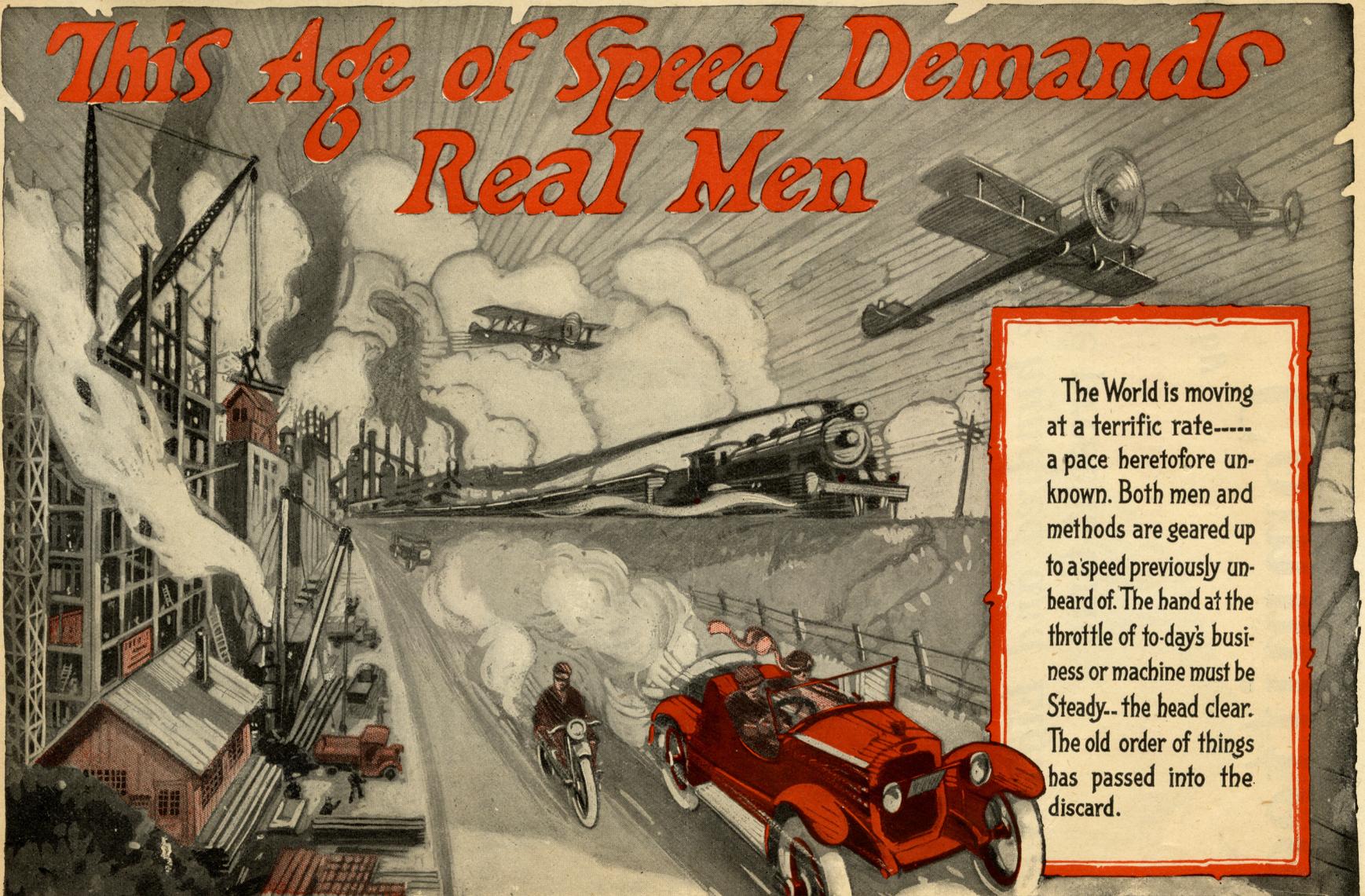


# *This Age of Speed Demands Real Men*



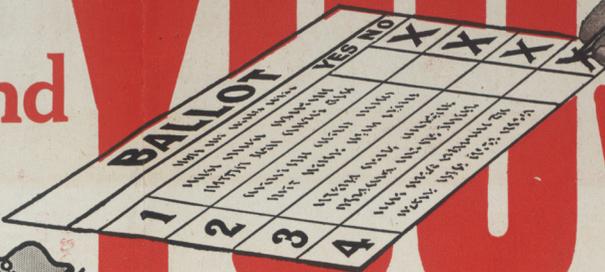
The World is moving at a terrific rate----- a pace heretofore unknown. Both men and methods are geared up to a speed previously unheard of. The hand at the throttle of to-day's business or machine must be Steady.. the head clear. The old order of things has passed into the discard.

# Ontario

## AND IT'S

-and

# YOU



**WILL VOTE "NO"**  
 Because it is the most business-like thing—the decent thing to do

**BUSINESS WILL VOTE NO**

HOW YOUR BALLOT WILL READ

QUESTIONS AS THEY WILL APPEAR	YES	NO
1 Are you in favor of the repeal of the Ontario Temperance Act?		X
2 Are you in favor of the sale of light beer containing not more than 2.5% alcohol by volume, which is stronger than the beer now sold in Ontario?		X
3 Are you in favor of the sale of light beer containing not more than 2.0% alcohol by volume, which is stronger than the beer now sold in Ontario?		X
4 Are you in favor of the sale of light beer containing not more than 1.5% alcohol by volume, which is stronger than the beer now sold in Ontario?		X

The "Beer of the Ballot" is not the beer we now have—2.5% weight measure means a beer of 5.46% actual alcoholic strength.

**HOME AND MOTHER WILL VOTE NO**

HOW YOUR BALLOT WILL READ

QUESTIONS AS THEY WILL APPEAR	YES	NO
1 Are you in favor of the repeal of the Ontario Temperance Act?		X
2 Are you in favor of the sale of light beer containing not more than 2.5% alcohol by volume, which is stronger than the beer now sold in Ontario?		X
3 Are you in favor of the sale of light beer containing not more than 2.0% alcohol by volume, which is stronger than the beer now sold in Ontario?		X
4 Are you in favor of the sale of light beer containing not more than 1.5% alcohol by volume, which is stronger than the beer now sold in Ontario?		X

**MANUFACTURING WILL VOTE NO**

HOW YOUR BALLOT WILL READ

QUESTIONS AS THEY WILL APPEAR	YES	NO
1 Are you in favor of the repeal of the Ontario Temperance Act?		X
2 Are you in favor of the sale of light beer containing not more than 2.5% alcohol by volume, which is stronger than the beer now sold in Ontario?		X
3 Are you in favor of the sale of light beer containing not more than 2.0% alcohol by volume, which is stronger than the beer now sold in Ontario?		X
4 Are you in favor of the sale of light beer containing not more than 1.5% alcohol by volume, which is stronger than the beer now sold in Ontario?		X

### Why Will They Do This? BECAUSE—

**Business** has learned that bills are now promptly paid where they were once uncollectable. That those who were once unable to buy have become the most desirable customers.

**Manufacturing** has learned that less waste of material and more production takes place where Booze is absent. That the man who once worked part of the time is now always on the job and draws his pay accordingly. The man who was once of little value to his home or his employer is now numbered among the most valuable on the pay roll.

**Education** always did know the results of Booze because education has not only studied the problems from a theoretical standpoint but has watched developments in a practical way. Education is responsible for the dry movement just as education is back of progress in every form.

**Banks** have learned from experience that former borrowers are now lenders. Savings Deposits have increased wonderfully—selfishness on the Bankers' part some may say—but any community with increasing bank deposits is of necessity a prosperous community. The Savings Bank pass book and the Booze bottle are seldom found in the same suit of clothes.

**Athletics** The man who participates in or loves the great outdoor or indoor sports of the Dominion cannot be in favor of Booze. Health, vigor and the supreme strength of manhood are the only recognized requirements—none other ever wins. Athletics demand the best that is in a man. Is it not of equal or more importance to every line of endeavor and to the man himself that he give both to his calling and to himself at least as much as is required for the winning of a game.

**Home and Mother** Mother knows the difference—Mother thinks clearly—Mother has used her own eyes—if Booze has not been detrimental to her own home she knows of homes where it has. Remember every Mother of Ontario is going to vote this time. No mother can or will vote against her own home—her own family—and to neglect to vote means to vote against that which she holds dearest. Mother will vote and mark her ballot with an x four times in the no column.

The beer that can harm neither sport, business nor home is the safe beer to vote for.

Don't be deceived. A "No" in all four places is necessary.

**ATHLETICS WILL VOTE NO**

HOW YOUR BALLOT WILL READ

QUESTIONS AS THEY WILL APPEAR	YES	NO
1 Are you in favor of the repeal of the Ontario Temperance Act?		X
2 Are you in favor of the sale of light beer containing not more than 2.5% alcohol by volume, which is stronger than the beer now sold in Ontario?		X
3 Are you in favor of the sale of light beer containing not more than 2.0% alcohol by volume, which is stronger than the beer now sold in Ontario?		X
4 Are you in favor of the sale of light beer containing not more than 1.5% alcohol by volume, which is stronger than the beer now sold in Ontario?		X

To vote "Yes" means to "go back." Progress means a "No" vote.

To vote "Yes" in one column and "No" in the others means your vote will be worthless.

**BANKS WILL VOTE NO**

HOW YOUR BALLOT WILL READ

QUESTIONS AS THEY WILL APPEAR	YES	NO
1 Are you in favor of the repeal of the Ontario Temperance Act?		X
2 Are you in favor of the sale of light beer containing not more than 2.5% alcohol by volume, which is stronger than the beer now sold in Ontario?		X
3 Are you in favor of the sale of light beer containing not more than 2.0% alcohol by volume, which is stronger than the beer now sold in Ontario?		X
4 Are you in favor of the sale of light beer containing not more than 1.5% alcohol by volume, which is stronger than the beer now sold in Ontario?		X

To vote "yes" means to legalize the selling of beer *One hundred and Eighteen per cent Stronger* than the beer we have at the present time

To vote "No" (to all four questions) means to continue with the beer we now have

Prepared for the Consideration of Voters by

# The Ontario Referendum Committee

# Does Ontario Want Them?

## Do You Want them Here?



Let's look the situation fairly and squarely in the face. The United States has adopted nation-wide dry measures and put them into effect. Ontario has over one thousand miles of border adjoining United States or separated only by water. The States have done the very thing which will make vast numbers of their undesirable citizens desirable citizens—provided it is not to be made too easy for them to get back into the old rut. That rut must not be Ontario. We must not be a dumping ground for the derelict, the drunkard, the "down-and-outer."

**Are you familiar with the questions you will answer on your Ballot? (SEE THE COPY BELOW)**

**In fairness to Ontario—in fairness to yourself Be sure you understand just what it means**

**Question one:** Are you in favor of the repeal of the Ontario Temperance Act? Which means "Do you want Booze?" A "Yes" vote means for Ontario to go back to the old Saloon Conditions.

**Questions two, three and four. Study them carefully.** Do you know what beer 2 1/2% Alcoholic strength weight measure means? **It does not mean the beer we now have.** It does not mean the commonly accepted idea as applied to Alcoholic strength. In reality it means beer of 5.46% Alcoholic strength or **One Hundred and Eighteen percent stronger than the beer we now have.**

**You must vote "NO" in each space in the "NO" column to give Ontario the chance she deserves**

A majority "Yes" vote on **any of the four questions** will make Ontario Wet. To vote "Yes" on questions either 2, 3 or 4 means virtually the same as voting "Yes" on question one. Question one says "Are you in favor of the repeal of the Ontario Temperance Act?" A majority vote of "Yes" on 2, 3 or 4 would make the Ontario Temperance Act useless.

**To vote "Yes" in one column and "No" in the others makes your ballot worthless**

# NO!

LAKE ERIE		WILL READ	
HOW YOUR BALLOT		YES	NO
The questions as they will appear			
1	Are you in favor of the repeal of the Ontario Temperance Act?		X
2	Are you in favor of the sale of light beer containing not more than 2 1/2-100 per cent. alcohol, weight measure, through Government Agencies, and amendments to the Ontario Temperance Act to permit such sale?		X
3	Are you in favor of the sale of light beer containing not more than 2 1/2-100 per cent. alcohol, weight measure, in standard hotels in local municipalities that, by majority vote, favor such sale, and amendments to the Ontario Temperance Act to permit such sale?		X
4	Are you in favor of the sale of spirituous and malt liquors through Government agencies, and amendments to the Ontario Temperance Act to permit such sale?		X

LAKE ONTARIO

ONTARIO

### The Gambler



#### Goes where Booze is

History proves it. Who is found at the gaming table? The man who has been drinking. Why wouldn't the gambler seek the locality where the local victim is the most easily swindled?

### The Thief



#### Goes where Booze is

Liquor is the magnet for the thug, the dip and the confidence man. Every form of thief prefers to ply his trade where the lines of least resistance may be followed.

### Poverty



#### Goes where Booze is

"The family in want"—"He's a good man at heart but he drinks." How many times have you heard it? The man who cannot support his family is a liability to the community. Many a man who has been a liability because of Booze has become an asset without it.

### Disease



#### Goes where Booze is

The use of Alcohol for beverage purposes lowers the vitality and makes the person using it more susceptible to disease and less able to resist its onslaught. The result does not affect the person only; your own imagination will give you a fair idea of its scope.

### The Woman of the Streets

#### Goes where Booze is

This class find their way to the "free and easy" community. A "free and easy" condition is the invariable result of Booze.

## BUT

Booze never attracted a real producer or a legitimate business to any community