

No Large City Has Yet Voted in Favor of Local Option!

WHY?

Because Local Option is Unworkable in Centres of Population,

Because it is recognized that well conducted hotels are necessary to the well-being and progress of manufacturing and industrial centres such as Brantford.

Because it is recognized that the Licensed hotels, under government control, inspection and restrictions are necessarily better conducted than the unlicensed hotels.

Because it is beyond dispute that the illegal sale of liquor is difficult to detect in large cities, for which reason "blind pigs" with their accompanying abuses and vices flourish.

Why Select Brantford?

Why do Local Optionists who have their headquarters in, and conduct their campaigns from Toronto, select Brantford for the submission of a local option by-law.

Why Not Toronto?

Why should they not test their strength in Toronto, where they are best known?

There's a Reason

The reason is that the Local Optionists know that Toronto's civic pride could prompt it to snow under any such unprogressive measure.

Why Not Hamilton?

Because for two years in succession Hamilton snowed under (last year by a majority of over 1,500) license reduction by-laws, knowing that properly conducted licensed hotels are a valuable asset to a city that would grow and prosper. Hamilton has 57 licenses and does not think its hotel accommodation is more than is required.

What About Brantford?

No city in Ontario of the size or importance of Brantford has yet voted in favor of local option.

Brantford is recognized as one of the foremost cities in the Province and in the Dominion.

Are the citizens of Brantford going to permit Local Optionists to place the city in the village class when they dare not try the experiment in their home cities?

A Vote for Local Option is a Vote for Retrogression

Even Paris last year refused to sanction a local option by-law. Paris is progressive—it intends to remain on the map.

Whatever may be said in favor of local option in rural communities, in large cities it means:

Loss of Revenue More Lawlessness Higher Taxation
Loss of Prestige Less Accommodation Illegal Selling
Loss of Business More Whisky Drinking and Debauchery

Vote for a Moral and Progressive Brantford!

An Appeal to People

London, Dec. 23.—A manifesto to the people of the country was issued last night over a signature of a score of leading British bankers and financiers on the subject of the country's financial position. The signatures are headed by George Anderson, treasurer of the Bank of England. The manifesto in part follows:

"As this is a time of great national danger it is imperative that every citizen realize the vastness of the work the government has to perform. In a long war success depends mainly upon the respective financial resources of the combatants and the consequent power of one of them to maintain or add to its fighting strength while the others are declining. It is not in doubt that the allies' financial resources, when fully mobilized and wisely controlled, will be vastly greater than the enemy's."

"The allies success in defeating the enemy's efforts to cripple them in men, munitions and money before they could assemble their full strength has now brought the war near to its final stage. Indeed only one thing is now needed to command victory, namely, to provide all the money needed to support the vast armies of new men and pay for the vast quantities of arms and munitions being manufactured in all parts of the world."

"The task of finding the greater part of the immense sums of money needed by the allies is the special duty of the British people, for they, in particular, possess the necessary financial resources. Their manufacturing power is unimpaired by invasion; their cities undestroyed; their ports not shut off. The income of the British people has been maintained at a high level. Exports, though not so great as before the war, are greater than in 1909. The income from capital invested abroad has been reduced but little; the earnings of shipping are greater than ever, and the factories are working full time."

"Moreover, the effect upon production of the great armies mobilization has been largely neutralized by the more vigorous and effective work of the civilian population, particularly the women. The average individual income is much in excess of any total heretofore reached."

In the current calendar year the British people will spend £1,300,000,000 on war and government; next year £1,800,000,000. To raise this is a stupendous task which will try the mettle of the nation as it has not been tried in a hundred years."

"The task demands the strenuous co-operation of every man, woman, youth and maiden—that the nation's energies be concentrated on the production of really essential things, that the production of all non-essentials be wholly stopped."

"The nation must avoid the consumption of all non-essentials, and even restrict the consumption of essentials to the limits of efficiency. Individuals possessing securities marketable abroad must sell them to pay for goods and munitions, for which no other means of payment can be provided. Only by all classes adding to and carefully husbanding their income, by selling foreign securities, by creating foreign credits, will it be possible to provide the vast sum needed by the nation and its allies."

Manufacturers Willing

to Spend Money to Retain Local Option in Orillia

Mr. E. Long, president and general manager of the E. L. Long Manufacturing Co., where over one hundred men are employed in the manufacture of saw-mill machinery, was equally emphatic in his endorsement of Local Option. Mr. Long impresses one as being more of a hard-headed business man than a sentimentalist.

"I would be willing to spend much money to retain Local Option," said Mr. Long. "There is no question as to its benefits. The men are now more to be depended upon."

"RALLY ROUND THE FLAG, BOYS."

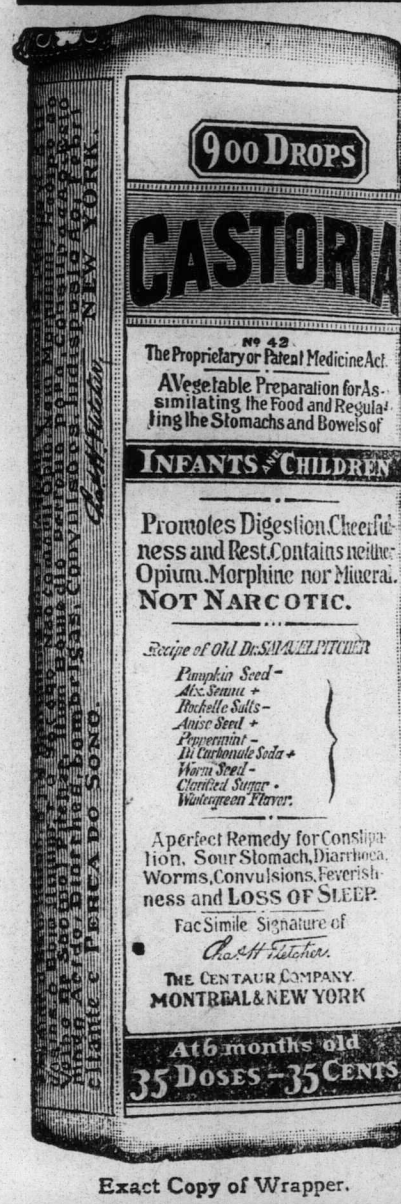
Cleveland Plain Dealer:—A call to the colors is this spoken message of President Wilson: a call to every right-thinking American citizen to face the critical situation which a war on another continent has brought upon his nation. Outside of Congress, and inside, there can be no middle course for any man. One is either for his country or against it. One is either American or un-American.

Boys Not Served in Licensed Hotels

Temperance supporters aver that the legalized hotel is the "open sesame to utter ruin for young boys on the threshold of their manhood." Do not be deceived by any such representation as this. Every Brantford hotelkeeper knows too well that if he serves anyone under 21 years of age he does so at the peril of losing his license. "Blind pigs" observe no law. They serve anyone. Local option means "blind pigs." Do not vote for it if you have the best interests of your city at heart.—Adv.

BRITAIN'S NEW MILLIONS.

New York Globe:—It is futile, therefore, to expect any quick change in the tide of the war because the English ranks are at length full. But the news can hardly fail of immediate effect in France and Russia and Italy, as well as in Greece and Roumania. In Germany and Austria it may cause redoubled effort to strike hard while the chance of success is at the maximum. But among England's allies the knowledge that whatever happens now the gaps can be filled, that steadfast resistance will sooner or later inevitably be turned into aggressive attack, will put new mettle in the battle fronts. Russia's new millions joined to England's new millions will eventually constitute a host Germany with all her magnificent re-



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sources of men and skill and position will have difficulty in holding, not to say thrusting back.

Sixty-Eight Men Absent After Pay Day Under License in Orillia

Mr. Tudhope, a prominent manufacturer relates how that one morning after pay-day when the licenses were in force, there were sixty-eight hands who did not report to work. He believed that about sixty-four of the absentees had stayed away because of too much booze.

"There is no comparison between now and the old days," continued Mr. Tudhope. "The day after pay-day is no different from any other day now and the old days," continued cases of intoxication around the works this year. Local Option is unquestionably an improvement."

MUST NOT STARVE PRODUCTION.

Wellington, New Zealand, Post:—The war, however, long it lasts, must be pressed till victory is absolutely assured, and we must do our best and utmost. Seeing, however, that ample food supplies are essential to suc-

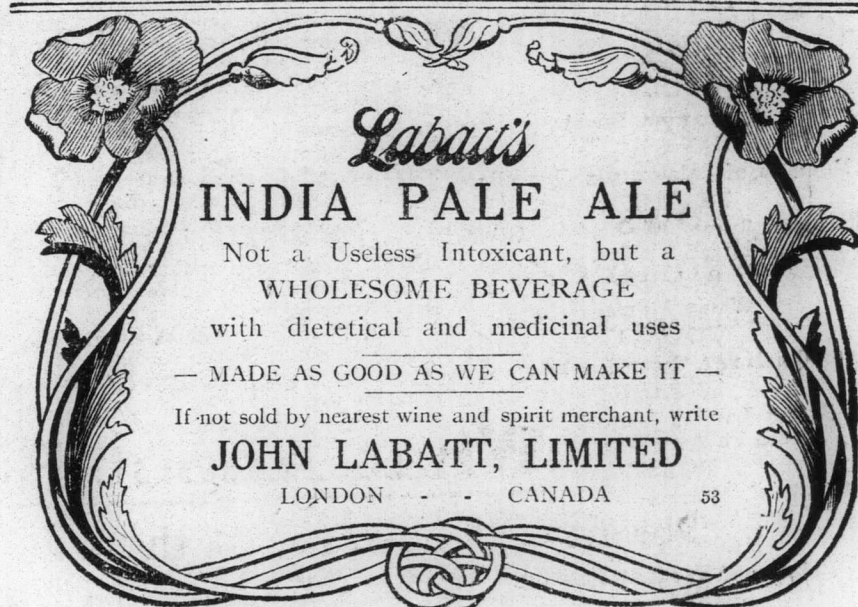
cess, it is unwise to carry the drainage of men to the extent of endangering the production of the Dominion. We must set our faces like flints against all attempts to end the war before the enemy is completely overthrown.

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