doing a local business talk over your advertising problems with the Advertising Department of this newspaper. If you are doing a provincial or national business it would be well for you to have the counsel and assistance of a good advertising agency. A list of these will be furnished, without cost or obligation, by the Secretary of Canadian Press Association,

This indicates the attitude of

onservative party. "With their assistance, and veryone of you fighting, we will wipe out the curse of the open bar. Middlesex the liquor interests took up ment, the wear and tear on his "During the last by-election in East two collections in Toronto, and the machinery and the allowance for money was sent to the Government candidate here. I don't blame the Government candidate for taking the money. I have no knowledge of the details, but it is certainly no wonder that the collections were made. The interests are fighting for their lives. word of complaint to make against their actions. They have, however, formed an alliance, offensive and deensive, with the Government, and have combined forces in defence of the (Applause.)

open bar. (Applause.) Other Questions.

"That is not the only question upon which the protest of East Middlesex should be registered against the actions of the Ontario Government. One that s especially interesting to a rural district is that of the decline in rural population, and the scarcity of farm Australia, in New Zealand, in South labor in the province. During the past two years that I have been visiting all sections of the province, I have found farms that are less well kept than they were ten, fifteen or twenty

"When you ask the reason the farthings, for the actual cultivation of to accomplish anything along these the fields keeps us all our time.' So lines. The Government has failed many of the sons have gone to the the last seven years to live up to its west, and to the cities that the popu- promises. lation has been reduced. In the older members for Toronto, presented an act lation has decreased 100,000 in ten before the House. It was simply a parts of the province the rural popuyears, from 1901 to 1911. Yet the copy of the English act, and was not Government faces the problem unmoved, apparently unconscious of what needs. 'Withdraw it,' said the Governit means, and in no measure alarmed ment, and we will consider the ques-

as to the outcome. Unless we make farm life more recannot hope to effect any change on In 1910 we introduced a bill. We have to look at the question in a down, satisfied with its present attitude of do nothingness.

Whitney's Weakness.

"If I was a voter of East Middlesex, and I wish that I was, I would like the opportunity of registering my vote in protest against the inefficiency of the present department of agricul- be glad to wait long enough for the ture! (Cheers.)

effects the industrial workers of the towns-the workmen's compensation. towns, but part of this constituency is touch on it, if only briefly,

in a shop or factory in case of injury has to prove the negligence of his employer in the courts before he can collect demonstrate the court of the collect damages. It is a long and expensive procedure, especially if the to put through the workmen's comemployer is wealthy, for he can pro-"The manner in which the Government has conducted its administration has been such that many Conservatives feel that they cannot support their leader in many of his actions."

STAND: Divided the finds that proper is weatthy, for he can proper is

way. We should look at it from modern viewpoint. When a manufac turer is figuring the cost of his production he includes the cost of building, the expense of his equip-

breakages. His selling price covers all these. "Important as is his plant and machinery, how vastly more important should be the lives of his 'employees? All that should be necessary is for these employees to prove that don't blame them. I have not one they sustained their injuries in the course of their employment. they should be recompensed for the extent of their injuries, not through

Workmen's Compensation.

"They had the workmen's compensation in England, years and years ago. They have it in Russia, poor, backward Russia, They have it in Spain, in British Columbia, in Alberta, in Saskatchewan, in Manitoba, in Quebec, in Nova Scotia, in New Brunswick in Africa, and Ontario is the only large industrial community under the British flag that has not.

Who is to blame? (A voice from the audience: It is the Whitney Government!) "Yes, it is the Government that has mers say 'We cannot get labor. We haven't time for any extra little

"In 1907, Mr. Crawford, one of the amended or adopted for Canadian

"The sessions of 1907, 1908 and 1909 munerative and more attractive we passed without anything being done. this exodus from the rural sections. draw, said the Government, and we will appoint a commission.' We did, broad and comprehensive spirit. We and the session of 1910 passed withproposed to the Government that a out action. In 1910 a commission was commission be appointed to investi- appointed, but held no session till in defeating the Government, it will gate the question, and it voted us just before the election of 1911. Little was done in that year, the commission simply reporting progress. In 1913 a bill was sent down to the House, but the Government decided that it would not have time enough to deal with that question then, before the House adjourned. "I stated, as leader, that we should

Government to complete their report, "Then there is another question that and put through the bill. The Govern ment did nething.

"Through the press I see today that they are expressing a general message lost their lives in the waters of Lakes in the towns, and, therefore, I will Huron and Superior. They are asking for contributions. If the widows and "As the law now stands, a worker orphans of those brave sailors have

> "It is because the Government failed pensation bill. If it had carried out its

"This should not be. It is the old present disaster. (Cheers.)

"If I were a workingman, I would joice in the opportunity to protest against the failure of the Government to bring down a measure for workmen's compensation, and to help stir the Government up by my protest. (Cheers)

"There is tax reform and a host of other questions that call for the registry of protest, but I have not time to deal with them now.

"I see by the papers that considerable is being made out of the fact that the Government, at its last session, any long litigation, but immediately. gave corporations the privilege of voting on money bylaws in the different municipalities of the province, yet they have denied a married woman the same right. I should have thought that if a vote were given to a corporation, which is without a soul, a woman, who has one, should have the same right.

> "Then again, the Government permits a woman to register her protest, through the ballot, and to vote to bolish the bar, if it is purely local, but denies her the privilege when the abolish-the-bar is a provincial issue. If the woman in one case is equal to the task of exercising her franchise, then she is equal to it in the other.

"I could go on and discuss matters in which the Government has not acted as it should, and as we have felt that it should, but I have not the time now. I feel that if we, here in East Middle-sex, can give the Government a jolt that will not only be felt in East Middlesex alone, but it will be throughout the entire province. If we go whole heartedly into the fight, and register our protests against what the Government has done and what it has not done, we can win.

Against the Bar. "We are against the bar, and we are against the failures of the Government. Remember what they did to Tammany in New York. We are going to do the same to the Tammany of Ontario. If you do it here, and succeed for the whole of the province of

Ontario. (Applause.) "You have an unique opportunity here. The temperance party has come out in no other section of the province. You have the co-operation of the temperance party. If together we go into the fight, I believe that a voice will go out of East Middlesex which will wake up the entire province.
"Every man has his chance now

Are you going to take advantage of the opportunity? (Cries of We will!)

KILLED BY AUTO

Miss Marie Brooks, Portrait Painter Run Down on Broadway.

[Canadlan Press.]
New York, Nov. 17—Miss Maria Brooks a portrait painter, died in a hospital last night from injuries received when she was knocked down in Broadway yesterday afternoon by an automobile. She was 67 years old, and was a member of the Royal Academy of England, although she had been in America since 1882. Her had work has been shown at a number of exhibits in this country during the past this 25 years.

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The Went Ad Man