

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

Reminiscence

(A Surmonette—Crawf. C. Slack.)

Text—
Despise not the old friends, the old customs nor the old places? For the day cometh that even to think of them will be a joy to the heart.

There is a period in the life of every man and every woman when they become reminiscent, a time when their thoughts return to the days of childhood. To the old places, the old friends, the true friends and the surroundings of their youth. Even the minor trials and hardships endured then, when looked back to from the golden sunset of life, give us a pleasure and we hold them as blessings in disguise from our mature age. I believe the little worries and troubles of childhood is most essential to our being, for they fit us for the more trying afflictions and adversities of the after life. If we emerged from the primrose ways of youth to the thorny paths of manhood and womanhood, without experiencing the minor trials of early youth, I doubt if many of us would bear up under the stress and strain of the misfortunes and afflictions which beset the lives of all more or less. The tears of childhood serve to temper the trials of manhood. I have often thought that our lives might be divided up into five periods. First period, Infancy The period of Innocence. Second Period Youthhood. The period of Love. Third period Manhood. The period of Ambition. Fourth period Maturity. The period of Toil and Turmoil. Fifth period Retrospection the reflecting period. During the third and fourth periods we have little time to reflect back, little time to waste with old-time Associates and friends. We are busy in the by-ways of accumulation, Life especially at the present day is a matter of dollars and cents. The better qualities such as Sympathy, love and Kindness which we possess lie dormant within. We live from day to day in the future with buoyant hopes and great expectations centered therein.

The years wing by, and we come to the sunset of life, it is now past the mid-day. We have been buffeted and defaced on life's tempestuous ways, we have mingled in its joys and its sorrows endured its misfortunes and adversities, now comes the recoil, it is the retrospective period of our lives and our thoughts go back over the years to the periods of Innocence and Love. They do not even hesitate at the periods Of Ambition or Toil, there is no consolation for the heart there, but our thoughts wing direct back to the days of childhood. To old-time places and old-time friends, We will journey miles to meet and visit our old schoolmates, it is a delight to meet with them once more and talk over old times away back there in the home town. Those we cannot meet we locate. We rejoice in their success and sympathize with them in their sorrows and afflictions. The Village which we considered slow and backward which we gladly left behind, years ago and in high spirits to face the world, to-day we hold sacred and its beauty and charm stands out as almost divine. Hid away among the trees in the home-cot the hallowed abode of our parents, with its grey gables and narrow windows with their minuet panes, and the flower garden in front. Every nook and corner in the old house is dear to our hearts, even the time-worn furniture we treasure and look upon as works of art. The By-By Chair. The old Set-tee. The Seth Thomas clock that ticked away the halcyon hours of youth. The little turret room and bed with its hatch-work spread, the window where the sun used to come peeping in at morning to awaken us from our childish dreams. And then the Village street, quiet and tree-arched where we strolled with that old sweet-heart of ours, The vacant lot where we played with merry-making companions. We go back to all these at the sunset of life. We bask in memories of pastimes and their associates. The old-time Singing School. The Debating Society, Dramatic Club, and Husking Bee. Every haunt around the old home town has a sweet silent story to tell and whisper to us, Images and idols fit before us of the happy by-gone like a delightful panorama a feast for the eyes and a consolation for our mature minds. Through the period of Ambition the turmoil made our hearts hard and the bane of greed perhaps calloused the mind, But the period of Retrospection has again made them mellow, and we turn to childhood and early youth the brightest parts of our life for comfort. We want to hear the old-time songs, the melodies we sang long ago when we were boys and girls together. Compared with those the modern songs are tame to us Simple stories which are told to us by a loving Mother or a reverent Granny, which have laid dormant within us for years come back to the memory as fresh as if told but yesterday, and we sigh and have a longing for the "Old Folks at Home". The sweetest words in the English language to us under declining conditions are. When weary, Let me go to sleep. When oppressed let me go home. The time worn adage of "Once a man and twice a child" is fitly applied to the lives of the most of us I have often thought.

I'd like to be a boy again just for one summer day. Throw manhood's worries to the winds, and run away and play, Adown the tree-arched pasture lane with Johnnie Ned, and Tim, We'd scamper to the meadow creek and have a splash and swim,

And somehow I imagine that the swim would wash away, The rust and stain and canker of many years decay, Bring images and idols and dreams of long ago, And drench the world with stardrops in the way it used to go

Again I'd watch the ripples go swirling down to sea, And speculate and marvel on the great man I would be, Perhaps the golden vision of what I thought I'd be, From out the dusky past would come a-winged back to me.

Has Done Good Work Ontario Temperance Act A Great Benefit to Province

THE Ontario Temperance Act has reduced crime by over one-third and drunkenness in public has practically disappeared.

Alcoholic insanity has disappeared.

Gold cures and alcoholic institutes for treating alcoholism have been closed for lack of patients.

Ontario has been saved an annual drink bill of \$36,000,000, enough to pay our share of interest on the War Debt.

Many victims of alcohol three years ago, thank God to-day for the Ontario Temperance Act.

To repeal the Ontario Temperance Act would be a calamity. The amendments would make it practically worthless. To every question on the Referendum vote NO.

Drink is a Cancer

Doctors, Alienists, Criminologists, Insurance Actuaries, Statesmen, Generals, Big Business Men, and Social Workers agree that alcohol as a beverage is a racial poison and a national curse.

British Columbia, Alberta, Saskatchewan, Manitoba, Quebec (excepting beer and wine), New Brunswick, Nova Scotia, Prince

Edward Island and Newfoundland have enacted prohibition.

The United States is permanently "dry."

France has abolished absinthe, Scotland has now a local option law. England is initiating a great campaign for temperance reform. The movement is world wide.

Ontario must go forward, or be left behind, but be careful

Mark Four X's (One X under each NO)

Ontario Referendum Committee

JOHN MACDONALD;
Chairman.

D. A. DUNLAP;
Treasurer.

ANDREW S. GRANT;
Vice-Chairman and Secretary,
(1001 Excelsior Life Bldg., Toronto.)

Try the Reporter Job Dept. with your next order-

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—no harmful results can possibly come from drinking 2.51% beer—then there is no fear 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

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

Citizens' Liberty League

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