

To the Voter

TO establish that the 2.51% beer to be voted on—the "Beer of the Ballot"—is not intoxicating, The Ontario Brewers' Association deposited \$5,000 with the Canada Permanent Trust Company on September 16th.

¶ On September 19th, The Ontario Brewers' Association formally challenged the Referendum Committee through the Press to deposit an equal amount with the same Trust Company to support *their* contention that this beer *is* intoxicating.

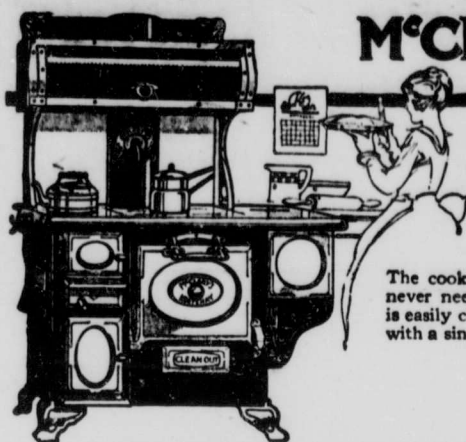
¶ That challenge has never been accepted—clear admittance by the Referendum Committee they do not consider that they have a case. It is too late now to make the tests and render a decision before the day of voting—October 20th—but the failure of the Referendum Committee to answer our challenge will not be overlooked by the man or woman who votes on facts and evidence, and not on sentiment or false statements.

¶ We again assert that 2.51% beer—"The Beer of the Ballot"—is not intoxicating. Tests have only recently been made which prove this conclusively—we will mail a copy of the test to anyone sufficiently interested to write for it.

¶ Moreover, while the "Beer of the Ballot" has an alcoholic strength of but 2.51%, official tests made by the laboratory of the Inland Revenue Department—published in Bulletin 196—showed that the beers on general sale before The Ontario Temperance Act and Prohibition were enacted, had an alcoholic content ranging as high as 7.33% by weight measure—practically three times as strong as the beer to be voted on October 20th. Even such American beers as were sold in Canada and always spoken of as "very light, non-intoxicating beers," were over fifty per cent. stronger than the "Beer of the Ballot."

¶ The "Beer of the Ballot" is a mildly stimulating, healthful and refreshing beverage, brewed from a high grade of malt and hops—containing only sufficient alcohol to make it digestible and nourishing.

Ontario Brewers' Association



McClary's Kootenay

SURELY it is every woman's right to have a range like the Kootenay!—a range that she can depend on—a range that is a real joy to work with—a range easy to keep clean—a range that "keeps the oven hot" with a small fire.

The cooking-top is burnished brighter than steel; it never needs blacklead. The oven wall of nickel steel is easily cleaned. The duplex grates clean down the fire with a single swing of the lever. See this famous range.

For Sale by ALTON BROS.

McClary's

GRAY DORT

Here Is An Unusual Car

\$1225

F.O.B. Chatham Ont.
Westinghouse Starting and Lighting

The Gray Dort is more than a good car. It is an unusual car. Unusual in its tip-toe quality—Unusual because it is so completely honest—unusual because it is sturdier than other cars—unusual because it is thoroughly dependable—unusual because of its powerful, faithful motor, famously strong rear axle, its oversize bearings, its Westinghouse Starting and Lighting, and a score of other superlative under-the-hood virtues. The Gray Dort is far out of the ordinary run of cars. Its individuality is in its absolute superiority.

S. H. GALLAGHER WATERDOWN

THE GRAY-DORT MOTORS, Limited, Chatham, Ont.
"Built in Chatham"

2.51% BEER—the Beer of the Ballot—is not Intoxicating



A determination as to whether or not a particular beer is intoxicating can be reached only by a proper understanding and analysis of the manner in which the alcohol in such beer affects the human organism.

Beer containing 2.51% alcohol by weight has been proven non-intoxicating by actual experiments, scientific tests, thorough research.

Fourteen specially qualified experts, testifying before the United States Circuit Courts of Appeals, were unanimous in agreeing that beer containing even as high as 2.75% alcohol by weight (or .24% stronger than the beer of the Referendum Ballot) was non-intoxicating.

These experts were Professors of Chemistry, Toxicology, Therapeutics, Nerve Specialists, Physical Training Instructors, Medical Doctors and specialists in charge of city departments where alcoholics were cared for. Experiments were conducted upon twenty-four men chosen from various walks of life—medical students, laborers, mechanics, business executives, clerks in banks and brokers' offices, artists, writers and professional men.

The experiments proved conclusively that beer of 2.75% alcoholic content strength could not possibly be intoxicating—not the slightest signs of intoxication were shown by any of the subjects.

In view of the sworn statements of these experts, based upon the results of their experiments, that beer containing 2.75% alcohol by weight is non-intoxicating, it must follow that 2.51% beer, the Beer of the Ballot, is non-intoxicating.

It is the strong conviction of the Citizens' Liberty League that—as no harmful results can possibly come from drinking 2.51% beer—then there is no fair or just reason why the general sale of beer of this quality should not be permitted.

Unite with the Citizens' Liberty League in its earnest, sincere endeavor to obtain moderate Temperance Legislation.

Vote "YES" to all Four Questions

Mark your ballot with an X. Any other marking will spoil it. Remember, also—every voter must vote on every question or his ballot will be spoiled

CITIZENS' LIBERTY LEAGUE

MEMBERSHIP FEE, ONE DOLLAR

Please enroll me as a member of the League, for which I enclose my subscription.

Name.....

Address.....

Occupation.....

To enable the League to carry on its good work and achieve its present purpose, active members and funds are required. Show your true spirit! Fill in the coupon and become a member of the Citizens' Liberty League at once.

T. L. CARRUTHERS, Secretary
22 College St., Toronto

Citizens' Liberty League

PROVINCIAL HEADQUARTERS

22 College Street,

T. L. CARRUTHERS, Secretary

Hon. President: SIR EDMUND B. OSLER

President: Lt.-Col. H. A. C. MACHIN, M.P.P.

Vice-President: I. F. HELLMUTH, K.C.

Hon. Treasurer: F. GORDON OSLER