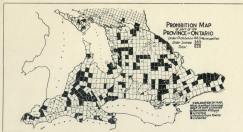


MAKING ONTARIO DRY



—WE WAGE A WINNING WAR—

THIS YEAR'S BATTLES

WHERE WE ATTACK.

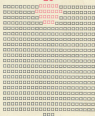
80



Of the 365 municipalities under license we are bringing on Local Option campaigns in 80 places. We confidently anticipate many substantial victories.

WHERE WE DEFEND.

20



Of the 448 municipalities under Prohibition, the Squar interests are only able to bring on repeal contests in 20 places. We expect to hold our ground everywhere.

"OUR CRAFT IS IN DANGER"

—ACTS XIX-B7

11

THE WYKE AND SAWYER JOURNAL AND BRANFORD REPORT.

It is interesting on the licensed trade to effect a thorough organization in the threatened districts, and our every vote valuable in supporting its independence with personal liberty and give the capitalist party over a big eye, it will make the difference who provide the share of any stock market, but they expend their money in future business, but not in the future.

Stand Together to Defend Trade

A point very strongly emphasized by several speakers at the annual meeting of the Ontario Licensed and Allied Trades Association, which held its annual meeting on the 21st of this month, was the need for a further strengthening of the bonds of the association. There is no denying the fact that the trade is now facing a very critical period of its existence.

The external party is attempting to make a system of law, and will spend money like water to secure success in the coming elections. Its paid leaders are beginning to realize that failure of the cause means their individual failure, and will do their utmost to protect their official life. Facing up to the situation with cheerful hearts, and the possibility of its disruption, the Alliance has announced a very large sum, and to effect this it is absolutely necessary that the licensed trade generally throughout the province should rally to the defence of those of its members whose interests are threatened. One of the speakers at the meeting of the association put the matter in a concise form. He said in effect: "Your homes are worth saving amounts, according to conditions. Surely it is worth five per cent, at least, of these amounts to defend your own interests."

The Licensed and Allied Trades Association has been a very potent factor in the defence against attacks of the external party against the trade in this province, and the answer the members of the trade recognize this fact, and strengthen the bonds of the association, the better. Every member of the licensed trade in Ontario, in his own interest, should be a member of the association. He should not wait until his own life is threatened is threatened and then appeal for aid. However selfish the motives of certain leaders of the association movement and however crooked the motives, they have a responsibility. The external party is thoroughly organized, and the more who think licensed liquor from street to street may be a danger of having a business which is too built up by strict attention to business, inflexible of business to the laws of the province, no matter how arbitrary and hasty, and the treatment of no small amount of capital, which may be the result of a certain number of his fellow citizens, which through the agency of many of them, may be no more to be regarded as the general sentiment of the community.

There is not a member of the licensed trade from the smallest roadside tavern to the biggest hotel in the biggest city of the province whose interests are not menaced. People laughed at the possibility of license reduction in Toronto, but it became an accomplished fact. It is the easiest thing in the world to push-pull danger, but the plan was prepared for it. "An ounce of prevention is worth a pound of cure" is a very wise proverb. It is much easier to defend a local water boiler than it is to raise it from your back.

Thorough organization with the united action of our law books is up is essential to success in the wine and spirit fields as in every other line of business. It was organization which enabled the trade in several counties in Quebec to defeat the attacks of the Alliance at the recent local option elections, and that is fact of the more heartened and representative nature. If the licensed trade in this province will stand shoulder to shoulder and present an undivided front, against every assault, if the small will rally to the defence of the big, and the big help the small, no matter whether their own interests are immediately threatened or not, the tide of prohibition movement will receive a most unexpected check.

It is only through a united body such as the Licensed Trade Association that the bootleggers and distillers in this province can have a fight the Dominion Alliance, and it is the duty of every member of the trade to give preservation to ally himself with this defensive organization, and lend it not only moral but financial assistance.

The Alliance, although it makes the most of church influence, is thoroughly in accord with the interests of the law Mr. David Davis, that doctrine are not won by prayer, and the money on speakers themselves and convincing is producing. To conduct this effectively, and to finish at any time, I will tell the efforts of an organization, the trade must stand united together.

Photograph of page in The October 1912 issue.

Note.—This shows photo part of a paragraph of article on top of page has been cut out? The underlining and other marking has been added, otherwise the photo is an exact reproduction of this editorial as originally printed.

Will not the public-spirited citizens of Ontario rally as loyally and liberally for the protection of our homes as the Licensed Liquor Trade of the Province is doing for "self-preservation"?

FINANCIAL

WE are now in the thick of one of the greatest campaigns in our history. Things are coming our way. Victory is in sight. We must not retreat.

We will require to spend in the month of December about \$10,000. In order to close the year without a deficit, we will need \$15,000. In order to start the new year right we should have at least an additional \$5,000.

We really require, and therefore ask our friends for, \$20,000 in the month of December.

AN APPEAL

We are living in stirring times. An enlightened Christian public opinion is asserting itself. The generosity of the citizens of this Province is finding expression these days in many directions, showing that the great heart of humanity beats in sympathy with deserving reforms, and we often wonder why it is that the great cause of temperance does not receive greater consideration at the hands of the people.

Every Branch of Christian activity would be wonderfully blessed and quickened if the waste of wealth, and, still more, the waste of human energy and life caused by the drink traffic could be stayed. Should not business common sense tell us to get at the root of our social evils and to PREVENT the wreckage and ruin caused by intemperance as well as to RECLAIM those who have fallen?

Considerably over one-half of the municipalities in Ontario are now under Prohibition by Local Option, and the fact that all attempts to repeal that measure for the last two years have signally failed, proclaims the permanence and solidity of our work.

Once more the battle is on. A great door of opportunity commands us to enter, but the effort requires that some provision be made that will relieve the Management of the tremendous strain of financing a deficit, and, at the same time, endeavoring to conduct an effective campaign.

When the strong business men of the Province fully realize the value and importance of our work to commercial as well as social and moral conditions, we believe they will give it adequate support.

Our work may well be called "nation building" at its best, for we must ever remember that it is "righteousness that exalteth a nation, while sin is a reproach to any people."

SEND US SOMETHING