

WHITE RIBBON BULLETIN

"NOT WILLING THAT ANY SHOULD PERISH"

Monthly—25 Cts. a Year.

CASSELTON, N. D., MARCH, 1938

VOL. XLI NO. 14

SHALL WE FINISH THE TASK?

Just now the W. C. T. U. is majoring in education. We are trying to prove to the world that alcohol is a narcotic, a habit forming drug, a deterrent of body functions, a protoplasmic poison. Rather a stupendous task when so large a number of people have not received through educational channels the knowledge to which they are entitled.

How is the lack to be supplied? By all the modern means of education. Teaching in the public and Sunday schools, by radio, motion picture, exhibits at large gatherings and expositions, road signs, posters and literature, by advertising and by seminars for preparation of teachers.

This is an ambitious program. It costs money to carry out such a program; and that is the reason for the raising of the Million Dollar National Temperance Education Fund which has engaged our attention the past two years.

Does it seem a large sum for an organization like the W. C. T. U. to attempt to raise? Let us break it down into individual quotas and we see the reasonableness of the task. Five dollars either given or raised by each member would bring us well over the top. It is hardly probable that every one will do her share so those who get the vision and are determined the goal shall be reached many have to do their part and some others' as well. But—IT CAN BE DONE. "For all the wall was joined together unto the half thereof; for the people had a mind to work."

This is a cooperative task. It is called a National Temperance Education Fund but that means all the states are working on it. Some things are promoted best by the states working together as a National body; some can be promoted effectively from the state basis.

The W. C. T. U. has won the ap-

(continued on page three)

EXHIBITS AND FAIRS

Dear White Ribboners: Altho my letter to you is late, the time best to work this Dept. of exhibits is spring and summer.

I am not sending out much literature this year but I am sending the plan of the year. Read it, study it, and then carry out whatever part of it your union can. There is something for every union in the state. I should be glad if several would try for the awards offered by National, which offers a prize of \$5.00. I again this year urge every union holding a Poster Contest to make use of these posters by exhibiting them when ever possible. Try to secure a window up town and show them.

To the District Presidents, when you hold your Dist. Conventin, write me for suggestions for an exhibit. I have received directions from National Director of Exhibits for an exhibit or suggested demonstration in the official Paper, "Union Signal," for Sept. 25, 1937. This can also be

used for a window display. I have this light house and what goes with it for the exhibit and you may use it for the transportation charges. I also have other suggestions for exhibit in either conventions, churches or window display.

Some unions wrote me last fall that they had done nothing in this department, that they had all they could do to stay organized. If your union is rather dead, try putting on these contests. It arouses interest and puts pep into your organization better than anything else can do.

Here's hoping for a bigger and better 1938 and more active UNIONS.

Yours in service,

Mrs. R. L. Thronson.

He who is not liberal with what he has does not deserve himself when he thinks he would be liberal if he had more.—W. S. Tilmer

I shall adopt new views as far as they appear to be true views.

—Lincoln



Scene from
"The Beneficent Reprobat"

SHALL WE REACH OUR GOAL IN THE NATIONAL TEMPERANCE EDUCATION FUND?

WHY SHOULD WE?

- (1) The money will enable us to carry out our educational projects.
- (2) If we fail the whole project throughout the United States will be crippled.
- (3) State pride incites us; loyalty to the organization impels us; love for humanity tempted by alcohol inspires us.

HOW SHALL WE ARRIVE?

- (1) Every member give something herself.
 - (2) Every member get five non-members to give.
- Ask largely. It is a great opportunity to help humanity. Forget self. Think of the need. Trust in God.

NORTH DAKOTA

Goal \$5,000.00

Reported . . . \$2,441.19

(by February 20)

This is more than 48%

Number of unions in state—76

(As reported to National Corresponding Secretary)

Number of Gold Star Unions—9

Shall the 70 other unions do their part to make North Dakota a Gold Star State?

FOR PERFECT CONDITION



Says AMOS ALONZO STAGG

Head Coach, College of Pacific

"After forty-seven years of coaching football, I can say without hesitation that a football player, as well as any boy or girl, would be a fool to drink alcoholic liquor. Why put poison into your system? Give your body a fair break. Also give yourself and your future a fair break. Don't play around with dynamite.

"I honestly believe that the main reason why, at seventy-five years of age, I am able to coach football and to play tennis and run a half mile when I choose is that I have not impaired my bodily mechanism by drinking alcoholic beverages."

MID-YEAR MEETING AT FARGO

Members of the executive committee of the North Dakota W. C. T. U. will meet in the First Methodist Episcopal church, Fargo, March 17, 18 for the mid-year meeting. At three o'clock, Thursday afternoon, an institute will be held, followed by a dinner at 6:30 in the church dining room, served by the March circle of the Women's Association. The committee is fortunate in securing Dr. Ward F. Boyd, pastor First Presbyterian church, as dinner guest-speaker. It is expected that the motion picture, "Beneficent Reprobat" will be shown later.

Friday morning a business session will be held, followed by a luncheon in the dining room. Mrs. Fred Wanner, Jamestown, state president, will preside while the state vice president, Mrs. Bessie M. Darling, Grand Forks, will assist with the institute. Plans will be made for the district meetings, for the state convention and for other work. Entertainment will be for room and breakfast and those expecting to attend should send names to Mrs. Wylie a week in advance.

I know not the way that is before me
The joys or griefs it may bring,
What clouds are o'erhanging the future
What flowers by the way side may spring.
But there's one who will journey beside me
Nor in weal or in woe will forsake,
And this is my solace and comfort
He knoweth the way that I take.

WHITE RIBBON BULLETIN

Published monthly (except July.)
Official Organ No. Dakota W. C. T. U.

Mrs. Fred M. Wanner
Editor in Chief
Barbara H. Wylie
Managing Editor

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MARCH, 1938

RELIGIOUS EDUCATION

Someone has said: "If you wish to place some ideal in the future, plant the seed in the heart of a child." So with religious education, impressions made in childhood become an integral part of the man in later years. How zealous we then should be that in the garden of childhood, over which we have any jurisdiction, only flowers of beauty, purity and usefulness should have a place.

Perhaps the greatest menace to the growth of Christian character today is the liquor traffic, and its attendant vices. Therefore we must work and pray that this great evil may be overcome else no boy or girl is safe at home, at school, or on the street from its pernicious influence. The radio, with all its power for good, allows the brewer to commercialize it and it brings their ads. into the home in such an attractive way that even the wise are sometimes misled. Our papers and magazines are not free from this influence.

Within the last few years, the professional element in Religious Education is noticed with delight. Men and women prepare to serve the cause of temperance as a vocation. Of such we may mention Clarence True Wilson, Bertha R. Palmer, Dora H. Young and many others, who present scientific facts in accordance with the best educational methods. They not only work through the churches, but in colleges, high schools and grades, helping young people to lay a foundation for Christian character by intelligent information as a safeguard against paramount evils. If an outside speaker is not available, much may be done by those who are willing to try. Many splendid helps are furnished by National and State W. C. T. U.—literature, plays etc.

Much is being done for the youth of our churches, where the best values are being considered. Let us strive to make total abstinence the very fibre of our teaching. The first quarterly Temperance lesson comes March 20—"Keeping the Body Strong." Liquor, drugs and tobacco do much to break down the body and its health. The body is the temple of God and Paul admonishes us saying "Christ shall be magnified in my body" (Phillip. 1: 20)—therefore let us keep it pure. Get the S. S. budget from Headquarters in time to prepare a program for each department. The worship service is beautiful and may be changed to suit conditions.

Along with many helpful leaflets is one, "One Hundred Years of Alcohol in Medical Practice." This could be given by boy or girl of high school age. Be sure to send for the budget. These boys and girls are even now an important part of the church and will very soon be the whole church. If our church is to stand as a monument to our highest ideals we must prepare for its permanence right now by fighting this great evil, the liquor traffic.

Mrs. G. E. Norris,
State Director

THE PRESIDENT'S LETTER

Dear Comrades: Spring is just around the corner and as I saw two women recently studying a seed catalogue, the thought came to me—"What seeds are our women sowing in the membership campaign?" and I was reminded that the climax of our Bridge-building campaign will soon be here—May 30. Has each local president appointed a membership director? We must make specific and definite plans if we are to accomplish anything. Do you know that every woman in your neighborhood, town or city has been invited to join the W. C. T. U.?

While inviting them to join did you tell them about our splendid educational program, that we are trying to prove to the world that alcohol is a narcotic, a habit-forming drug, a deterrent of bodily functions and a protoplasmic poison? Explain that this is why we are out for a million dollars National Temperance Education Fund. This calls for a big program and costs money. It looks stupendous to us who have not been gifted with much money but five dollars, either given or raised by each member, would easily bring us "over the top." ALL do not catch the vision so some must do more. We can each ask our friends—those who do not belong but are interested in the cause—ask each for five dollars.

In Nehemiah we are reminded how God fought with the people at Jerusalem and surely to-day we need to "fight for your brethren, your sons and your daughters, your wives and your homes" as much or more than they did. They won because God was with them and "They had a mind to work." Surely each one of us can do something. In one of our small towns, one woman has already gained five new members. Who will be the next?

In a recent letter our beloved National president said: "I am amazed at the courage of the women who in the face of the conditions of which you write, attempt to do anything outside of their homes. Please let them know of my concern for them and how I thank God for them and take courage that under such conditions they still help in the great cause." We must not disappoint Mrs. Smith nor the other national officers who are carrying the heavy burdens. I hope that each union has appropriately observed Frances Willard Memorial Day and, if so, I'm sure that you also gained new members in her honor. Send to Headquarters for the circular, "Do you Realize?" It will educate you and help you to win others.

Miss Dora H. Young has spent a month in our schools and very good reports are coming to us of her work among our teachers as she instructed them how to teach what alcohol is and what it does. She is a graduate of one of the Seminars of Alcohol Education at Evanston. Just at present the National W. C. T. U. is the only agency which is prepared to give teachers the technique that so many feel they need to carry on this instruction. This also has been made possible through our National Temperance Education Fund and I wish that we could afford to have one such trained worker in our state, going from school to school all through the school year.

I have appointed Mrs. Lulu W. Zimmerman of Valley City to act as North Dakota's key worker for the Willard Centenary, so if any of you have information of a Willard memorial of any kind in your community, a plaque, a statue, a drinking fountain, hospital, home for girls, a tree planted or a street named in honor of Miss Willard, please write Mrs. Zimmerman about it. These must be in the hands of those compiling such

"I CAN DO SOMETHING"

"I am but one, but I am one; I cannot do everything but I can do something; what I can do, I ought to do; and what I ought to do, by the grace of God, I WILL DO."

With our motto in mind, what is the something we can do? First, we can PRAY. Prayer changes things. "All power is given unto Me, in heaven and on earth," Jesus said. Let us lay hold of His omnipotence. We must pray that this terrible octopus, the liquor traffic, may be driven from our land; that parents and teachers may see their responsibility for the children and young people; that the church may be awake to its great opportunity.

Then we must TALK. Tell it out everywhere to friends and neighbors what a colossal failure repeal has been—how much worse conditions now are—increased drinking among young and old; vast sums spent for liquor while the budget goes unbalanced; traffic accidents and deaths; homes broken, lives ruined.

We can also WORK. When petitions looking towards repeal of the hard liquor law come to us we can circulate carefully and quickly, for no sacrifice is too great to rid our state of this dreadful curse.

And we can GIVE. We are working with all the states to help the National W. C. T. U. raise the million dollars to be wisely expended as outlined in this issue. We all dislike to ask for money but it is imperative just now. You see elsewhere what is expected of North Dakota and what has been raised to date. If we will all get under this obligation, we can raise it and be done with it. "What we can do, we ought to do, and what we ought to do, by the grace of God we WILL DO." So let's all do the something—PRAY, TALK, WORK and GIVE. B.H.W.

SUBSCRIBE For The SIGNAL

The Union Signal claims our special attention in March. See the splendid offers in another column. Look well to the label on your last copy and see if you should not renew during March. Also can you not get a new subscriber to share the valuable information in this excellent paper? If desired, two neighbors may take it together.

You cannot be a successful worker, local, district or state, without the Signal. As a mother or teacher you need it to be reliably informed on present conditions. The Washington Letter alone is worth the price of the paper. Keep your eye on Congress and be ready to act when the occasion arises. Subscribe! Subscribe!! Subscribe!!!

information by April 30, 1938.

In this Bulletin is the call for the mid-year executive meeting which this year will be held in Fargo, March 17, 18, and I am hoping to meet many of you there. We very much need to get together and to plan our work for the strenuous days ahead. Edwin Markham says:

"To each man is given a day and the work for the day,
And once and no more he is given to travel this way;
And woe if he flies from the task whatever the odds;

For the task is appointed to him on the scroll of the gods;
There is waiting a work only your hands can avail;

And so, if you falter, a chord in the music will fail.
Yes, the task that is given to each man, no other can do;
So—your task is waiting; it has waited through ages for you."

With love,

Mrs. Fred M. Wanner,
Jamestown, N. D.

PERSONAL MENTION

Mrs. Ray Mills is the active local president at Velva.

Officers recently elected at Oberon are: Mrs. Iver Jordre, president; Mrs. Alice Nelson, secretary; Mrs. Frank Woolley, treasurer.

Mr. and Mrs. E. C. Wilson are welcomed back to Hettinger and Mrs. Wilson is now president of the local union. A poster contest in schools has created fresh interest.

Mrs. H. J. Hansen, Landa, one of our faithful Willard members, reports an observance of Temperance Day in schools when a program of songs, readings and papers, with a playlet by primary and intermediate grades, was enjoyed.

Northwood observed Temperance Day in schools when Rev. L. O. Lassen gave an address. Mrs. S. O. Nelson spoke on Alcohol Education at a recent P. T. A. meeting.

Stady-Zahl union held a rally in the hall at Zahl with a program by the Loyal Temperance Legion and Youth's Temperance Council, followed by an old fashioned basket social which netted \$23.00. Two members requested the proprietor to close the beer parlor during the time of the social to which he agreed and came over to enjoy the program—a most unusual occurrence!

Mrs. Nellie Hicks and her daughter Mabel entertained the Fargo Scandinavian W. C. T. U. for the Frances Willard meeting. Mmes. P. A. Landblom, who presided, Mrs. W. E. Black, Mrs. B. H. Wylie and Miss Evelyn Westlund took part in the program. Special music was furnished by Adele and Oliver Headland. Assisting hostesses were Mmes. B. G. Tennesson, Josephine Jones and Dr. Ida M. Melin. Five Divers were announced.

Sarborn, one of our new unions, is taking up Studies in Government. They have thirty red, white and blue Sunday School pledges, have placed the Young Crusader in school as a Christmas gift and had flowers in church in memory of comrades. Mrs. Bignall, the local president, secured an honorary member and four white ribbon recruits. Interesting papers had been given by Mrs. Rhodes, Mrs. Hinschberger and Miss Crandell.

At a recent meeting of the Fargo union, Miss Ethel Wood led devotions. Mrs. Ida Behlmer read a paper on "The Menace of Marijuana" and several members conducted a parliamentary drill. A welcome visitor was Mrs. Lulu W. Zimmerman of Valley City, president of the James Valley district, who spoke briefly. This union will place anti-narcotic blotters in all fourth grades of the city.

Mrs. Flora Day, state director Scientific Temperance Instruction, observed Temperance Day in her school at Medina with appropriate songs and stories. Lincoln Day was observed in a similar manner.

Mrs. Frank Beasley observed Temperance Day in the rural school nearest her home by presenting a picture of Miss Willard with an appropriate address. This picture formerly hung in the W. C. T. U. cottage at North Chautauqua which was sold last summer.

The same old baffling questions! O my friend,
I cannot answer them.

I have no answer for myself or thee,
Save that I learned beside my mother's knee;

"All is of God that is and is to be;
And God is good." Let this suffice us still,
Resting in childlike trust upon his will

Who moves to His great ends unthwarted by the ill.—Cowper.

TREASURER'S REPORT

Jan. 15, to Feb. 15, 1938

DUES—Fairmount 7; Sheyenne 1; Plaza 6; Calvin 15; Fargo 2; Gilby 1; Monango 12; Velsa 10; Larimore 18; Jamestown 9; Valley City 36; Bismarck 8; Wildrose 8; New Rockford 3; Hannah 7; Fargo Scan. 25; Underwood 12; Marshall L. T. L. 15.

BUDGET—Sheyenne \$1.00; Calvin comp. \$12.00; Fargo \$2.80; Jamestown \$1.00; Bismarck \$5.00; Fairdale \$9.00; Ryder \$3.00; Edinburg \$3.00.

NATIONAL TEMPERANCE EDUCATION FUND—Plaza \$3.00; Calvin \$5.00; Gilby \$1.00; Fargo \$7.00; Senator Gerald P. Nye \$10.00; John N. Hagan \$10.00; Judge P. O. Sathre \$5.00.

STATE REPORTS—Calvin 1; Oberson 2; Larimore 3; Benedict 3; Fargo Scan. 3; Minnewaukan 2; Underwood 2.

PLEDGE—Ellendale District \$5.00. Mrs. Robert B. Reed, Treasurer 1341 11th Ave. No. Fargo, North Dakota.

LOYAL TEMPERANCE LEGION

Introducing Mrs. Virgil A. Reed, Associate's Secretary

Dear White Ribboners: We are enjoying our L. T. L. at Parshall more and more. The Good Ship "L. T. L." is proving to be of more interest than other projects we have worked. Our Chanty, song for the seaman is sung to the tune "The Old Gray Mare." The words are as follows: Here we work like bees in a clover patch, bees in a clover patch, bees in a clover patch. Here we work like bees in a clover patch. Working for Abstinence. (Repeat this last phrase twice and then sing the first line and finish with: "Working for Abstinence.") The children enjoy naming the Ports of Call.

Our log is kept and much interest is shown in the Legion Honors. When 20 merits have been earned the Third-rate Seaman gets a red ribbon, the Second-rate gets a blue ribbon and the First-rate a white ribbon. Most of the members are now Second-rate Seamen. The ribbons are pinned on the children's clothes with the red, white, and blue, L. T. L. pin. When a member becomes a Third-rate, having earned 200 merits, he or she will get a red sleeve stripe and the Second, a blue stripe, the First a white one. Our attention at the meetings is much improved because all children want 5 merits for, "Courtesy at meetings."

Our group is not very large. The average attendance is between seventeen and twenty-one. We have 17 members, of which seven are new this year.

We incorporate the department activities in the general program. The departments that are being worked are: civil service, citizenship, medal contest and Anna. A. Gordon missionary plan. For the missions we use the penny bag. We are getting ten Young Crusaders.

Our group is divided for the study course. The younger children study **The Three Partners**, by Baker, and the older "Educate for Total Abstinence," by Demerest.

The children are to take part in the February program of the local Union. They are presenting a playlet "Truthful Imps" found in "Handy Helps." Our Silver Medal Contest will be in March.

The Loyal Temperance Legion can do many things for the children, and I trust that many communities without such an organization will get leaders to go ahead with the work. One may get discouraged at times, but with a knowledge that God is on the side of right will give needed courage to press onward to success.

Sincerely,

Mrs. V. A. Reed.

ERECTING THE SUPERSTRUCTURE

For the major part of our Membership Campaign we have given attention to the basic structure of our Bridge; the parts that must be laid sure and strong if the superstructure is to withstand the strain put upon it. It is entirely in keeping that we have thus been preparing ourselves, for the success of our work in the three months remaining will depend very largely upon the preparation already made.

"Erecting the Superstructure"—What is the picture brought to your mind by the phrase? Is not the superstructure that part which to the lay mind ordinarily represents the bridge itself? We see a gigantic ribbon of silver which is the transbay bridge from San Francisco to Oakland, the world's costliest bridge, eight and a quarter miles long; looking again we see the vermilion-orange hue flung across the wind-swept Golden Gate, which has the longest span and the tallest towers ever built by man, and to bridge builders it represents the achievement of the impossible. But to the untrained mind, I fear, it's the shining roadway, the cables and the towers which make the bridge, so let us turn our thoughts for a brief period to the superstructure.

The most spectacular feature of the Golden Gate Bridge from the eye of the motorist undoubtedly will be the scaring towers that support the cables from which the bridge decks are hung. These twin towers are set in mountains of reinforced concrete. So perfectly proportioned is the bridge, so easily does distance deceive, it is hard to realize that the span of these two towers is very nearly one mile (4,200 feet) in length. These towers are sometimes referred to by the bridge builders as the "Centinals at the Golden Gate." This is readily understood when you learn that their height of 746 feet above the surface of the water means that they are almost 200 feet (191) taller than the Washington Monument! When in San Francisco at convention time you will have the Russ Building called to your attention as that city's highest structure. As you look at it, just remember that these bridge towers are more than 300 feet (313) taller.

We can have little conception of the dangers to which workmen on the superstructure were constantly subjected. One newspaper had this to say regarding the perils which surrounded them: "San Franciscans will not soon forget the men in iron hats who crawled like distant spiders over the cat-walks of the Golden Gate Bridge. Swung high above the swirling waters of the Golden Gate, these men with nerves of steel went nonchalantly about their daily task, providing a thrill of incredulity for ferry boat passengers and watchers along the Marina. The pathway on which they set their feet and from which they guided the cable spinning operations was no more solid than a cable bridge swung over a gorge. In a dizzy sweep staggering to the lay mind, it fell away from the 746 foot height of each tower to meet in a graceful curve at the center. It was a pathway of steel mesh and wooden flooring, 16 feet wide and open to the tearing winds that occasionally sweep through the Gate.

"On many a day the entire catwalk was hidden in a dense fog—and the men in iron hats, carried on their work in a world of their own, nothing but a blank whiteness beneath them, no sound from the outside world save the wail of fog-horns. Only a temporary structure, the cat-walk was balanced against the ripple caused by frequent re-distribution of weight. It was held as steady as humanly

possible by storm cables rising from below. San Franciscans who watched the bridge grow from dredging operations to completed structure will remember for a long time the spectacle of the workmen crawling back and forth, hundreds of feet above the water, like ants on a distant loop of string."

If you would learn still more of the perils which the brigeman constantly encounters in his work, read "The Catwalk" by Borden Chase in the January number of The American Magazine.

The Chief Engineer, Mr. Joseph B. Strauss, compares the work to a modern Odyssey in which as soon as one obstacle was overcome, a new "impossible" for which there was no accepted answer loomed ahead. He describes the victory over the mile-wide harbor mouth, so deep that no center anchorage could be erected, the racing tides and combers approximating open-sea conditions too turbulent for man to work in by ordinary methods, and labels them as simple compared with the man-made hurdles, a la the well known—

"Somebody said that it couldn't be done" etc.

Then surely the lesson for us in this unparalleled achievement is that our task is not one which more impossible than was that of this Chief Engineer. Let us never lose faith in our ability to win out in this "moral warfare with the crime and folly of an evil time." If we continue to build bridges of understanding between peoples upon this momentous subject, victory is inevitable. But how well do we build? Would your bridge be likely to be labeled "Passable, but Dangerous" or still worse, "Impassable—Closed to the Public."

Take out once again and reread Lord Macaulay's famous poem "Horatius at the Bridge." The story tells of Horatius and his two companions holding back at the bridge over the Tiber River, the Etruscan forces which threatened Rome. Finally Horatius must battle alone—but he wins at last!

"With weeping and with laughter

Still is the story told,
How well Horatius kept the bridge
In the brave days of old!"

NATIONAL TEMPERANCE EDUCATION FUND

Begun in faith—but with sixty years of organization experience to draw on and after months of careful and intensive study of present-day technique of public approach—the program of the National Woman's Christian Temperance Union to promote Alcohol Education has proved to be not only effective, but also popular with the general public.

The million-dollar National Temperance Education Fund, which is being raised and simultaneously spent by the National and by the states for this program, has reached the half-way mark and now the slogan has become, "A Million Dollars by San Francisco," that is, by the time of the National W. C. T. U. Convention in that city in the summer of 1938. A part of the Fund raised in each state is used there for its own work relating to the Alcohol Education Program. The remainder goes to National for country-wide activities.

The budget, originally allocated as follows, has proved to be the most effective use of funds for taking advantage of all the modern vehicles of expression in reaching the general public, but of course each state is carrying on the activities according to its own needs and its share of the funds. The only limitation is that no part of the Fund be used for organization or legislative work—all goes directly for education regarding bev-

erage alcohol, what it is and what it does.

Motion Picture—\$120,000

The motion and sound picture, made at the behest of the National W. C. T. U., has met with even wider demand than previous requests from educators and welfare workers, over many months, had predicted. Seventy-five prints of the picture are being distributed, rental free, through the National Y. M. C. A. Motion Picture Bureau, and twenty-six prints are owned and shown by state W. C. T. U.'s, church societies, or other social welfare groups. It has gone all over the United States, and five foreign countries have now bought copies of this film. In England, Scotland, Canada, Finland, and Australia, the picture is being shown to thousands who are facing many of the same problems with which this country has to deal, and everywhere it is finding popular acceptance.

Produced by the Burton Holmes company at a cost of \$26,000, for production and distribution, "The Beneficent Reprobate," as the film is entitled, is scientifically correct, but carries also a dramatic interest which holds the attention of any audience. It is utterly impossible even to estimate how many persons have viewed this picture, for records at the Y. M. C. A. bureau show only how many orders have been filled. Both the W. C. T. U. and the Y. M. C. A. Distributing Bureau have been so besieged for more of this type of film that another picture is being planned and needs only the necessary funds for production.

Radio—\$140,000

When it comes to radio, there again it is impossible to estimate the number of persons reached. Thousands of broadcasts over both free and paid time have gone on the air, not only with members of the organization at the microphone, but also with other prominent women and men speaking on some phase of the alcohol problem. The most dramatic piece of work over the radio last year was a serial of eight episodes which reached the public over 52 stations in 41 states. This was all paid time and "Americans to the Rescue" brought scores of enthusiastic letters to the National W. C. T. U., expressing wide-spread interest in this serial awakened for more such programs on the air.

Another type of radio campaign is now contemplated to consist of a series of twelve electrical transcriptions which the states will buy and use whenever they can best manage to put them on the air.

Do not forget that even as "To Work is to Worship" So to be Cheery is to Worship also, And to be Happy is the first step to being pious.—Robert Louis Stevenson.

Shall We Finish The Task?

(Continued from page one)

plause of its sympathizers and the admiration of its foes by its timely and persistent program. Having won that applause, let us give our sympathizers an opportunity to help substantially with the program which they approve and which we are ready and eager to carry out.

WE MUST NOT FAIL. If we do not do this educational work, it will not be done in an adequate way. No other temperance organization has the local units scattered from Maine to California as have we. No other has the comprehensive program of Alcohol Education. Let us not delay but at once finish the task we have set for ourselves.

WILL YOU do your part?

Margaret C. Munns,
Chairman, National Campaign Committee.

DO YOU REALIZE THAT YOU HELP PAY THE BILLS?

Your taxes, too, are paying for the enormous increase in drunkenness. In Boston, for example, research by two Harvard Medical School faculty members recently revealed that:

"Alcoholics account for at least 1-20 of the total of all admissions to the hospital, forming one of the largest groups for which it has had to provide care.

"Deaths from alcoholism are increasing out of proportion to the increase in alcoholic admissions.

"In the years following the repeal of Prohibition, the annual deaths from alcoholism at the hospital doubled."

Among the suggestions made by these medical school members was for:

"A drive by social, educational, and Government agencies to bring before the public the facts of alcoholism today."

From the famous Bellevue Hospital in New York comes the report that the number of cases of alcoholism admitted there more than tripled annually from 1934-37.

You may not live in Boston nor in New York, and these hospitals may not be maintained in part of your taxes, but probably the same condition prevails wherever you live. And of course, a large percentage of alcoholic cases in any hospital have to be cared for by charity.

Is it any wonder that taxes are going up instead of down, as was so glibly promised back in 1932?

Do You Realize Another Drain On Your Purse?

No doubt your family life is entirely happy and free from liquor tragedies, but the drink habit has a subtle way of creeping into the best of homes, and separating the most devoted of families.

The part liquor plays in breaking up home life might be discussed at great length, especially where limited wages go to the saloon instead of to the landlord, the butcher, and the baker. This feature of the problem always was appalling, but now that mothers crowd the men at the bars, children suffer even more than before. In Chicago, the Juvenile Protective Association says, briefly:

"In the city of Chicago, the most important problem in individual cases and in community problems in 1933 was liquor."

THE FINISHED PRODUCT

I recently met the finished article of the liquor trade; he was lying in the gutter.

He had no hat; the hat trade was suffering.

His coat was full of holes; the tailoring trade was suffering.

The man had holes in his boots; the boot trade was suffering.

He had no shirt; the linen trade was suffering.

He was dirty; the soap trade was suffering.

Indeed, I can hardly mention an industry in this country which was not affected by that man's insobriety.

—Leif Jones (Lord Rydner).

MARIHUANA DEALERS MUST GET LICENSES

Determined to curb the sex crime wave, attributed in part to widespread use of marihuana, the treasury department has ruled that all dealers in the dread drug must obtain licenses to sell it before October 1, says a news dispatch from Washington.

Under a law passed by the recent congress, promoters of the narcotic are prohibited from using marihuana in cigarettes. Use of the drug henceforth will be limited in medical and commercial purposes.

ROAD SIGNS—\$140,000

Road signs (placed by state W. C. T. U.'s), numbering into the thousands, of many types and kinds, have met the eye of the traveling public. From Texas to Maine, and from Washington to Florida, the driver has been challenged by the most popular slogan: "If You Drive Don't Drink," and also many others giving a similar warning, though perhaps in other phrases. In some cities and states, Texas for example, members of the W.C.T.U. have roused the interest of safety boards or other civil authorities so that they themselves have erected such road signs. A series of signs on the most traveled highway through Ohio, Pennsylvania, and New York, erected by the W.C.T.U. of those states, so aroused the ire of the liquor traffic of New York that an unsuccessful effort was made to have them declared illegal through the legislature.

Surely convincing evidence of their need!

All this, however, is but a beginning. It must be carried on. As any successful advertising executive will tell you, it is not the spasmodic ads that get results; it is the oft-repeated one that wins the public. And just as fast as their funds come in, many states are erecting more and more road signs.

A new type of sign is now being swung on poles thirteen feet high—black lettering on white background—carrying such slogans as: "Alcohol Plus Gasoline Equals Danger";

Total Abstinence, Not Moderation, Will Reduce Accidents"; "Same Amount of Alcohol in Pint of Beer, Glass of Wine, Ounce of Whiskey" (illustrated). These new signs are appearing in many states on much-traveled roads.

SEMINARS OF ALCOHOL EDUCATION—\$20,000

Bringing Alcohol Education to the general public through the various avenues of communication now in popular usage is, of course, only a part of the program necessary to promote this work. Equally as important is the training of the coming generation. This can be done only through the schools, and means that teachers must be trained to give instruction on what alcohol is and what alcohol does, with the same basis of information and technical training that these educators have for teaching literature, mathematics, or any other subject in the curriculum.

Just at present the National W.C.T.U. is the only agency which is in any way prepared and equipped to give teachers the technique they need to carry on this instruction, and more "teachers of teachers" must be trained for this work. Hence the continuing need for these Seminars in Alcohol Education begun two years ago, under the tutelage of Miss Bertha

Rachel Palmer with the assistance of notable educators who give lectures in special lines.

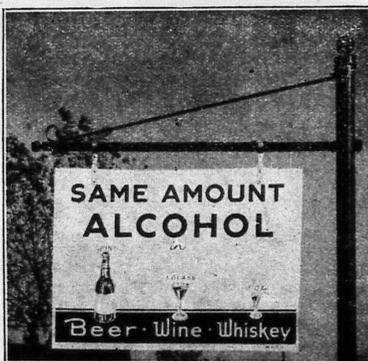
The 1937 seminar was even more successful in many ways than the first school of this kind, due to a greatly increased library, larger space for the classroom, and because all the students were either teachers of proven ability, or welfare workers grounded in teaching methods.

As these seminars are becoming better known in the educational world, they are attracting teachers who always have made a reputation for themselves in their profession but are now interested in going into the specialized field of teaching other teachers how to present Alcohol Education.

FIELD SERVICE—\$100,000

As a result of the seminars already held, about a dozen "teachers of teachers" were kept busy during the winter in normal schools, teachers institutes, and other educational groups.

In addition to these specialized in-



Fountains — Stained Glass Windows — Streets — Schoolhouses

QUAINT MAP A CENTENARY SOUVENIR

The United States in terms of memorials to
Frances E. Willard

A map with miniature drawings filling the countryside
A map you can help illustrate during the next two months
A brown block-print on white cloth to be used variously
A souvenir map you will want to own

Fill out the questionnaire on page 12 of January 29, 1938,
"Union Signal"
before April 30, 1938, and
send the questionnaire and a picture of each memorial to
the

Secretary of the

WILLARD CENTENARY CELEBRATION

1730 Chicago Avenue, Evanston, Illinois

Homes for Girls — Plaques — Busts — Statues — Settlement House

Hospitals—Endowed Hospital Rooms—Churches

Unusual Pictures — Buildings — Trees — Altars

structors, there is available also, through the National and state W. C. T. U.'s, a staff of field workers for lectures and addresses, on the alcohol problem, and civic organizations.

However, the demands for teachers as well as speakers far exceeds the fund necessary to embrace all such opportunities and it is especially essential that more money become available for this feature of the budget.

"SILENCE IS YELLOW"

By Florence E. Marshall

A booklet, ninety-six pages, of reasonable and catchy rhymes for use in war against war. If you happen to be one, and we hope you are, who is seeking peace, buy one for your own use and some for the encouragement of your friends.

\$5.50 per dozen
\$20.00 per 50 plus carriage
\$35.00 per 100 plus carriage
Fifty cents per copy.

National W. C. T. U. Publishing House
Evanston, Illinois.

WHY NOT?

Put on an evening's entertainment; charge admission and make some money for your treasury.—Here's a suggestion:

"OH, TO BE JOLLY!"

By Frank F. Mace

A play depicting certain activities of some normal young people. Thinking to make the "Jolly Neighbor's Club" somewhat jollier, the young people introduce drinking at their parties. Beginning with beer, they go on to stronger liquors with disastrous results; and the play, opening on a jolly note, ends in grim tragedy. Characters, 35 or fewer; time: two hours or more.

35 cents per copy, \$2.75 per dozen.
National W. C. T. U. Publishing House
Evanston, Illinois.

THE UNION SIGNAL OFFERS For The Annual March Subscription Drive

For facts about "liquor advertisements," "Alcohol Activities," the "modern tavern" and its attendant evils, read the "Journal of Social Welfare."

Offer No. 1

Eleven yearly subscriptions to The Union Signal, new or renewals, will be given for \$10.00.

Terms: The eleven yearly subscriptions must be sent as one order. The remittance of \$10.00 must be enclosed with the order. The premium must be claimed with the order. Previous subscriptions cannot be counted. No other prize may be claimed on this offer.

Offer No. 2

"Illusion's End" by Clay Mobley, a graphic, thrilling story of the disillusionment brought about by actual experience after repeal. Something new and different—just off the press. One copy of this revealing, fascinating book (cloth bound, price \$1.00) will be given with ten subscriptions to The Union Signal.

Terms: The ten subscriptions must be sent as one order. The remittance of \$10.00 must be enclosed with the order. The premium to be claimed with the order. Previous subscriptions cannot be counted. No other prize may be claimed on this offer.

These Special Offers Will Close

March 31, 1938

Address: The Union Signal, Evanston, Illinois.

THE YOUNG CRUSADER

Bespeaks your favor

Do not fail to renew club expirations which are especially heavy during March.

Rates: The Young Crusader, yearly—35c; Clubs of ten—\$3.00 Address: The Young Crusader, Evanston, Illinois.