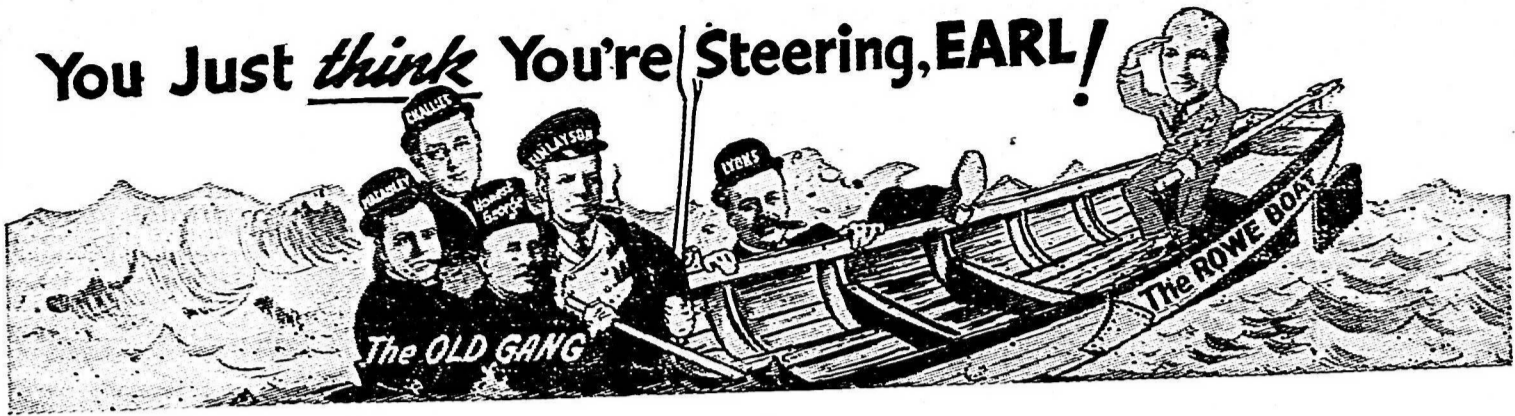


You Just *think* You're Steering, EARL!



Vote for Unemployment Insurance

Premier Hepburn will pass an Unemployment Insurance Law next session if the Liberals are returned. A vote for a Liberal candidate is a vote for Unemployment Insurance.



Vote for Low Hydro Rates

Hepburn brought down Hydro Rates, saving consumers \$4,800,000. Vote to keep Hydro from being loaded up with costly power from the Quebec Power Barons.



Vote for the "Treasure Hunt" to Continue

Hepburn has already uncovered a treasure of 28 millions hidden away in inheritance taxes on under-valued estates. Vote to continue the hunt.



Vote Your Approval of Lower Auto Fees

Hepburn has cut \$5 off the cost of motor license fees. Vote Liberal and show your approval.



Vote for Lower Taxes

Hepburn's desire to help the taxpayer was shown by the one-mill special subsidy he made to municipalities to be passed on to the taxpayer. Hepburn is the taxpayer's *Proven* Friend.



Vote for Debt Reduction

Hepburn, by sound financing and good government, reduced Ontario's Public Debt by 33 million dollars last year. Vote for further reductions.



Vote for Courageous Administration

Hepburn has not been afraid to stand up against the Lewis crowd, the Quebec Power Barons, the financial ring. Ontario needs a courageous Premier in times like these. Vote for lower interest rates.



Vote for More "Sunshine" Budgets

Hepburn's last budget, with its nine-million surplus and its tax reduction accomplishments, has become popularly known as the "Sunshine" Budget. Vote for a continuation of these "Sunshine" Budgets.



Vote Liberal And Keep The Old Henry Gang Out

IT'S all right to let Earl Rowe kid himself that he is steering and running the Conservatives, but the electors don't want to let Mr. Rowe kid them into believing that he is leading a new, clean, thoroughly purged Conservative party. The same "old Henry gang" is managing the Rowe boat. The "old Henry gang" think that they were beaten by "some mistake" in 1934. On Wednesday, October 6th, show them that it was no mistake, but that you were in deadly earnest when you voted them out and that you want them even less today.

Hepburn's Social Legislation Proves He Is "a Man With a Heart"

BY his deeds, Mr. Hepburn has shown he has the interests of the masses at heart. His government has assumed the full cost of Mothers' Allowances. A mother with one child is now entitled to an allowance, a right denied her by the former Conservative government.

Under Mr. Hepburn, the government as-

sumed the municipalities' share of Old Age Pensions.

It established Pensions for the Blind.

It abolished Students' Examination Fees.

It cancelled the Amusement Tax so that people are no longer penalized for enjoying themselves at theatres, concerts and games.

Hepburn Benefits Labour

HEPBURN has shown true friendship for the workingman, with advanced labour legislation—Minimum wages for men as well as women, an Industrial Standards Act providing codes by agreement between employees and employers and already improving conditions for 75,000 workers;

and the creation of the Industry and Labour Board.

Another evidence of Mr. Hepburn's friendship for labour is his promise, if re-elected, to enact legislation to provide Unemployment Insurance, and Mr. Hepburn makes good on his promises.

Hepburn Takes Liquor Out of Politics

HEPBURN'S proposed Board of Three—a Judge, a Liberal, a Conservative—is the sanest, soundest, most constructive plan for removing liquor from politics that has yet been devised.

In respect to beverage rooms the Hepburn Government stands for the principle of local option. It is up to the municipality to decide for itself whether it wishes to be "wet" or "dry". That's British fair play.

Hepburn prevented the sale of liquor in restaurants.

On its record of successful administration during its first term in office, the Hepburn Government deserves to be returned to power—deserves the support and the vote of all fair-minded people.

Do your part to assure Ontario a continuance of good government for another term by voting for the Hepburn candidate in your riding.

VOTE LIBERAL

Issued by the Ontario Liberal Association