

SIGNS OF THE TIMES

SPECIAL TEMPERANCE NUMBER



*Take My Advice:
DON'T DRINK!*

AMERICA'S WORST MENACE

by CHARLES S. LONGACRE

SHOULD COLLEGE STUDENTS DRINK?

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AMERICA'S WORST MENACE

The Deluge of Drink
Call to a New Crusade

THERE is perhaps no problem that has been more perplexing and vexatious than the liquor problem. Various remedies have been tried and experiments made to curb the evil effects of the liquor traffic, but the liquor dealers and users of alcoholic beverages have been amenable to none. Observation and experience have convinced us that the liquor evil will remain with us to the end of time, and that the expedient thing to do is to work along those lines that have produced the best results in curbing and minimizing it.

Of the many remedies that have been tried in the past, there are three that have been singularly effective. These are legislation to prevent the sale and manufacture of liquor for beverage purposes; temperance education, showing the harmfulness of alcoholic beverages upon the human organism; and the converting power of the gospel brought to bear upon the individual.

Let us take an inventory to see what prohibitive legislation accomplished under the Eighteenth Amendment. It padlocked 177,790 saloons and dismantled 1,754 breweries and distilleries. These places were converted into establishments of useful and harmless occupations and industries. It put a stop to all lying liquor advertisements in newspapers and magazines, on billboards, and by radio. It made it easier to discover and to apprehend the bootleggers where we had honest law-enforcement officers.

During the first ten years of national Prohibition the death rate from alcoholism was decreased 42 per cent as compared with the previous decade under legalized liquor. During this same period insanity due to alcoholism decreased 66 per cent. Drunkenness decreased 70 per cent. General crime decreased 54 per cent. These figures are substantiated by the Statistical Abstracts of the U. S. Court Records of 1923-1931. According to the

U. S. Census Report, 108,000 fewer persons died from alcoholism during the first ten years under the Eighteenth Amendment than during the previous decade of the old saloon regime. If national Prohibition had accomplished nothing more than to save the lives of 108,000 persons from alcoholic deaths, the experiment was worth trying.

The Eighteenth Amendment was responsible for a great reduction in automobile wrecks upon the highways, as witnessed by the aftermath of Repeal. One of the most appalling effects of Repeal was the tremendous increase of automobile accidents due to drink. The police records show that in 226 cities in the United States where liquor was legalized, during the first two years under Repeal arrests for automobile accidents due to drink increased from 60 per cent to as high as 1400 per cent, or an average of more than 400 per cent as compared with the first two years of national Prohibition. The arrests for drunkenness during this same period in these cities

by

C. S. LONGACRE

Secretary, American
Temperance Society

increased from 55 per cent to over 1100 per cent, or an average increase of more than 350 per cent as compared with the first two years of Prohibition.

The Eighteenth Amendment, at the end of ten years, had closed up 97 of the 98 Keeley Cure Institutes for Inebriates, and closed up all of the 60 Neal Cure Institutes for Drunkards. This in itself constitutes one of the best testimonials in favor of the effectiveness of the Eighteenth Amendment. One of the greatest indictments against Repeal is that delirium tremens patients increased over 400 per cent in a large St. Louis (Missouri) hospital during the first four years of Repeal as compared with the first four years of national Prohibition. During this same period, the increase of inebriate cases in the Bellevue Hospital in New York City and in the Boston City Hospital have almost

equaled that of the St. Louis hospital.

Former Hon. Joseph H. Choate, Jr., Director of the Federal Alcohol Control Administration, said, at the end of the first two years of Repeal: "Illicit distilleries are producing many times more than their honest competitors. . . . As concerns liquor, the United States is living in a fool's paradise." Senator Walsh of Massachusetts, who sponsored the Repeal measure in the U. S. Senate, denounced his own Repeal measure "as a hopeless and intolerable failure," and "much worse than national Prohibition."

The Repealists promised that if the Eighteenth Amendment were repealed by the people, they would not repeat the former corrupt practices of the liquor dealers back in the old saloon days. But they have not kept a single promise they made to the American people concerning good behavior and honor. According to a recent survey made by the Chicago *Herald-Examiner*, of the saloons flourishing in that city under Repeal,

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Storing up trouble in a modern brewery.

THE BATTLE WITH LIQUOR



What Can Be Done?

by DEETS PICKETT

Research Secretary Board of Temperance,
Prohibition, and Public Morals,
Methodist Episcopal Church



THE liquor situation in the United States is not only exceedingly serious but will remain so until a very large proportion of the American people are thoroughly informed, sufficiently aroused, and prepared to assume the responsibility of effecting reform.

The motive of greed is dominant. Almost all the alcoholic liquor being consumed in the United States today would not be consumed but for the fact that men and corporations make money from its sale. The economic motive is responsible for the overextension of facilities for the distribution of liquors, involving the use of more than 450,000 outlets. These outlets include places of amusement that appeal to young people; restaurants, hotels, quick-lunch rooms; ball parks, dance halls, billiard parlors, bus stations; delicatessen stores in residential communities; places contiguous to libraries, schools, and churches. Included are gas stations, rural night clubs, tourist-cabin camps, places under the immediate oversight of police, and places remote from police control.

Organization for profit is responsible for the consolidation of the whisky trade to such an extent that almost all the whisky is produced by four concerns. The profit motive is responsible for the overproduction of whisky, which constitutes a vast flood pressing hard upon every restrictive dam. It is the driving force behind all advertising, for advertising is intended only to bring about use, sale, and profit. It is the reason the brewers appeal to the children in your home by way of the radio; the reason smiling girls hold aloft foaming glasses of beer in your favorite magazine. It is responsible for the effective interference of the liquor trade in politics, and indirectly responsible for the subservience of politicians who are dependent upon the corrupt vote of metropolitan centers.

The appetite motive is an increasing influence, for the girl or the boy who takes an occasional glass of beer or a cocktail will, before the lapse of many months, become dependent upon alco-

hol to satisfy the yearnings of the digestive system and the longing for a "kick." The growth of appetite is insidious, for John Barleycorn slips his hand into the hand of the moderate drinker, almost imperceptibly coaxing him along the path. The millions of young people without a compelling appetite will drink tomorrow because the appetite is hard to resist. We pet the kitten; in due time the tiger dominates the home.

The social and political motives that uphold the custom and the traffic are closely allied. Cities are usually against prohibition and, speaking generally, against abstinence. In many cases, their

population is mainly derived from southern and eastern Europe. Too many of these people are convinced that "temperance" is a Protestant ideal, characteristic of "native-ism," and of a social pattern that should be remodeled to conform more nearly to the customs of their home country.

The liquor traffic is an important source of political funds in the government of the cities, in the government of the various states, and in the government of the nation. Its organization, which is very effective among delinquent and dependent groups, is available to the politician who co-operates with the trade. The dry element in times past controlled many Legislatures and Congress, but it never had more than lip service from political parties or conventions. It was particularly weak in state political organizations, and in the small political groups that control counties, cities, and precincts. As a rule, the men and women on the

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HIT IT HARD!

THE liquor traffic has had everything its own way long enough.

Like some Old World dictatorship, it spreads its dominion over the land, and strikes terror into all who would oppose it.

Every state, every city, almost every village, has surrendered to this national enemy. The Temperance forces have been scattered.

But the battle is not lost. The excesses of this dictatorship have turned some of its own friends and sympathizers against it. Appalling results of unrestricted liquor drinking have stirred the resentment of the best elements of the nation. Thinking men and women everywhere today are ready to do something about it. They are prepared for action.

The time has come to strike back. Let the Temperance forces reorganize and lay plans for advance and victory!

There is no need to accept defeat. The present intolerable situation challenges all who have respect for national honor, for decency, order, and progress, to join in the



ROBERTS

great new crusade against drink. Surely all who set any value at all upon the youth of the nation, all who have any care for the country's future, will pledge themselves at this time to assist in the greatest campaign ever sponsored to *Educate for Temperance* and so free the rising generation from the threat of physical and moral slavery in which this vicious traffic would bind it.

To this end we send forth this 1940 edition of the *Temperance Signs of the Times*. May it be scattered far and wide over the nation, and play a mighty part in nerving the friends of Temperance to new endeavor!

We can fight liquor.

Let us hit it now, and hit it hard!

THE EDITOR.

How moderate drinkers become specially liable to stomach disorders, heart disease, nerve troubles, and traffic accidents.

Take My Advice: DON'T DRINK!



Every honest doctor today admits that alcohol is a narcotic poison.

by **ARTHUR N. DONALDSON, M.D.**

Professor of Medicine, College of Medical Evangelists

THERE seems to be rather universal agreement that the heavy use of alcoholic beverages is distinctly harmful. Even the confirmed alcoholic has no quarrel on this point. The moderate drinker, however, is convinced that his highball, cocktail, beer, or wine should be classified as food rather than as poison, and is ready to argue the question of damage arising from its use.

We may define the moderate drinker as one who uses an alcoholic beverage with reasonable discretion, usually socially and because he likes it rather than for the purpose of submerging the unpleasant realities of life, as is the common experience of the fellow who drinks to excess. It is to the moderate drinker that we address these paragraphs, in the hope that the available evidence may upset his placid indifference to the danger that besets the one who uses alcohol even as he does.

There are two propositions upon which our judgment of this problem may be based. First, the relation of the moderate drinker to his environment, and his responsibility to others. Second, the effect of alcohol in moderation upon the body and health of the drinker himself. The first proposition is relatively easy to prove; the second demands scientific data that is just beginning to drift in. Almost all our information on the alcohol question is drawn from data on the saturated human, and a lot of folks in the moderate class who sincerely believe that their alcohol is harmless refuse to take seriously the stories of pickled livers and brain cells, and fatty hearts accom-

panying the picture of a bloated face. And yet they belong together. But for the fellow open to conviction we can offer a challenge without drawing on distasteful and unrelated extremes.

That the man who drinks cannot live unto himself, but rather intrudes upon the rights of others, is best shown in the record of highway accidents. The National Safety Council reports that alcohol is to blame for 25 per cent of all automobile accidents. Also, from the same source we are told that there were 37,800 motor vehicle deaths in twenty-six states. Nearly 7,000 of these owed their tragic demise to alcohol. Well, you say, that proves absolutely nothing, for the moderate drinker is not a drunk driver. Don't be too sure! One writer has aptly and correctly put it this way: "It is not the drunken driver, but the drinking driver who is a highway menace." The fellow who is drunk rarely drives.

It takes very little alcoholic anesthesia to disturb the driver's ability to act intelligently on split-second hazards. Dr. Francis Benedict, from the Nutrition Laboratory of Carnegie Institute in Washington, D. C., says: "For at least four hours after a dose of alcohol formerly considered as permissible, you as a motor vehicle operator may be considered a menace to society." Now Dr. Howard W. Haggard makes the announcement that *one* cocktail or *one* highball, or a *quart* of beer has no serious effect on reflex time, at least sufficient to prove dangerous. He has shown that when there is *less than* 0.05 per cent of

alcoholic concentration in the blood it is safe to drive a car. He evidently believes that one cocktail or one highball will not provide more than 0.05 per cent at any given time, and that therefore a man who drinks should definitely limit himself if he intends to drive. The chance for an accident is increased five times when the amount of alcohol in the blood mounts to between 0.07 and 0.11 per cent. The hazard mounts to 15 times when the concentration stands between 0.11 and 0.15 per cent. Now these concentrations represent moderate drinking. You know and I know that the average dinner party, to say nothing of the cocktail party, goes far over the level of 0.05 per cent alcoholic concentration per person. It is such "moderate drinking" that slows reflexes sufficiently to be responsible for most of the accidents attributed to alcohol.

This condemnation of the drinking, but not the drunk driver, is soundly based on carefully determined evidence. It has long been known that the nervous system was first and the most seriously hit by alcohol. The junction between nerve fibers that must co-ordinate in the reflex actions of the body are injured—the structure is deadened, and a message is sadly delayed in its passage from one point to another at this synaptic junction. And when reaction time is slowed, a great many things can happen. It also impairs vision, by making it less acute and by narrowing the field. Two glasses of beer have been shown to decrease distance vision by at least one third. That is a serious loss for distinctness of vision in a fast-moving vehicle. That, with the marked restriction in visual field, provides for misjudgment of

the speed at which the other fellow is traveling, the relative position in association with other cars, and makes it difficult to stay in the proper lane. We submit that such a physical and mental state constitutes a hazard for the other fellow, and that since such a situation is produced by very moderate drinking, therefore the moderate use of alcohol constitutes a hazard and infringes upon the rights and safety of others.

Now as to the possibility of injury to health from so-called moderate drinking. We have a certain school of medicine that teaches the use of minute doses of a drug to accomplish in a slow but sure way the correction of a physical disorder. If there is any logic to the homeopathic idea to which some moderate drinkers undoubtedly adhere, the subintoxication type of drinking should appeal to them as being an equally effective way of altering cells, organs, and bodily function. It is a little less spectacular and takes a little longer, that is all. Irving Fisher says: "A man who takes alcohol in even moderate degree is harming himself physically, mentally, morally, and economically."

In proof of the accuracy of this Yale economist's statement, note the observation of a medico-actuarial investigation based on statistical data from forty-three American insurance companies, and covering a period of twenty-five years. It states that an individual taking two beers and a glass of whisky or equivalent alcohol each day showed a mortality 18 per cent higher than the average. The mortality of those who had indulged in occasional excess prior to application for insurance was 50 per cent higher than average. Now this is a potent fact; there is no dodging the realities of mortality statistics.

All athletes, with the possible exception of Gallento and John L. Sullivan, will testify that alcohol increases fatigue, hinders muscular power, diminishes endurance. Well, of course, any pharmacologist will tell you that alcohol is an anesthetic, and, as such, hardly constitutes the most satisfactory diet to train on. On this same point a statement from Frederick W. Price, M. D., F. R. S., Edinburgh, editor of a recognized text on the practice of medicine, might be in order. He says: "Alcohol is always toxic in appreciable amounts." And Dr. Jonathan Meakens, Professor of Medicine at McGill University, tells us what constitutes an "appreciable amount": "Symptoms of toxicity appear when the concentration is 0.10 per cent." That is represented by the usual social round of a very decent dinner party. And when a thing is toxic, it is physically harmful.

Every physician is called upon to treat gastritis in the moderate drinker. This formidable medical term means inflam-

mation of the stomach. Now some stomachs seem to be able to take it for a while; but most stomachs are periodically grumpy about it. Many just will not stand it at all. Now whereas the alcoholic saturation in the tissues is rarely more than a few tenths of one per cent, the lining membrane of the stomach has to handle it as it comes from the glass. And even beer is pretty hot stuff for tissues that were never intended for contact with chemical irritants. Gastritis is a forerunner of gastric ulcer, stomach cancer, and eventuates in a degree of destruction of stomach glands that may lead to a serious disease called pernicious anemia. Now please bear in mind that we are talking about the moderate drinker. Gastritis is by no means a disturbance limited to the fellow who handles a quart a day.

Heart disease is very much on the increase, as everyone knows. One of our biggest causes is tobacco. And now we have evidence that alcohol in even small amounts is a cause of heart injury. There is a distinct constriction of the coronary

vessels (the blood vessels that are distributed throughout the heart muscle) when alcohol is present in the blood in a concentration of 0.10 per cent or more. That represents a decent(?) party—a couple of cocktails. What is more, the duration of the effect is at least two hours with any one drink. Now any fooling with the coronary circulation in the heart is like handling nitroglycerin. It is the mechanism that provides the ways and means of heart action, and injury or disturbance of those important blood vessels leads to angina pectoris, progressive heart failure, sudden death. And again may we point out that this thing comes to the moderate drinker, for the moderate drinker is the 0.10 per cent to 0.15 per cent man.

Sir Victor Horsley has made the observation that "we have no proof that a minimum of alcohol exists." This fits in perfectly with the fact that we know not just what our margin of safety may be. Reduction in working capacity of every cell, muscle, and organ is the in-

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THE BROODER - - - by R. O. Berg



-R. O. BERG-



ALCOHOL and SUCCESS

BEER the BRAIN STEALER



Every student in
every university
and college in
America should
read this article.

ROBERTS

SHOULD COLLEGE STUDENTS

Drink?

by
**JOHN C.
ALMACK**
Ph. D.

Professor of
Education,
Stanford University,
California

NO ONE would have much trouble to prove that alcohol and college "do not mix." Alcohol and college success are exactly opposed to each other. Young people go to college because they desire (1) intellectual or artistic achievement; (2) training for a profession, such as law, medicine, or engineering; (3) victory on the athletic field; or (4) some type of social success, such as marriage into a good family.

"But," you may say, "not all students go to college to achieve success. Many of them go just to have a good time." All right, suppose we grant the truth of this answer. Does that mean they will have to rely upon drink for a good time? Not at all! In the first place, it is debatable whether any kind of alcoholic drink can or ever does make for a really "good time." If keenness of the senses, if mental alertness, if good physical condition, has anything to do with a good time, then anything that dulls the perceptions, as alcohol does, has no contribution to make to enjoyment.

There is a second most vital consideration here. No one who goes to college solely for a good time stays there very long; that is, if by a good time one means getting away from all serious work and responsibility. Classes must be attended, papers written, examinations taken, and many other obligations met as they are scheduled. One who does not meet them soon finds himself "rusticating," as they

used to say in the old days when a student was suspended or expelled.

The remark is commonly made that it takes brains to succeed in college studies. This is expressed sometimes as ability to think and to reason, sometimes as the ratio between one's age and his score on an intelligence test. A young person who has an intelligence quotient of 120 *can* succeed in college as colleges are conducted today, if he is an interested and willing worker.

Dr. J. McKeen Cattell, a scientist of repute, says that so small a dose of alcohol as four teaspoonfuls lowers the intelligence. Dr. H. L. Hollingworth, a well-known psychologist, found that a dose of three tablespoonfuls reduces intelligence 15 per cent. A dose twice as large reduces intelligence 25 per cent. Such a loss would put a person with an intelligence quotient of 120 to a point below average. A genius with an I.Q. of 140 could thus be reduced to a level where he could not "get by" in college classes. This is a good reason why no one founds a college for alcohol addicts.

Shakespeare says the same thing in literary language. You recall, in "Othello," that Iago conspired to take advantage of poor Cassio. To further this purpose, he made him drunk, and Cassio became engaged in a public brawl just as the crafty Iago planned he should. Finding Cassio with drawn sword, Iago asked: "What was he that you followed with your sword? What had he done to you?"

"I know not."

"Is't possible?"

"I remember a mass of things, but nothing distinctly; a quarrel, but nothing wherefore," and, struck by the horrible thought that he may have committed a crime, Cassio exclaimed, "O that men should put an enemy in their mouths to steal away their brains!"

The great religious leader, Buddha, gave as the fifth of his commandments: "Walk steadily, . . . and to do this, drink not liquors that intoxicate and disturb the reason." The word "intoxicate" means to poison. No likelihood exists that one whose brain is poisoned and whose reason is disturbed will succeed in college.

Four thousand years ago, in Egypt, a wise teacher wrote to his pupil, a prince of the ruling house, urging him not to drink. "If liquor gets into a man," he wrote, "it overcomes his mind." Another Egyptian, of the year 600 B. C., recorded: "The higher scholars do not drink at all. . . . It is oppressive to the head, a barrier to invention, and an incentive to crime."

The Bible abjures alcohol. "Wine is a mocker, strong drink is raging," says the book of Proverbs: "and whosoever is deceived thereby is not wise."

Nor can anyone claim that alcohol ad-

vances a student toward professional success. Would you employ a drunken lawyer to defend your civil rights or your property in the courts? Would you engage an alcohol addict to perform a delicate operation on a member of your family, notwithstanding the fact that he has a medical degree? Would you select a "steady drinker" as an engineer to plan a great bridge like that over the bay at San Francisco? No, drink does not prepare one for the professions.

Just as clearly, everything known to man reveals that the use of alcoholic drinks is incompatible with athletic achievement in college. Track records are often broken by a fifth of a second; often even by one tenth of a second. In events where competition is keen and where differences between winners and losers are slight, a person who wishes to get to the top cannot afford to handicap himself by drinking any alcoholic beverage.

The failure of an athlete to safeguard his own reputation reflects badly upon athletics in general. Recently the daily papers carried the story of a "grid ace" who was arrested as a drunken driver. "He was," said the story, "thrown for a loss by police officers, and will face drunken-driving charges in police court tomorrow. He failed to negotiate a turn in his automobile, dragged two fence posts and a strip of wire fencing for thirty feet, and became mired in the mud."

"Both the driver and his co-ed companion were under the influence of liquor," the officer said. "The football player was released on \$250 bail to appear before the police judge." The published sequel to this news story was notice that the athlete had been sentenced to one hundred hours of labor on the municipal woodpile. The papers said nothing, and probably knew nothing of other effects of this affair. The facts are plain to be seen that one mistake of this kind may put an end to all hopes of a college career.

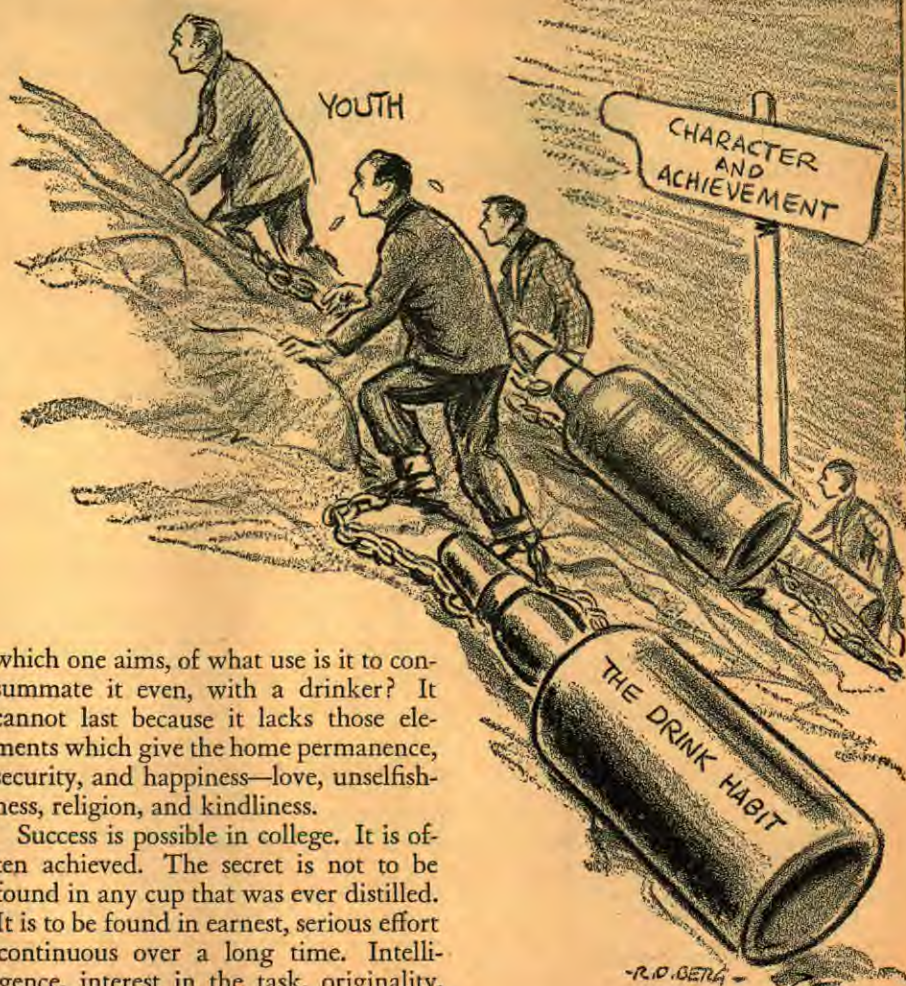
Nor does alcohol contribute in any sense to achievement in respectable society. The drinker may "get by" for a while; he may even regard himself as a social lion; but sooner or later he is "left out" in those circles where good form and self-respect receive consideration. The time is sure to come when the associates and friends of the "social drinker" will look upon him as a first-rate nuisance.

The shrewd Iago realized how "unsocial" a drinker may be. Of Cassio, he said:

"If I can fasten but one drink upon him,
With that which he hath drunk tonight
already,
He'll be as full of quarrel and offense
As my young mistress' dog."

Suppose it is a brilliant marriage at

MILLSTONES ON THE UPWARD CLIMB



which one aims, of what use is it to consummate it even, with a drinker? It cannot last because it lacks those elements which give the home permanence, security, and happiness—love, unselfishness, religion, and kindness.

Success is possible in college. It is often achieved. The secret is not to be found in any cup that was ever distilled. It is to be found in earnest, serious effort continuous over a long time. Intelligence, interest in the task, originality, and downright character are its guarantees. It takes character, for it is no soft and easy road. It is no road for weaklings who yield to the first temptation of the idle and vicious.

Alcohol sounds the death knell of originality. The great physicist, Helmholtz, said: "The smallest quantity of alcohol scares away novel ideas." Bernard Shaw, the greatest modern playwright, declares: "Alcohol knocks off the last inch of efficiency, which in all really fine work makes the difference between first rate and second rate."

The German poet, Schiller, once said: "Wine never invents anything;" and our own Edison wrote: "To put alcohol into the human body is like putting sand in the bearings of an engine. I do not use any kind of liquor; I always felt I had a better use for my head."

Like intellectual and scientific education, the true foundations of achievement in art, music, literature, and invention are natural talent, good training, and hard work over a long period of time. Alcohol destroys the natural talent, lowers the effectiveness of good training or prevents it altogether, and stands as the main obstacle to the desire for and the ability to do hard work. Alcohol and success in college have nothing in common.

Don't Drink!

(Continued from page 5)

evitable accompaniment of wear and tear of years, of age. Some are born with a heritage of "cast-iron" tissue that will take a lot of hard work and much abuse. Others have a heritage that requires a lot of coddling to reach even middle age. Now, in recognition of the fact that none of us know just how much reserve our organs have been given, and in view of the inevitable inroads that routine living will make on that reserve, what is the sense in taking chances with agencies that are known to injure tissues and are proved factors in hastening physical decay? Guard that margin of safety.

The moderate drinker tells us: "I can take it or leave it alone." Edward A. Strecker, Professor of Psychiatry, University of Pennsylvania, says: "Experience teaches that they seldom leave it alone." And there is a reason. The effect of alcohol upon nerve cells is unusual, rather specific, insidious, and distinctly damaging. As a result, the moderate drinker too often does not remain moderate in his drinking habits. In a word, there is no rule by virtue of which alcohol in any amount may be used safely and sanely.

DRINK- the CAUSE of CRIME

by ARTHUR S.
MAXWELL

MORE than half the prisoners entering the penal institutions of America blame their downfall on drink.

Of all the thousands of persons sent to jail each year more than 50 per cent state bluntly: "Drink brought me here."

This staggering fact provides the most damning evidence against the liquor traffic ever uncovered.

It means that drink is the major cause of crime. It means that drink, more than any other single factor, is crowding the jails, cramming the penitentiaries, filling the reformatories to overflowing.

Wardens, superintendents, identification officers, and record clerks, in prisons, penitentiaries, penal colonies, and on penal farms all over the country, have assisted in bringing the truth to light.

From the Atlantic to the Pacific letters have reached us that are truly startling in their content. They reveal the intimate relation between liquor and lawlessness. Some even credit drink with 90 per cent of the human failures that enter these institutions.

But how did the prison officials themselves obtain their information? In most cases, by personal inquiry of the prisoners themselves as they entered prison. Some officials state that they have been gathering the facts over a period of years.

Not long ago, while in Jackson, Michigan, we talked with Mr. C. J. Lloyd, Chief of the Identification Bureau at the great State prison there—reputed to be one of the largest in the world. He told how he had interviewed thousands of

prisoners during his period of service, and said that more than 50 per cent ascribed their downfall to drink.

Mr. Lloyd's experience is corroborated over and over again by that of other officials in the many prisons of the land. Limited space naturally forbids the publication of the entire correspondence; but the following extracts from some of the letters received will be sufficient to demonstrate to some extent at least the vast damage that drink is doing to America today:

COLORADO STATE PENITENTIARY

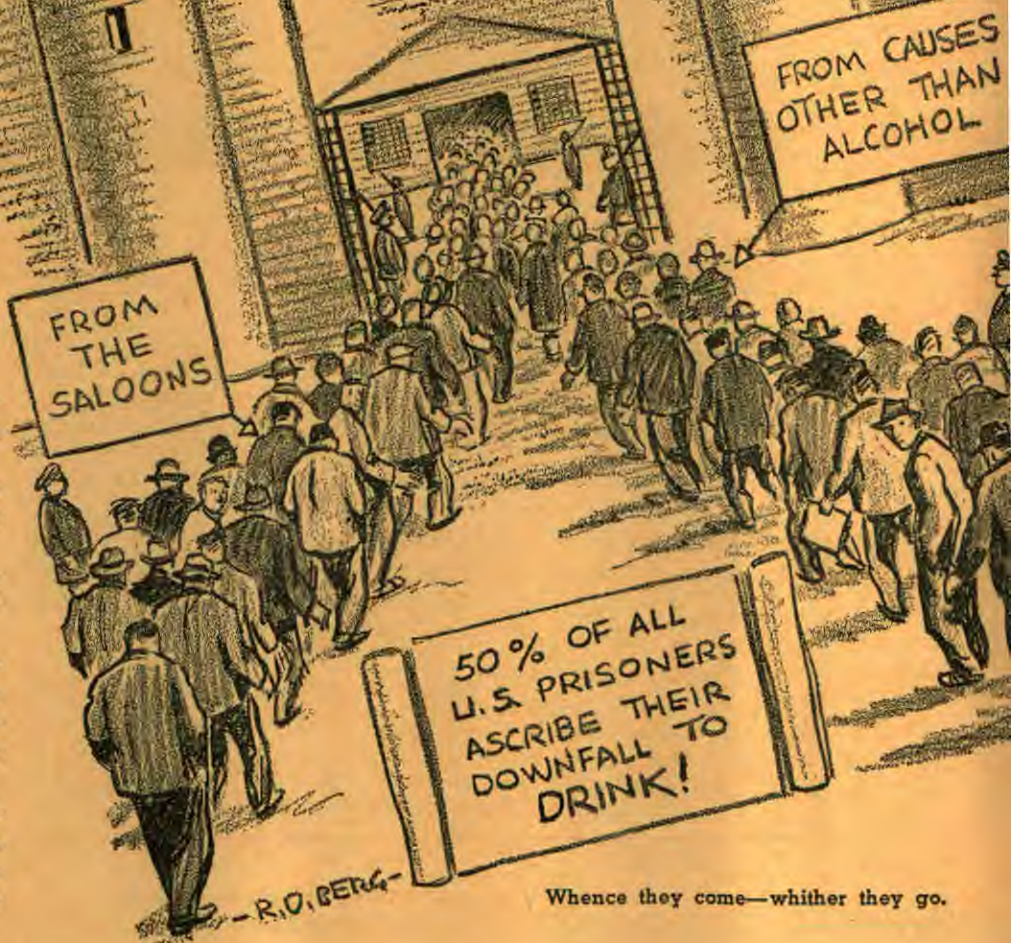
"We find that of those who come through our surveillance here there are about 90 per cent who claim to be nontemperate.

Whether it is a fact that alcohol is directly the cause for the fall of this 90 per cent I could not rightfully say; however, I believe that 50 per cent would be a good estimate, especially so where the younger class is concerned."

E. J. HOLLISTER,
Superintendent, Bureau of Identification.

WISCONSIN STATE REFORMATORY

"A year or so ago I made a survey here covering 100 cases as they entered the institution, and asked each one specifically if liquor had anything to do with his present predicament. Of this number 25 said they were under the influence of intoxicating liquor when they committed their offense. In my estimation, the percentage now is about the same, judging from the stories they tell me when I interview them and get their



Whence they come—whither they go.

case history a few days after arrival. Our institution is for first offenders only, between the age limits of 16 and 25. The average age is about 20½ years."

J. E. TEMPLE, *Record Clerk*.

MONTANA STATE PRISON

"I would say that approximately 50 per cent or more of our prisoners state their downfall has been directly or indirectly due to excessive drinking of alcoholic liquors. The average age of these prisoners is between 26 and 28."

WILLIAM D. COEY, *Record Clerk*.

UTAH STATE PRISON

"At least 50 per cent of the prisoners I interview attribute their downfall to the use of liquor, and 90 per cent of the prisoners returned to this institution for parole violation give their excuse for violating their parole as liquor."

JESSE A. WALTON,
Fingerprint Clerk.

IDAHO STATE PENITENTIARY

"I checked the last 50 men received, and found that to the question, 'Cause of Downfall?' 16 answered liquor or drinking. I feel that 50 per cent of our crime can honestly be charged to the cursed stuff. I wish you success in your crusade against liquor."

H. P. FAILS, *Parole Officer*.

ILLINOIS STATE PENITENTIARY

"Approximately 60 per cent of the new inmates ascribe their downfall to the excessive use of alcohol."

BERT E. STAEHEL,
Superintendent of Identification.

MASSACHUSETTS REFORMATORY FOR WOMEN

"It is safe to say that 33 per cent, or one third, of the population in this women's reformatory would attribute their prison sentence to drink."

MIRIAM VAN WATERS, *Superintendent*.

WASHINGTON STATE PENITENTIARY

"About 45 per cent of the men arrested and sentenced to this institution as a penalty for their crimes, attribute their downfall to liquor."

L. T. COULTER,
Chief Record Clerk.

OREGON STATE PENITENTIARY

"A very large per cent of the inmates received here attribute their downfall either directly or indirectly to liquor. I would say that it would be between 30 and 40 per cent."

GEORGE ALEXANDER, *Warden*.

OHIO STATE REFORMATORY

"The minimum and maximum ages of commitment in this institution are 16 to 30 years. The average age for new arrivals for some time has been 22; while it varies from year to year, it seldom exceeds 23, or falls below 21."

"About 75 per cent of those committed have at some time used alcoholic liquors. Especially it is revealed that more than 50 per cent interviewed in my custody have admitted with contempt the allegation of inebriety as the actual cause of their crimes. It is an alluring fact that those who ascribe alcohol as the principal factor of their antisocial behavior state: 'If it were not for liquor, I might not have been here.'"

"It may be interesting to know that many of those who are returned as parole violators also ascribe drinking as the cause of their downfall and reincarceration."

LAWRENCE A. DRIESCH,
Identification Officer.

INDIANA STATE FARM

"The records of this institution reveal the fact that approximately 32 per cent of our commitments are made for the offense of intoxication. It is true that many more, the exact percentage of which would be hard to determine, attribute their violation to the fact that they had been drinking."

FLOYD J. HEMMER, *Superintendent*.

OKLAHOMA STATE REFORMATORY

"I find, through checking my records, that about 50 per cent attribute their cases to this evil. The average age of our prisoners is 19 years."

LEWIS H. LINDSEY,
Record Clerk.

NEVADA STATE PRISON

"During my term of office at this institution, I have questioned hundreds of prisoners as to the cause of their getting into prison, or rather committing the offenses which ultimately led to their incarceration; and at least 75 per cent of them attributed their downfall to becoming intoxicated with whisky."

J. C. MACCAFFREY,
Sgt. St. Police.

MICHIGAN REFORMATORY

"I wish to advise that about 20 per cent of the prisoners entering this institution admit liquor to be a contributing factor to their imprisonment. This is a rough estimate, taken from my own experience in this institution during the past six and one-half years."

GEORGE L. BACON,
Supervisor of Records.



If you DRINK— Don't DRIVE!

Says E. RAYMOND CATO
Chief of California Highway Patrol

THE problem of the drinking driver on our highways is rapidly becoming one of paramount importance. The driver who is completely under the influence of intoxicating liquor, while a menace, does not constitute the greater part of this most serious condition. It is the driver who imbibes only enough to cause his ordinary prudence and care to be inhibited to the extent that he takes those bloodcurdling chances that so often result in death and human suffering.

In the area bounded by Oakland and San Francisco on the north and Salinas on the south, we find that of 763 rural crashes occurring during a three-month period, 113, or 15.6 per cent, of them were caused by drivers who were at the time of the crash under the influence of intoxicating liquor. Not all those drivers were "drunk" as the ordinary person accepts the term. Many of them had taken only enough alcohol to cause their normal mental and muscular co-ordination to be impaired to the extent that they were unable to prepare themselves to meet the emergency as it arose; and yet they had taken enough alcohol to cause them to think that they were the best drivers on the highway.

Even one drink is "one too many" if you are going to drive your car.

VERMONT STATE PRISON

"I am in touch with all men committed to the Vermont State Prison and House of Correction, and a large majority of these claim drink as their downfall. I have found in my experience of over 30 years in this work that men, when they commit a crime, have been drinking."

JOHN W. KIMBALL, *Superintendent*.

OKLAHOMA STATE PENITENTIARY

"A very large and surprising percentage of the individuals who are committed to this institution attribute their downfall to whisky and other alcoholic beverages."

E. M. GILLESPIE, *Record Clerk*.

ATTICA STATE PRISON, NEW YORK

"In my experience in receiving the prisoners at this institution, I can state that about 40 per cent attribute liquor or the use of it as the cause of their committing the crime."

TEOFIL S. PRZYBYL, *Identification Officer*.

WASHINGTON STATE REFORMATORY

"I have caused to be made a survey of the last 190 inmates who have been received here, and find that 60 of the 190, or about 31 per cent, attribute their downfall to liquor. Their average age is 24 years, 4 months."

A. S. WELLER, *Parole Officer*.

So much for the letters. Now come with us into the inquiry room of one of the leading prisons.

A line of incoming offenders is slowly passing the Chief Identification Officer. Here comes the first, a youth of perhaps nineteen summers. The usual inquiries are made as to his name and place of birth. Then: "What was the chief cause of your taking this wrong step and breaking the law?"

"Drink, sir."

He passes on to serve his sentence. Another follows. Similar questions are put to him. He is asked what led him to commit his felony.

"Drink, sir."

So the line files by, with every second man giving substantially the same reply. Again and again and yet again the charge is hurled at the accursed stuff.

They hear it, these wardens and superintendents and identification men, day after day, hour after hour.

"Drink, sir!" "Drink, sir!" "Drink, sir!"

Let the whole nation hear it too. Let the President hear it. Let Congress hear it. Let the liquor lords hear it. Let the Criminal Investigation Department hear it. Let the churches hear it. Let everybody hear it.

"Drink, sir!" "Drink, sir!" "Drink, sir!"

The pitiful plea rises from all the prisons of the land in a mighty crescendo of condemnation of the whole wretched liquor business.

It cries to heaven for judgment.

And it calls to all who love their country and their fellow men to unite in a mighty crusade to bring this intolerable situation to an end.



KEYSTONE

by
MURL VANCE

Moderate Drinkers Who Couldn't Stop

**Personal Confessions of Inmates of
State Institutions for Alcoholics as
Made to Our Special Investigator**

THEY'RE not insane, legally speaking, even though they are sent to this institution. No matter what a man does while under the influence of liquor, he is not insane from our viewpoint unless his misconduct carries over into his sober periods. All that is wrong with the inebriate, if his health hasn't been ruined, is that he has lost his will power so that he can no longer control his drinking."

The psychiatrist in charge of one of California's seven massive institutions for the care of the mentally unbalanced was speaking.

"Yes, you may visit some of the patients and talk with them if they are willing to tell you their story." He pressed a buzzer, and soon an attendant was leading me to the alcoholic ward. One patient after another was called in, some of them as fine a type of individual, when sober, as could be found anywhere. They were sober and in their right minds, and almost to a man eager to give their story if by so doing they could help to keep anyone else from the habit that had wrecked their homes and lives. Here is what a few of them told me:

Government Employee (graduate of Columbia University, son of famous newspaper publisher): A drinker first drinks because he thinks he has to do it to be sociable; then soon he drinks because he feels sorry for himself. Not everyone who drinks will become a drunkard, but everyone who drinks is a potential drunkard. For years he may continue to be a moderate drinker, being able to "handle" his liquor perfectly;

then along comes a sorrow or a grief of some kind. He already has the drinking habit, and knows something of the effects of alcohol. What should be more natural than to put his brain under a partial anesthetic to erase all thought of his little sorrow?

During the years I have watched drinkers closely, as one of them, and I believe that we should do our utmost to warn moderate drinkers of the danger in which they place themselves by becoming alcohol users.

Electrician: I married a banker's daughter; but we just couldn't get along. She was used to better things than I could give her. I made plenty of money, but spent too much of it on liquor. She would not let me bring liquor to the home, so I drank it elsewhere.

Most of us start drinking because we think it is the smart thing to do. After we get the habit, we keep on drinking because we do not wish to face the realities of life. Drunkards, I believe, are made by lack of parental discipline. I was an only child, and was used to having my own way. Any

child who is not properly disciplined is likely, after he reaches maturity, to cover up his defeats with alcohol or some other narcotic.

After getting a few drinks inside, a man does not care what happens to the rest of the world. His liquor shuts him off into a world of his own, and worry ceases to exist—until he starts to sober up; then he has to take another drink, and so it goes.

After a man starts drinking excessively he soon loses all self-respect. I can never again walk up and down the streets of any town where I am known. I could not even before I came here, because of my drunken escapades. Drink drives you into a shame from which you cannot recover.

Carpenter: After a person has used alcohol for a certain period of time it becomes a necessity in his life. It does something to his nerves that wrecks his control over them. I have seen many a time when my hands were so shaky that I could not even run a pencil down the side of my square until I had drunk enough whisky to put my nerves half to sleep—then pretty soon I was so drunk I couldn't do anything.

I have been given every chance in life that a man could be given. My employers have pleaded with me, and take me back time after time; I guess I must have been a good carpenter. But I never could hold a job very long. Soon after I'd get a new job I'd go on a drunk and wreck everything.

The number of alcoholics consigned to state mental hospitals has increased 500% since 1920.

Liquor broke up my home. I know that my children are not proud to have a father in this place. They'll never tell anyone; and one thing sure, I won't be advertising it either when I get out.

Schoolteacher: People drink because they want to do things their conscience won't let them do in their sober moments. Every one of us has desires we know we should not indulge. We can't be happy doing them while sober because we know we are doing wrong. Liquor releases the brakes, and lets us indulge every desire without restraint.

Everyone thinks he can handle his liquor until it is too late for him to handle it.

One of the big things Prohibition did for us was to make liquor so high that most of us ran out of money before we got very far; now the liquor holds out as long as we do. You can buy wine now for eight cents a pint, and I can tell you that the stuff is a poison, not a beverage. [Every patient with whom I talked declared that the cheap wine now flooding the markets is, in their opinion, the most violent in its action, the worst form of alcohol a drinker can take.]

Salesman: My brother is in here with me, and for the same reason—he can't leave liquor alone. I came in to be with him, to try to help him out. [Imagine a man's drinking himself into lunacy to try to help out a drunken brother!] What we shall have to do when we get out is to determine never to touch another drop. No, I haven't decided yet to do that.

For several years there was not a day passed when I wasn't more or less under the influence of liquor, for I drank it every day. During this time I drove a truck constantly for an oil company. I never got reckless and had smashups; but I was scared to death sometimes that I was going to. I tried so hard to keep my truck from going over that center line; but it seemed to keep trying to go over. Sometimes there were two lines wide apart on the road, and I did not know which one to follow. When that happened, I usually drove off on a side road and went to sleep.

Thus it went. In every case the story was about the same, each followed about the same path from decency and self-control to a state institution—first the social glass for a few years, then some little sorrow or disappointment that must be kept in the background by a constant stream of alcohol, then a period of drunken debauchery, of entanglements with the law, then a sanity board hearing or court trial, and commitment to what most of us call an insane asylum. But the psychiatrists with whom I talked assured me that I had as yet not seen the full awfulness of the picture.

The number of alcoholics pouring into our state institutions every year is indeed alarming. In the state of California alone inebriates are flooding the state mental institutions at the rate of 131 every month, with a sentence of from six months to two years hanging over them.

This figure does not take into account the enormous number being treated in private hospitals, which, of course, is the treatment in practically every case where the family can afford it—to avoid the shame of having a relative in a state mental home. It does not take into account the syphilitic insane, a very large number of whom owe their disease to a release of the "brakes" at a time when sobriety would have been nauseated by

clear-cut evidence of disease in the individuals with whom they were associating. And it does not take into account the months or years of debauchery and jail sentences preceding commitment to a state mental institution, *which in every case is the last resort for the inebriate as far as the state is concerned.*

But the picture is still blacker than this. Very few of these cases are cured,

(Continued on page 15)



RADIO Liquor Advertising MUST BE STOPPED!

by
Senator Edwin C. Johnston
of Colorado

I AM convinced that liquor advertising is offensive because 379,000 parents have petitioned Congress for relief from it; because the Parent-Teachers' Association, representing two and one-quarter million parents, says it is offensive; because officials in the Treasury Department of the Government, whose duty it is to collect the liquor taxes, have told Congress that it is exceedingly objectionable; because a majority of households say it is offensive; because Canada, with a population similar in ideals, habits, and customs to those of the United States, has already stopped radio liquor advertising; because the National Association of Broadcasters, representing 428 stations out of a total of 778, resolved in July of last year that it be banned. I am very grateful for this expression from the radio industry. It indicates that the association of radio stations realizes how offensive is such advertising, and to what extent it is injuring the radio industry. It has been my personal experience to hear hundreds of parents complain about liquor sales-appeal talks over the radio. The Pittsburgh (Pennsylvania) *Catholic*, late last fall carried this forceful and significant editorial:

"Something has been said in these columns from time to time about the harmful effects of the advertising for intoxicants with which the radio and the billboards are flooding the country; advertising that simply cannot be squared with the public interest. Appeals to begin drinking, or to drink more,—at any rate to drink, drink,—flaunted day and night before eyes and dinned day and night into ears, are a deliberate incitement to intemperance."

W. S. Alexander, Administrator of the Federal Alcohol Administration, has said:

"I have been very much interested in the past three years in the comments in the country at large in regard to the use of radio for the advertising of alcoholic beverages. At each time when a public statement has been made with reference to this question, our Administration has received, from all over the country, comments; and usually those comments have been in favor of the elimination of radio advertising."

Chairman Frank R. McNinch, of the Federal Communications Commission, in an address February 15, 1938, before the convention of the National Association of Broadcasters at the Mayflower Hotel, Washington, D. C., said:

"As we sit in our family circle listening to the radio, we are, I believe, a typical American family. Some programs are not welcomed. They subtly and sometimes boldly suggest to young people things that I wonder if any of you think proper to suggest to young minds in their plastic and formative stage when impressions are quickly and indelibly made, often to last through life. . . .

"And now I am going to be bold. I am going to suggest that you consider the wisdom of adopting a policy that would deny your facilities to those who seek to cultivate the consumption of intoxicating liquors. . . . I believe you would do well if the American public understood you were not willing to lend your facilities for sales talks intended to increase the consumption of intoxicating beverages, especially when you remember that appeal is made in the home to children of all ages and both sexes.

"The majority of our citizens have registered their will that it should be lawful to sell such beverages; but the minority has, I believe, a right to have its homes protected against that which is offensive."

I do not agree with Mr. McNinch that it is merely a minority who want protection for their homes. In my opinion, an overwhelming majority of American homes desire protection against offensive liquor-sales appeal talks to their children.

**If you object to liquor advertising, write your Senator today.
Urge him to approve Senate Bill 517.**



by

**HANNAH
JORDET
ERICSON**

State Director of Religious
Education of the Minnesota
W. C. T. U.

WHEN a question of such great importance as the legalization of liquor is to be decided, both sides of the argument ought to be presented, so the voters can consider the issue, pro and con, and go to the polls and register their convictions intelligently.

Let us consider first a few of the arguments used by those who favor licensing liquor:

"Prohibition has been repealed," they say, "and it is the wish of the people and of the Government that liquor shall be sold legally. Drinking will always continue; and a well-regulated, strictly operated liquor store is a better way to control the sale of alcoholic beverages than bootlegging or getting the supply out of town. A liquor store increases other business, and diminishes unemployment. It also decreases lawlessness by eliminating the illegal traffic. It safeguards patrons against drunkenness, and helps to keep youth in their own home town, where, under supervision, they are safer than elsewhere."

"Municipal liquor stores," their sponsors point out, "are a financial asset, and net the villages and cities where they operate a considerable annual income. This takes care of a large share of the local expenses and improvements, as well as furnishing a source of income to the state and the national governments. They are thus no small aid in relieving the tax burden."

These arguments all seem to be sound and reasonable if one considers them su-

perficially; but let us look at the facts and records before we form our conclusions.

Before a municipal liquor store can begin to operate, a village or a city must spend several hundred dollars to provide fixtures and to buy liquor. The operating expenses usually amount to from \$200 to \$500 a week. Employees, house rent, fuel, light, freight, and liquor must be paid for, and often one or more additional policemen. It takes a considerable amount of patronage to pay expenses only; and, unless there is a great deal of drinking, many municipal stores make very little more.

It should be remembered, too, that the average person has just so much money to spend. In the majority of families all income is needed for necessities, and there is no surplus for liquor. When money is spent for booze, it does not buy groceries and clothes. Hence, most of the money spent for liquor is diverted from other industries. One merchant said: "If a liquor store does business for \$40,000 in a year, it means \$40,000 less to the other business places." Several merchants where liquor stores operate have said that the biggest mistake they ever made was to vote for such an institution to be opened, because it had taken so much cash from their businesses and left them with many credit problems and bad debts. Even a number of those who worked and voted for license have expressed themselves as being very sorry the measure carried.

Does a liquor store reduce taxes? The liquor traffic always claims that it is paying a large share of our taxes. Is that so? When have taxes been higher and when has every possible thing been so taxed as it has since Repeal? A liquor store takes many times as much money out of a community as it pays out in licenses, revenue, or profit. Many persons, instead of paying five dollars in direct taxes, pay fifty or more dollars to the liquor seller to get him to pay the five dollars for them; and they get nothing of value for their money. Could there be a more harmful and wasteful method of collecting taxes? Liquor stores also decrease the number of taxpayers, since many persons spend so much money on alcoholic beverages that they have none to invest in homes, farms, or some profitable industry. Since there are fewer taxpayers, those who pay must pay more. There are also huge indirect expenses caused by drink, which heap a great additional burden upon taxpayers.

How does legal liquor affect unemployment? Very few persons realize that the more money spent for alcoholic beverages the more unemployment there is. It takes only one fourth as many people to make liquor as it does to make other products. The U. S. Statistical Abstract

1917, page 196, says: "For every million dollars invested, the brewers employ seventy-eight wage earners. The million dollars in other industries employs three hundred eighteen workers." The people of Minnesota spent almost sixty-five million dollars for legal liquor in 1937. What a list of useful articles this sum would buy! Then consider that between three and four billion dollars is spent annually for intoxicating liquors in the whole United States!

Supply and demand always control prices. With all these billions taken out of useful industries, is it any wonder that there is so much unemployment and that the national and state treasuries are overburdened with debts? As long as people are willing to sacrifice themselves and their children to help the liquor industry to thrive and prosper, we can look for no improvements in social, moral, and economic conditions.

Have liquor stores eliminated bootlegging and decreased lawlessness? J. Edgar Hoover, of the Federal Bureau of Investigation, says we have four times as many bootleg stills as under Prohibition. At the end of the fiscal year, June 30, 1939, Government agents had seized 12,058 illicit distilleries. This was esti-



ALCOHOL AND ALTITUDE

W. MILLER

THE giant air liner raced down the runway. A slight flip of fins, and it lifted majestically into the sky. A moment more, and it disappeared—a mere speck dissolving in the foam of a billowy cloud.

I had watched a modern miracle of speed; had watched, wondering what effect the plane's rapid rise had on a passenger who had taken a drink or two before going aboard. For the answer to my question I turned to a stewardess near by, who was awaiting her plane. From her I learned that there is no "moderation" when it comes to flying. She stated that just one drink of an alcoholic beverage taken on the ground becomes two, three, and even four, in effect when a plane soars upward. Frequently there have been those who, under these conditions, have become crazed, struggling to jump from the plane or to perform other acts of violence. That is why the air lines reserve the right to refuse passage to anyone who has been drinking. That is why no liquor is allowed on board a plane. That is why no pilot, copilot or stewardess is permitted the use of alcoholic beverages for twenty-four hours before going on duty. Neither are they permitted to drink while on duty or on reserve duty.

For passengers and crew the same wise counsel holds good:

"IF YOU FLY, DON'T DRINK!"

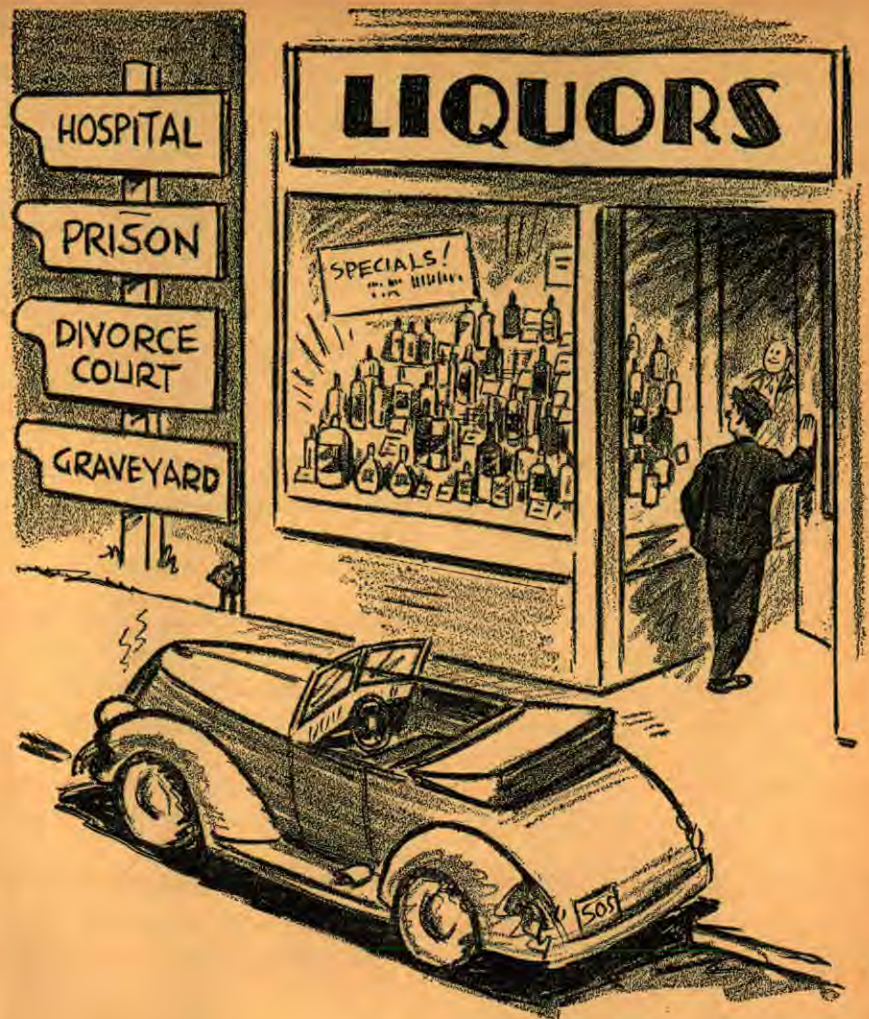
mated to be about half of those in operation, or one hundred for every legal distillery. The illegal traffic is harder than ever to control, and is carried on on a much larger scale. Headlines in the New York Times, August 2, 1938, stated: "103 Indicted in Alcohol Ring. \$1,800,000 Tax Fraud Laid to Bootleg Combine." A bootleg gang in Chicago was arrested, which had cheated the Government out of two and a half million dollars in revenue. The liquor business is lawless to the core, and enforcement is costing twice as much as before Repeal. Lawlessness has become so common that it is a real national peril.

The liquor industry will even try to claim that legalized liquor has decreased crime. J. Edgar Hoover says: "The three last years have been the most terrible period of criminal history in the life of America." The first step toward diminishing youthful crime would be to abolish the saloon, for daily news reports the world over show the link between crime and all kinds of liquor. The people who vote to legalize liquor in a community assume a terrible responsibility.

Has legal liquor been an aid to the well-being and happiness of our children and mothers? I wonder if any of us can comprehend the want, injustice, and brutality innocent little children must suffer now that Repeal has made drinking common and popular among our women also. There is no greater danger to this nation than drinking among mothers—a practice that strikes at the very fountain of life. Not only will the lives and character of the living thus be wrecked, but many children born to drinking mothers are feeble-minded, epileptic, and blind, or they are stillborn, or die in infancy. The heartache, agony, and misery many innocent wives and mothers must suffer because of drink is beyond description. The popularity of drinking has led numbers of women to the lowest depths of degradation. These are things that always increase with the legalization of liquor.

To safeguard our youth and help them to make their lives a success is surely a worth-while effort, for they are our most valuable possession and hope for the future. Can it be possible that any parents believe that our youth will be protected by providing beer parlors, liquor stores, and night clubs in our cities and villages? Are not such resorts the very places that have wrecked the purity, health, character, ambition, and success of thousands of young people already?

If the people in a community vote to legalize liquor, they will also get the sad fruits this industry always brings with it, such as drunken brawls, debauchery of youth and womanhood, poverty, misery, sorrow, vice, crime, accidents, heartaches, wrecked lives, ruined homes,



-R. O. BERG-

THE ROAD DOESN'T END HERE!

and drunkards' graves. We have it in our power to prevent these disasters. Let us work and vote to help make our country and vicinity a clean, safe place for all.

The Battle With Liquor

(Continued from page 8)

smaller political committees are persons without important private interests to demand their attention. The Drys come from the middle economic class; they have little time to devote to petty details of politics.

Our Task

1. Let us arouse the American people to the nature of the present activities of the liquor trade. The whisky people already show some intelligent appreciation of the menacing state of inquiry in the public mind. The beer people, as usual, seem oblivious to the changing public psychology. The average American will have nothing to say in defense of the promotion of the liquor appetite. A great many of those who demand access to liquor themselves condemn advertising and every means of encouraging the use of liquors, particularly by young peo-

ple. They particularly resent radio liquor advertising.

2. Temperance education should be directed particularly to the young, and should include not only physiological but general social temperance teachings. It is a great mistake to assume that the young people of this generation know what alcohol is and what it will do. Millions of them are utterly ignorant of its damage to them personally and to the society in which they live.

3. We ought by all means to solicit the support of the trades and general economic interests that are being damaged by this traffic in liquor. Repeal, for instance, has tremendously hurt the farmer, as well as the general health interests of the country, by decreasing the consumption of milk. Does the farmer know it? The vast sums spent at retail stores for drink do not pass through the tills of useful business. Are we telling this generation what this great economic waste means? Hundreds of thousands of checks given for relief are being cashed in saloons. Does the general public know that it is supporting the drinking habits of many of those receiving assistance?

4. There should be a general, system-

atic and personal solicitation of public-minded men and women. They may not agree with what they regard as an extreme opinion; but they will, to the last man and woman, admit that conditions are bad, and that something must be done. Place them at the council table; let them say what should be done. Co-operate with them to the extent that co-operation is possible.

5. Particular effort should be made with the young people, not only as to education but as to enlistment. Encourage them to commit themselves to policies of personal total abstinence, and interest them in the drink question as a social matter. Inform them of proposed legislation, and ask their active support. Interest them in local conditions, suggesting surveys. Organize them into classes for fundamental consideration of the whole question. Form "Minutemen" groups of young people to visit other young people's meetings. Suggest that they get into contact with the local editor. Propose that they limit their patronage to places where liquor is not sold.

6. The people need inspiration. Inspiration is equal parts hope, faith, and righteous indignation. There is nothing hopeless about this issue. This problem can be solved, and we are the ones to solve it.

7. We need to fight. Precipitate local elections, and win them. Elect a dry Legislature. Elect a dry Congress. This is more than possible; it is probable in due time if an adequate effort is made. We may have to wait some years for it, but it will come; and, when we have a dry Congress, antidrink sentiment will command a hearing.

8. Raise money for temperance work.

The feeling of diffidence with which we ask people to support this cause is utterly unreasonable. Of course we can do nothing without money. Of course we ought to have a fund—and a substantial one. Without money the dry movement is as helpless as an automobile without gas. We ought to ask with confidence, and we ought to give with enthusiasm. The first thing a political party campaign committee does is to solicit funds. It is the first thing any dry organization ought to do; and it ought to do it without apology. The Christian people of this country are intelligent enough to know that the treasury is the gauge of power.

America's Worst Menace

(Continued from page 2)

they are "ten times as vile as they were before." Every one of the liquor evils has been fostered and promoted under Repeal, and the liquor traffic today stands indicted before the bar of justice, by its own record, as the most corrupt and law-defying industry in the world. Repeal has been a most dismal failure—the greatest deception ever palmed off upon the American public.

Prohibitive legislation against the sale and use of intoxicating beverages must always be sustained by a vigorous and intelligent campaign of education in order to minimize the evils of this nefarious traffic. The serious mistake the Drys made after the Eighteenth Amendment was inserted into the Federal Constitution was that they put too much dependence upon the law and not enough upon temperance education. The result was that the Wets spent millions of dollars

SIGNS of the TIMES

Advocating a return to the simple gospel of Christ, and a preparation for His imminent second appearing

EDITOR . . . ARTHUR S. MAXWELL

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J. R. FERREN, Circulation Manager.

in newspaper publicity work, destroying the people's faith in national Prohibition by their false and misleading propaganda, while the Drys rested on their oars, feeling a perpetual security behind the Eighteenth Amendment. It was next to impossible to bestir the temperance forces even into an effort to save the Eighteenth Amendment, much less to carry on a campaign of temperance education after thirteen years of inactivity along these lines. Repeal has taught the temperance forces one lesson that will not be forgotten very soon, and that is the absolute necessity of backing up prohibitive liquor legislation with public sentiment favorable to it by a sustained campaign of temperance education. If we are going to make America safe, sane, and sober tomorrow, we must do it by educating the youth of today and of tomorrow. Our only hope of winning this warfare in the future and maintaining our victories is by educating our youth to the point where they will be convinced that total abstinence is the best policy to follow to be successful in life.

The best and the most effective plan of saving men and women from the evil effects of liquor is to convert them through the medium of the gospel. The power of the gospel still converts people and cleans them up and makes them "new creatures in Christ Jesus." The gospel of Christ is indeed the most potent factor in turning men and women away from the pitfalls of sin and debauchery. The trouble is that so few are teaching and preaching the gospel that saves and transforms men.

Breweries, distilleries, and saloons are the plague spots of earth. They produce the scum of society and the denizens of hell. They are the deadliest foes to the home, to the church, and to the state. Whisky fills the land with misery, poverty, wretchedness, disease, crime, insanity, death, and damnation.

By voice and pen and vote let all who love their country, all who hope for better things of the rising generation, exert themselves as never before to rid America of this menace.

Educate for Temperance!

The primary purpose of this issue of the "Signs of the Times" is to educate for Temperance. It is our contribution to the crusade against drink and the whole liquor traffic.

Last year 478,000 copies of our 1939 Temperance issue were circulated. Churches and Temperance organizations, together with many groups of public-spirited businessmen, all over the country, co-operated enthusiastically. One church took 20,000 copies, and placed one in every home in its district. Scores of others ordered from one to 10,000 copies. One important liquor-cure institute used 7,500, advertising them over the radio.

This year we are hoping and planning for a still larger response. In preparing this number, we have had in mind the thousands of young people in the colleges and universities of the nation. We want every one of them to receive a copy, and to read Dr. John C. Almack's article, "Should College Students Drink?" And we are counting on all

who believe in Temperance education and reform to help to make this possible.

Forty dollars will enable us to mail 1,000 copies, individually wrapped and addressed, to 1,000 students in any college or university you may select. If you prefer to distribute the papers yourself, you can obtain 1,000 copies in bulk for fifteen dollars.

Then, too, we are thinking this year of all the young people incarcerated in the prisons and penitentiaries of the country. For them, as well as for others, we have included the article, "Drink the Cause of Crime." We would like every prisoner now in jail to read this number of the Temperance "Signs." Individual wrapping is not possible in this case; but copies may be sent in bulk to the prisons for fifteen dollars a thousand. Won't you help with fifteen dollars? If you cannot manage quite so much, send what you can. Address your gift and instructions to the Circulation Manager, "Signs of the Times," Mountain View, Calif. Write today.

EDUCATE FOR TEMPERANCE WITH THE TEMPERANCE "SIGNS."

They Drank Too Much

(Continued from page 11)

an inebriate being one of the most difficult cases to treat in the psychiatrist's repertoire of mental diseases. Most of them return to the asylum, where iron bars or guards must replace the destroyed will power and prevent drunkenness.

About one third of the patients reaching these institutions are alcoholics, with the full harvest of the return of cheap liquors yet in the future. Alcohol, declared one of the psychiatrists, is like any other narcotic—it requires increasing doses. It will take two glasses next year to give the same "kick" that one will give this year; thus the individual is dragged imperceptibly toward drunkenness without realizing his danger; and enough time has not yet elapsed since Repeal to produce its full fruitage.

Just one look at this situation makes us clench our teeth and say: "Something must be done at once to stop this destruction!" We cannot be fooled much longer. In the meantime, it appears that the person who drinks his first glass of liquor is drinking one glass *too much!*

AT LAST--

The TRUTH presented regularly about ALCOHOL, TOBACCO, and NARCOTICS.

The magazine "Health," published monthly, features articles by reputable physicians and educators. Of its influence one superintendent of schools where "Health" is used in classwork writes:

"The 'Health' magazine is doubly appreciated because it takes a definite stand on alcoholic beverages, tobacco, and narcotics. If it were not for this magazine, we do not know how the real truth could be made known to the boys and girls."

"HEALTH" covers all phases of healthful living, and should be in every home, school, and library.

\$1.50 a year 15¢ a copy

Sample copy on request.

PACIFIC PRESS, Mountain View, California



of the SIGNS OF THE TIMES



ROBERTS

About NARCOTICS, LIQUOR, DOPE, and TOBACCO

What are the FACTS?--Your Boy, Your Girl, Should Know!

WITH liquor and tobacco being extensively advertised over the radio, in newspapers, and on billboards; with nefarious dope peddlers scheming to ensnare the youth of the nation; YOU should at least be interested to the extent of placing the actual facts about these destroyers of health,

beauty, and morality in the hands of the boys and girls of your home and community.

The publishers of the "Signs of the Times"—the Pacific Press Publishing Association—have recently published several books designed to give the youth of various ages the facts about narcotics. Read about them:

For the BOYS and GIRLS

John C. Almack, Ph. D., of Stanford University, gives us two outstanding books,—

FACTS FIRST on Narcotics, and A CLEAR CASE Against Narcotics.

"Facts First" was written for children in grades three to six. "A Clear Case" is designed to meet the needs of the youth in grades seven to nine.

These are absolutely the first materials of their kind in print on liquor, tobacco, and drugs. Each is a thoroughly accurate presentation of facts to guide young readers to correct conclusions regarding these dangerous habit-forming drugs. Each contains 160 pages, and is well illustrated.

PRICE, only 95 cents each.

"The CIGARETTE as a Physician Sees It" By D. H. Kress, M. D.

The avowed goal of the billionaire tobacco companies of the land is, "A cigarette between the lips of every young man and woman in America." In this book the doctor tells young men and young women of the danger. He supports his statements with facts and with quotations from men whom the youth of the land know and respect.

Colorful, attractive covers. Contains 100 pages.

Postpaid, each only 25 cents.

Also available in cloth for classroom and library purposes at 75 cents each.

For the ADULT YOUTH

Both physically and psychologically young men and young women are different. They need a different array of facts to convince them, for they face life from varying viewpoints. To meet this need, the Pacific Press secured the services of two well-known physicians to write on the effects of liquor, tobacco, and other narcotics.

For women, Belle Wood-Comstock, M. D., presents the case; while, for the men, George Thomson, M. D., gives the facts. These talented physicians meet youth on their own ground, presenting facts in such a straightforward, interesting way that the youth will read, think, and make right decisions. The books are—

PLAIN FACTS for Young Women, and SCIENCE SPEAKS to Young Men.

Both books are well illustrated, and contain 96 pages; colorful paper covers. Price, 25 cents each. Cloth-bound for library or classroom, 75 cents each.

"MARIHUANA, the Weed of Madness"

By Earle Albert Rowell and Robert Rowell

Because the plant that produces this pernicious drug is already growing as a weed in many parts of the country and can be grown almost anywhere, the use of this maddening drug is increasing at an alarming rate. Every man, woman, and young person should read this book.

Colorful, attractive covers. Contains 100 pages.

Postpaid, each only 25 cents.

Also available in cloth for classroom and library purposes at 75 cents each.

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PACIFIC PRESS PUBLISHING ASSOCIATION, Mountain View, California

Page Fifteen

The Great American

Worse Than
a War!

by
ERNEST LLOYD

AMERICA'S highway massacre of 1940 is in full swing! Even as you read these lines fathers, mothers, youth, children—at the rate of about one hundred every day—are being slain on American highways! And hundreds more are injured for life! What a horrible picture to contemplate! What a comment on our boasted advancement in efficiency!

We are all more or less acquainted with the various reasons for this continuous highway butchery. Speed is listed by the insurance companies as the chief murderer. Carelessness, of course, plays its deadly part. But one of the worst of the criminals in this terrible daily slaughter is beverage alcohol.

Our national periodicals and metropolitan newspapers call frequent attention to ways and means for the reduction of deaths and injuries connected with the driving of automobiles. Safety suggestions of every type are being presented. Strong editorials appear urging this and that procedure in order to curb

Hundreds of families are broken up, wives made widows, and children fatherless, by the fearful slaughter on the highways. Much of the blame must be laid at the door of liquor.

reckless driving and the resultant killings. But how few of the great dailies strike out at what is doubtless *"the most insidious and most deadly of all the causes of automobile accidents and fatalities—beverage alcohol!"*

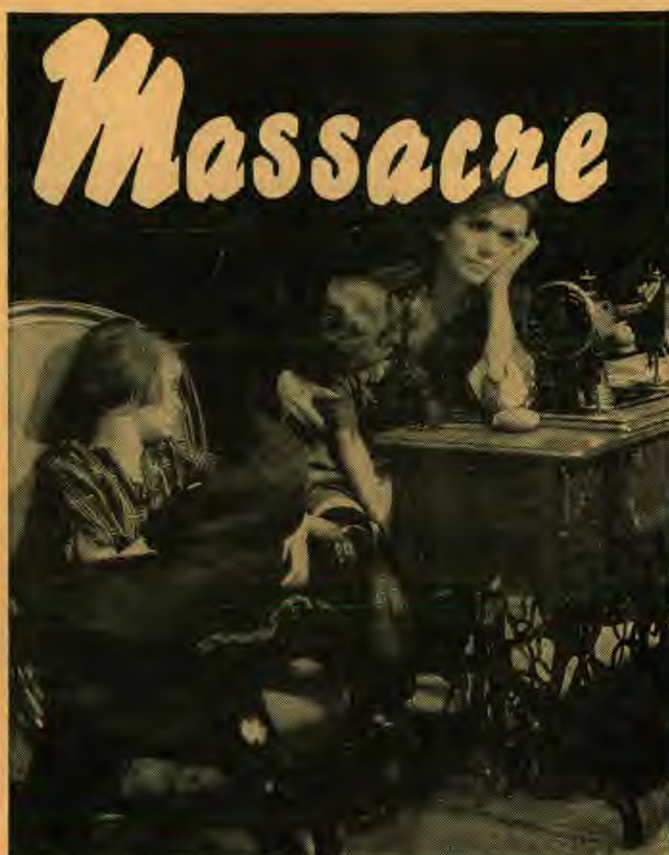
The statement of Mr. Frank G. Morris, of the Standard Surety and Casualty Company of New York City, is that of an authority. He frankly says: "I regard the greatest enemy to safety of highway traffic to be the automobile driver who operates while in the glow of an alcoholic drink." The president of the Associated Insurance Companies of San Francisco, Mr. C. W. Fellows, emphatically states: "We are convinced that the principal factor in this increase (in automobile accidents in recent years) is the result of wider use of alcoholic beverages especially by those in the younger brackets."

The drunken driver has long been known as a menace to society. But the person who has *"had only a drink or two"* is also a menace. The effect of a single ounce of alcohol on the delicate telegraph system of the brain, with its connecting reflexes and reactions, has been fully demonstrated in the laboratories. *"The margin between normal and slightly narcotized nerve cells in the motorist is very often the very margin between safety and accident."* Alcohol is

good for the radiator, but not for the driver. Just "one little drink" can dull the reflexes, slow the brain, and dim the sight. The eye will not see quickly enough; it will take the foot longer to operate the brake; and the hands will be less steady as the driver swerves to avoid disaster. But he does not succeed, and then—another tragedy!

And so, day after day, a hundred communities are shocked and stunned by horrible motor accidents. What ghastly scenes are daily and nightly witnessed on the highways of the land! In our national blindness we encourage the manufacture and sale and consumption of a poison that kills thousands of fathers and mothers and young people and children every year. How foolish the individual who tampers with beverage alcohol! And how foolish the government that legalizes it for revenue, and then spends annually ten times the amount of the revenue to care for its diabolical results in crime and disease!

But the awful slaughter goes on. Broken bodies, broken homes, broken hearts, everywhere. Sorrow, agony, despair. "How long, O Lord, how long?" And how long will intelligent men and women, thinkers and leaders, continue to be blind, unconcerned, and inactive regarding the whole detestable liquor business?



ROBERTS

DEATH AT THE WHEEL



ROBERTS