

LOCAL OPTION.

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From the Orillia Times.

The most important local option contest that Ontario has seen is now in full swing. One hundred and sixty-four municipalities will vote on January 3, 1910, for the closing of the bar and the banishing of the traffic in intoxicating liquors as a legalized and protected business. The contest is interesting, not only in the increased number of places attacked, but also in the places, many of them being the strongholds of the traffic, two cities and thirty-four towns being in the list.

The boasted strength of the traffic in the towns and cities has to some extent been recognized. The towns and cities were avoided and contests entered in the townships, which were most promising. The liquor men claimed the friendship of other branches of business on the ground that it fostered trade; but an increasing number of people now consider these only false pretences, and have no hesitation in styling the liquor traffic an Ishmaelite, and treat it as such. Its hand is against everyone, and every hand should be against it. Every legitimate business suffers because of the money worse than wasted at the bar. Complaint has been made in many towns and villages by the business men that the hotel-keeper sends his cash to the city for supplies, so that his trade is worth very little at home. For several reasons it is evident that the trade is losing its grip of the towns.

The forces arrayed in opposition to the liquor traffic are greatly encouraged by the successful enforcement that is seen where local option is being worked. Mr. Ayhurst and his band of special detectives are doing effective work, though the methods made use of are not approved by all who want prohibition; yet so long as the law breaker resorts to so many schemes to cheat the law and demoralize those who have a weakness for liquor, they can only be met by counter schemes. The law must be enforced. The Scott Act was brought into disrepute by persistent violation. The machinery was lax, and the people got discouraged. But the machinery for enforcement is much improved. Instead of the order in council at Ottawa facilitating the transportation of liquor into Scott Act counties, we have the law forbidding it being taken into local option municipalities for the purpose of sale. Instead of the railway and express companies being able to defy the officers while the liquor was in their possession, those officers can now seize such liquor, and the burden of proof that it was not for sale is now on the owner. This question is largely decided by the quantity. The wholesale man is in danger of losing his goods and does not care to take the risk. The penalties have also been doubled, so that violating local option as a business has become extremely scaly.

Orillia is an example that the citizens may well be proud of. The officers of the law have done themselves credit by honestly endeavoring to enforce the law. The intoxicated and profane man upon the street is very seldom seen, and all cases have been properly punished, business has been decidedly satisfactory, good progress having been made in all departments. The hotel accommodation has been good, and no complaint is heard except from those who would like to profit by the sale of liquor.

A weighty responsibility rests upon the electors who have to say by their ballots, on January 3, if this respectable state of things is to continue. Let our motto be, "What we have we hold."



MISS MYRTLE S. POWLES, of Powles' Corner, who won the \$450 Heintzman piano in the Montreal Witness subscription contest in District No. 6.

The gypsies who travelled through this district last summer cost the county of Peterborough \$167.24.

Newspapers inform us that it cost half a million dollars to produce the new American tariff. Half a million dollars to perpetrate a humbug on the consumer, an anomaly calculated to obstruct a foreign trade which great effort is put forth in other ways to cultivate—between nations that have a minimum of products to exchange.—Ex.

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ROBSON & SON.

The Herald of Light

In Men's Good Clothes,



Some men made money out of other men's habits. Not necessarily bad habits but the cheerful, clinging customs which may be old-fashioned.

The cable companies collect 25 cents a word for messages to England, even though wireless telegraphy carries messages as accurately at half the price. Cable stocks are high in price, and the owners rely upon the long-enduring of an established habit.

Twenty years ago, not ten men in Canada believed that street cars could be successfully operated by electricity. Two Ottawa men converted us into a five cent car-riding generation.

Fifteen years ago nobody believed that Semi-ready tailoring was a better system than retail tailoring. Interested men pooh-poohed the idea. As Agnes Lamb said, "Practical men scorn the dreamer..... who wrecks his life trying to prove his dream a reality. Yet..... the Poet of action whose poem has been his Life, the Hunter who has chased the idea down the long trail..... has been a Herald of Light for all Humanity."

The Semi-ready idea is a practical reality. Yet many men can be pooh-poohed into paying \$5 and \$10 more and getting ill-made tailor-made clothes. It has been their habit. Conservative men do not all see the Herald of Light in the first years of its lustrous beaming. The continuous ray of Semi-ready success must ultimately carry conviction. Each year adds to its brightness and its rightness, as the way of to-day in tailoring good clothes for men.

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... Jos. Heard ...

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