

WHITE RIBBON BULLETIN

"NOT WILLING THAT ANY SHOULD PERISH"

Monthly—25 Cts. a Year

CASSELTON, N. D., SEPTEMBER 1941.

VOLUME XLIV. No. 8

SONG OF COURAGE

By Myrtle G. Burger

Only the voice of courage shall be heard
When all the din of whining and complaint
Fades into silence. Ever without restraint
Shall rise that music, like a soaring bird.
Hate never yet brought forth a thing of worth
And carping criticism never won
A single battle underneath the sun;
Brave hearts alone make beautiful the earth.
Say, if you will, he is a fool who stands
And sends a ringing song up to the stars,
Despising bleeding feet and shackled hands,
Amid life's wreckage and the ruin of wars—
In such a one all future hope must lie
That men are of such stuff as cannot die.

THE PRESIDENT'S LETTER

Dear Co-Workers:

This will be my last message to you during this fiscal year. In less than a month our books close. How I wish that I could impress on the hearts of each one of you the real importance of being a fruitful state. It's old members who fail to pay dues that keep us from making a forward stride each year. It is hard to understand why this work does not appeal to all Christian women. How can any mother fail to feel the urge to fight this bitterest of all foes—a foe that destroys the unity and love of home; A foe that destroys health and character and moral fiber of any nation? Oh! American women, wake up before it destroys the liberty and justice for which our forefathers fought, bled and died.

A fine report of work accomplished comes from Miss Estelle Bozeman who has been teaching Scientific Temperance in two of our Teachers' Colleges, namely Minot and Valley City. THANK YOU LOCAL PRESIDENTS and MEMBERS of these two cities who extended the glad hand of fellowship to Miss Bozeman while in your midst. I deeply regretted that I was unable to see her while in Grand Rapids, Michigan.

I will soon leave to represent you at the National convention. I wish that I could be accompanied by all our district and local presidents. If that were possible I know that we would double our efforts next year.

The inspiration and enthusiasm received there always strengthen us for tasks ahead. Mrs. Wilder and I will represent you as State Officers and Messdames J. W. Scott of Gilby and Mrs. Sophie Swarstad of Grand Forks are planning to attend and will be

OUR WORST LIABILITY

The greatest obstacle to economic recovery in the United States is the liquor traffic. No one can determine with perfect accuracy the amount of beer, wine and hard liquors consumed in any given year, but between the Government, the liquor dealers, the economists and other parties concerned, a close approximation can be made. The latest conservative estimate sets the retail cost for a year at a figure over \$4,600,000,000. That makes a per capita expense—for every man, woman and child among us—of over \$36. If the Federal Government were to place a poll tax of this amount on our people—not only on voters but on all—what a hullabaloo there would be. But add to this expense the hidden burden, the cost of the greater part of our crime, immorality, divorce and the like; and then add the moral and spiritual cost in the lowering of the moral resistance, the lessening of fitness, the destruction of faith, and one begins to get a glimpse of the bill we are paying for our drinks. When we consider the question of preparedness for war, our first act should be a renewal of wartime prohibition. Admiral Jelli-

(Continued on page four)

made delegates.

Please collect all dues possible before Sept. 10th and if you have not paid that \$3.00 asked of each union when this reaches you, will you do so that we may complete our NTEF? Somewhere in this issue you will find the names of the unions who have responded to this plea. Is your union listed there? The last report from our acting treasurer shows less than \$100 to realize in full our \$5,000 pledge. Dear comrades, you have done splendidly and my heart is filled with gratitude for that fine spirit of loyalty and cooperation.

We are proud of our work this year and especially the newspaper publicity and the finishing of the NTEF and surely we will not stop until every penny of the last \$100 is safely in the treasury.

We are proud of Alamo and Powers Lake unions that are again active in the work. Alamo had completely disbanded but Powers Lake was paying dues but not holding meetings. In both places there were fine outstanding women who realized that we will be held accountable for sins of omission as well as sins of commission. Today they are telling their own communities, their state and nation that they are all out for TOTAL ABSTINENCE and that they intend to safeguard their children and their homes from this enemy from within. ALL HONOR to them and to others who have held fast through the years.

Our thoughts and prayers go out to Rev. and Mrs. James Anderson in the serious illness of the former. We are glad to record that he is holding his own at present and that Mrs. Anderson is able to be with him con-



MISS BERTHA PALMER
National Director S.T.I.
State Convention Guest Speaker

STATE CONVENTION COMMITTEE

The following committees have been appointed to serve at the state convention to be held at Minot Sept. 23-25.

The chairman of the entertainment committee is Mrs. John Bradley. Please send names of your delegates to her as soon as possible.

GENERAL ARRANGEMENTS—Mrs. C. F. Truax, Mrs. J. B. Bradley
ENTERTAINMENT—Mrs. J. B. Bradley, Mrs. J. B. Hunt, Mrs. C. O. Carlson

RECEPTION—Mrs. George Campbell, Mrs. J. H. Mackley
BANQUET—Mrs. C. B. Davis, Mrs. A. S. Duell

REGISTRATION—Mrs. Frank Brooks, Mrs. Arthur C. Christianson

MUSIC—Mrs. Leon Ellithorpe, Mrs. C. A. Waldron

FINANCE—Mrs. A. Duell
DECORATIONS—Mrs. Lewis Ellis, Mrs. N. O. Nelson, Mrs. George H. Smith

POST OFFICE—Mrs. L. H. Larson
USHERS—Mrs. John Underdahl, Mrs. A. C. Huycke
ORGANIST—Mrs. C. A. Waldron

stantly. May God bless each and keep them!

As yet \$860 has not come to a vote in the senate. In spite of the splendid campaign to safeguard our boys in the training camps, the regular Army, Navy and Marines, that the dregs and the Christian people have waged, the influence of the liquor industry in our political life is so great that they have prevented action on this bill. We must not give up, pray without ceasing and use our influence for this very important legislation whenever we can until it is settled right.

The annual report blanks are now in the hands of the local officers. The

AS LONG AS CHILDREN PRAY

The world has grown so dark with sin that God seems far away,
But never comes an evening dusk when children do not pray.

All day man's greed and hate and fear bring heartaches and despair;
But ever when the day is through small heads are bowed in prayer.

Though tyrant lusts and vain desires have torn our faith in parts,
As surely as the twilight falls prayers rise from little hearts.

So much strange terror haunts the night and bitterness the day
But all of life cannot be wrong as long as children pray.

—Iris Jean Crawford
in Christian Advocate.

MRS. BUCK'S MESSAGE

Dear North Dakota Comrades:

I have had so many wonderful letters and cards from the North Dakota white ribboners, it has been a great blessing to me to know that you are praying for me. I wish I could answer each one of you but it is just a physical impossibility at the present time. I am still in the hospital—very well—just waiting for the bones to heal—and am so thankful the X-rays show that they are healing and eventually will be as good as new.

I'd like to be at your state convention. What a good time we would have! Well, that will have to wait until we reach the "Many Mansions." May God bless each one of you and may the work prosper!

Yours in His Name,

NECIA E. BUCK.

Portland, Oregon
Aug. 17, 1941.

local executive board should get together and fill out the report and when all questions have been answered write a brief report of local activities as that will cover all phases of the work.

The call for our annual convention went out last month. Let us plan to attend and welcome to our midst, our own Bertha Rachel Palmer. She will give her main address the evening of Sept. 24. Let us show our appreciation of her splendid work by our attendance. When this reaches you most of the plans for the convention will be completed. I hope we may have a good representation from local unions and districts. I am looking forward to meeting you in Minot with a good report of your stewardship.

Remember the World is only dark when it turns its back upon the sun;

The Heavens themselves are always FULL OF LIGHT.

Yours in Loving Service,

BESSIE M. DARLING.

WHITE RIBBON BULLETIN

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

Mrs. Barbara H. Wylie
Bowsmont, N. D.
Managing Editor

All matter for publication must reach the editor at the above address not later than the 20th of the previous month.

Single subscription price per annum—25 cents

Entered in the postoffice at Casselton, N. D. as second class matter.

SEPTEMBER 1941

GENERAL OFFICERS

State Headquarters, 1421 Seventh St. So., Fargo
President—Mrs. Bessie M. Darling, 231 Conklin Ave., Grand Forks
Vice President—Mrs. Kate S. Wilder, 409-4th St. So., Grand Forks
Corresponding Secretary—Mrs. Alberta W. Lundhagen, 1421-7th St. So., Fargo
Recording Secretary—Mrs. Frank Beasley, Fairdale
Acting Treasurer—Mrs. Alberta W. Lundhagen, Fargo

BRANCH SECRETARIES

Youth's Temperance Council—Miss Emma Remmich, Steele
Associate Secretaries—Miss Almira Lindgren, Valley City; Mrs. Elizabeth Wilder Holand, Grand Forks
Loyal Temperance Legion—Mrs. J. W. Frisbie, Hettinger
Associate Secretary—Mrs. Rex Muir, Fargo

DEPARTMENT DIRECTORS

Child Welfare and Health—Mrs. John Bradley, Minot
Christian Citizenship—Mrs. George Campbell, Minot
Evangelistic and Sabbath Observance—Mrs. C. E. Erickson, Crosby
Exhibits—Mrs. Martin Berg, Northwood
Flower Mission and Relief—Mrs. Lulu W. Zimmerman, Valley City
Institutes—Mrs. Kate S. Wilder, Grand Forks
Legislation—State President
Medical Temperance—Mrs. O. H. Kjoslie, Fargo
Organization—Corresponding Secretary
Publicity—Mrs. Nellie M. Cross, Park River
Radio—Mrs. C. F. Truax, Minot
Religious Education—Mrs. Mattie Norris Stinson, Fargo
Scientific Temperance Instruction—Mrs. Fred M. Wanner, Jamestown
Social Morality and Motion Pictures—Mrs. Phillip Stolberg, Flasher
Speech Contests—Mrs. J. N. Wallestad, Wheelock
State Historian—Mrs. Elizabeth Preston Anderson, Fargo
Union Signal Promoter—Mrs. A. V. Sheppard, Grand Forks
Trustees—General officers, Mrs. S. O. Nelson, Northwood; Mrs. P. O. Sathre, Bismarck

A PRAYER AGAINST ALCOHOLISM

(Walter Rauschenbusch, in Prayers of the Social Awakening)
"O, Lord we praise thy holy name, for thou hast made thine arm bare in the sight of all nations and done wonders. But still we cry to thee in the weary struggle of our people against the power of drink. Remember, Lord, the strong men who were led astray and blighted in the flower of their youth. Remember the aged who have brought their gray hairs to a dishonored grave. Remember the homes that have been made desolate of joy,

the wifely love that has been outgraged in its sanctuary, the little children that have been made to despise where once they loved. Remember, O thou great avenger of sin, and make this nation to remember.

May those who now entrap the feet of the weak, and make their living by the degradation of men, thrust away their shameful gains and stand clear. But if their conscience is silenced by profit, do thou grant thy people the indomitable strength of faith to make an end of it. May the great churches of the land shake off those who seek the shelter of religion for that which damns, and stand with level front against the common foe. . . . O God, bring nigh the day when all shall face their daily tasks with minds unfrustrated and with tempered passions; when the unseemly mirth of drink shall seem a shame to all who see and hear; when the trade that debauches men shall be loathed like the trade that debauches women; and when all this black remnant of savagery shall haunt the memory of a new generation but as an evil dream of the night. For this, accept our vows O Lord, and grant thine aid.

THE CHURCH IS PRAYING YET

In these solemn days there are few whose hearts are not filled with forebodings. Dreadful events may come upon us. There may be bread of adversity and water of affliction. Yet God has promised that in such times, those who will, may hear a voice behind them saying, "This is the way; walk ye in it" and "Ye shall have a song in the night." It is just a simple fact of human history and experience that cannot be gainsaid and a fact that children of God do not receive at its full value at all, that God's truth and God's ways do always survive. Dictators have appeared a thousand times. Famous and popular scoffers have led multitudes to sneer at the Church; but we who believe (even though with little faith) may well sing to the tune of "St. Anne" which they were singing more than two centuries ago, "Oh where are kings and empires now Of old that went and came? But, Lord, thy Church is praying yet, A thousand years the same."
—Guy D. Wallace, D. D.

SATURDAY EVENING POST AND LIQUOR ADVERTISING

The liquor central organization sent out their politely veiled suggestions for support to the Saturday Evening Post, noting that "since prohibition had failed and become a nuisance, they hoped the Post would join in a movement toward better things with respect to the manufacture and sale of alcohol."

Well, the Post, God bless it, did not join—and it was one of the few that did not. The Post has never published any liquor ads, nor has it had any article decrying prohibition. With the pressure of such vast wealth and the example of other papers and magazines that were falling before this group, nobly distinguished is the editor who had the courage to stand for principle and the public welfare. Do you care enough for such an editor as that to thank him? Well, I did, and I had a reply saying, "I thank you for letting me know that you cared."

We rail loudly against those of whom we disapprove, but how often do we give a word of thanks and encouragement to those who stand?

And here is one of the strange paradoxes that we sometimes find:

In spite of the fact that the Post has refused to accept liquor ads, the statement has been recently made that it carries more ads than any five magazines. Sometimes decency pays—maybe it always does!—Ex.

BETWEEN OURSELVES

Dear Comrades:

How fine it would be if we could all attend the National convention at Grand Rapids, Aug. 28-Sept. 3! But we are glad that our state president, Mrs. Darling, and vice president, Mrs. Wilder, Mrs. J. W. Scott of Gilby and others will be there to represent us. When we go to Minot to state convention Sept. 23-25, we shall hear all about the National meeting, the inspirational address and the plans for the new year. Let us all plan to attend the Minot meeting!

There we are to have the pleasure of meeting again and hearing our own Miss Bertha Palmer who was our state Superintendent of Public Instruction and who, since then, has made a national reputation in the field of Scientific Temperance Instruction of which we are proud. Many other attractive features will mark the convention program. Let's go to Minot!

In another column you will find a very earnest appeal from a white-ribboner. Her suggestion that we write the President, asking him to use the power in his possession to prohibit the sale of intoxicating liquor, especially in the camps where our boys are training, is timely. The senate has been far too slow in acting on the passage of the Sheppard bill, S. 860, due, no doubt, to the pressure brought by the liquor interests. We have many times written our Congressmen about this but with no result thus far. Now let us do as our sister suggests and write the President. Surely every mother who has a son in training will want to do this.

Our sister suggests a form be printed here but I am convinced that our own appeal, in our own words, will be more effective. We can address him as "His Excellency, the President of the United States, The White House, Washington, D. C." or "The Honorable Franklin D. Roosevelt," etc. and begin—"Dear Mr. President," etc. Who will write today?

It is intensely interesting to see by the treasurer's report that we were then so near the completion of our \$5,000 quota for the National Temperance Education Fund. I sincerely hope that it was completed before our president left for Grand Forks. If not, it will surely be finished before our state convention. North Dakota has been blessed with a bountiful crop this year. Shall we not show our gratitude by contributing to this worthy cause through which we may hasten the coming of His Kingdom on earth?

Lovingly yours,
BARBARA H. WYLIE.

WE MUST CONTINUE TO EDUCATE

Bishop Edwin Holt Hughes, president of the Methodist Board of Temperance and Prohibition, in an address, said:

"The liquor traffic is carrying on a vast Educational Program.

"Every cocktail parlor is a school.

"Every liberal law is a lesson.

"Every bar maid is a teacher.

"Every advertising page, devoted to the lure of liquors, is a dreadful scholastic appeal.

"Every blaring description of wines over the radio sends a terrible pedagogy into our homes.

"We must not only educate for our position, but we must educate against their position.

"Our day is filled with seductive appeals that make it appear little short of duty to drink beer, and wine, and hard rum.

"One process of our Education Campaign should be to stop the Process of our Deadly Enemy's Education."

WEDDING BELLS

The Guild Room of the First Methodist Church, Fargo, was the scene of a pretty wedding when, on the evening of August 14, Mrs. Mattie Norris and Rev. R. J. Stinson exchanged marriage vows, the Rev. John C. Irwin, D. D., officiating. Garden flowers and lighted tapers adorned the rooms. Miss Clara Pollock presented a musical program and Mrs. P. E. Mickelson sang. The bride wore a gown of peach colored taffeta and carried a corsage of tea roses. The couple was unattended.

A large company of interested friends attended. Following the ceremony refreshments were served and the wedding cake cut. The bride is our State Director of Religious Education and the groom is a retired minister of the Methodist church. They will be at home at 1006-First Ave. South, Fargo. White ribbon comrades extend congratulations and best wishes.

SEPTEMBER

September clouds hang heavy in the turquoise of the sky,
And flocks of south-bound swallows
like far leaves go flitting by;
Now once again my heart with half-forgotten rapture thrills
When I hear the sweet September winds singing among the hills.

It sounds to me like magic that I heard long years ago
Whose very air and rhythm and whose name I do not know;
But the love and hope and longing that it stirred within my breast
Awoke today within me and it will not let me rest.

Of all those days of gladness just a memory is left,
But their happiness is in my heart so I am not bereft;
And once again my heart with half-forgotten rapture thrills
When September winds go singing, singing, singing among the hills.

—Clara Pember Lyon.

IN MEMORY OF MRS. O. L. KRAGNESS

A TRIBUTE

by Mrs. E. Annetta Myler

Our beloved sister and friends in the Woman's Christian Temperance Union, Mrs. O. L. Kragness of Douglas passed away July 30, 1941. Her maiden name was Bessie Lee Ellington, born May 19, 1878, in Cass county, Nebraska. She was married to Mr. O. L. Kragness in 1909. She was a member of the Lutheran church, of the Ladies' Aid society and the Douglas W. C. T. U.

In loving remembrance of her the Douglas W. C. T. U. makes a contribution to the National Temperance Education Fund. Our sympathy goes out to her husband and other bereaved relatives.

"A precious one from us has gone,
A voice we loved is stilled;
A place is vacant in our midst
Which never can be filled."

Fargo union is bereaved in the passing of Mrs. W. H. Northrop, a faithful member. Early in the summer, Mrs. Wm. Kadell of the Edgeley union was called to her Heavenly Home.

"More homelike seems the vast unknown
Since they have entered There;

To follow them were not so hard
Wherever they may fare.

They cannot be where God is not
On any sea or shore;
Whate'er betides, Thy love abides,
Our God, forevermore."

"It is not good that we should let liquor lie before the eyes of children and I have been a fool in writing to the contrary."—Rudyard Kipling.

REPORT OF TREASURER

July 15 to August 15, 1941

STATE DUES: Jamestown 1; Ellendale 3; Steele 4; Edgeley 1; Crosby 7; Fargo Scandinavian 25; Niagara 3; Valley City 6; Minot 16; Pembina 3; Gilby 2; Grand Forks Scandinavian 7.

WILLARD MEMBERS: 2.

L. T. L.: Alamo 24 members. (This is a new L. T. L. organized in June.

BUDGET IN PART: Edinburg \$3.00.

BUDGET IN FULL: Minot, Park River, Valley City, Niagara, Jamestown, Grand Forks Scandinavian.

DISTRICT PLEDGE: Northeast District \$20.00.

L. M. N. STEVENS FUND: Grand Forks Scandinavian \$1.00.

LIGHT LINE: Grand Forks District, Fargo W. C. T. U.

A N N A GORDON MISSIONARY FUND: Edinburg \$3.22.

N. T. E. F.: Jamestown \$1.00, Minot \$3.00; Dickey \$3.00; Underwood \$3.00; Grafton \$3.00; Sheldon \$3.00; Mayville \$3.00; Rock Lake \$3.00; Edgeley \$3.00; Reeder \$3.00; Crosby \$3.00; Douglas \$2.00; Valley City \$5.00; Wildrose \$3.00; Grand Forks \$3.00; Makoti \$2.00; Park River \$2.00; Gilby \$3.00; A Friend \$1.00; Grand Forks Scandinavian \$3. The following unions, eleven in all, are Fruitful Unions: Calvin, Rock Lake, Sawyer, Fortuna, Hettlinger, Flasher, Jamestown, Ellendale, Northwood, Bowsmont, and Nekoma.

38 Unions have paid their budgets in full.

24 have now responded to the call for extra effort to complete our N. T. E. F. Four of these were reported last month: Larimore, Northwood, Bowsmont and Fargo. Due to this effort \$65 was sent in which leaves us just \$62 left on our pledge. I hope by the time you read this that, too, will be completed.

Dues for 75 members have been sent in bringing the total for the year so far to 1079. \$84.60 has been sent in on budget bringing that total to \$869.90 This is good but these figures are still short of last year's 1276 members and \$1,013.91 on budget and the books close on Sept. 10th.

ALBERTA W. LUNDHAGEN,
Acting Treasurer.

HEALTHFUL DRINKS

These are juicy days in which we are living. Tomato, pineapple, orange, grape fruit, berries of all flavors and juices of most of the vegetables of our gardens now grace the American table. The increase in juice consumption has doubled and trebled during the past few years. As much fun and sociability may be found in a glass of mixed fruit juice as in the old-time saloon frequenter or modern cocktail addict got from their indulgence—and no regrets afterwards.

Moreover, an equally popular pal of these juices is a glass of milk on the hostess' tray or the dining table. Milk has made a great contribution to mankind's health and happiness. The total milk production in the United States in the last twenty years has increased 65 per cent. The volume of milk produced by the 25,000,000 cows in our country is now the largest in its history. This increase of milk production in the United States has been in every respect a national benefit. Milk provides a constructive, economical beverage. According to report of Milk Foundation, milk gives more food value per penny than any other single food. There is an adventure in a glass of milk with no viscous, regrettable results from its enjoyment.—The Union Signal.

PERSONAL MENTION

NORTHWOOD Y. T. C. composed of twenty-six fine young women, has made a gain in membership this year.

MRS. ZIMMERMAN HONORED

Mrs. Lulu Wylie Zimmerman of Valley City, who will leave soon for Seattle to make her home with her eldest son, Dr. Bruce Zimmerman, who has located there, was honored recently at several pleasant affairs. Chief among these was a gathering at the home of Mrs. E. R. Fritch with members of the Valley City and Jamestown unions as guests. Each union presented a gift—Mrs. Wanner speaking for the Jamestown union and Mrs. C. E. Stowell for Valley City. Refreshments were served.

A farewell reception was given by the Methodist church at Valley City of which Mrs. Zimmerman and her family have so long been active members. She and the boys, Wayne and Hal Sam were presented with gifts, accompanied by addresses of esteem and appreciation. Many townspeople attended the affairs. Wayne sang with his usual acceptance: "Friend O' Mine" and "When I Have Sung my Songs to You."

Mrs. Zimmerman will be accompanied to Seattle by her youngest son, Harold Samuel, who will complete his college work there. Her only daughter, Beth, who was married last year to John Peers, lives at Sardis, B. C., about a three hours ride from Seattle; while Wayne remains at the Northwestern University in Chicago, finishing his medical course.

Mrs. Zimmerman has been one of our most active members in the state W. C. T. U. For several years she has been president of the James-Valley District and also state director of the department of Flower Mission and Relief. She leaves a large vacancy in our ranks that will be hard to fill. The love and best wishes of every white-ribboner will follow "our Lulu" to her new home in the west.

BE TOO LARGE TO WORRY

Promise yourself:

To be so strong that nothing can disturb your peace of mind.

To make all your friends feel that there is much good in them.

To think only of the best, to work only for the best, and to expect only the best.

To be just as enthusiastic about the success of others as you are about your own.

To forget the mistakes of the past and press on to greater achievements of the future.

To wear a cheerful countenance at all times and give every living creature you meet a smile.

To give so much time to the improvement of yourself that you have no time to criticize others.

To be too large for worry, too noble for anger, too strong for fear, and too happy to permit the presence of trouble.—White Ribbon Banner.

They planned a picnic and a pleasant social time. With some members in the country and busy these harvest days, yet they will meet as often as possible to plan and carry on their work. Mrs. O. J. Oswald and Mrs. Martin Berg are their capable advisers.

PARK RIVER held an interesting meeting at the farm home of Mrs. Dugal Ferguson, the local president, Mrs. Nellie M. Cross, presiding. The program included a study of the State Report and a Quiz on the August number of the White Ribbon Bulletin. Then it was unanimously decided that, instead of putting on a food sale to help the finances, each member as far as possible, contribute \$1.00 to help the N. T. E. F. and to finish the union's budget. We note by the treasurer's report they did it.

KEEPING STEP WITH DADDY

(By a Prisoner)

Father, there's a call for you—

Watch your step.

Little eyes see all you do—

Watch your step.

Little feet go Daddy's way,

Follow you from day to day,

Lead, oh lead them not astray—

Watch your step.

Your example is their guide,

Watch your step.

"Daddy does" they say with pride.

Watch your step.

Children may do as you say—

"As you do," 'twill be some day—

Watch your step.

Boys aspire to be like you,

Watch your step.

Is your path safe to pursue?

Watch your step.

If some day they stain your name—

And on you should place the blame,

Ah, how you will blush with

shame—

Watch your step.

Walk the safe and narrow way,

Watch your step.

Let the children hear you pray—

Watch your step.

Would you ways of wisdom teach,

With God's truth their young hearts

reach?

Watch your step.

Father, near your journey's end,

Watch your step.

Let the Saviour be your guide,

Watch your step.

He will guide your feet aright,

To the land of pure delight—

Would you walk with Him in

white?

Watch your step.

—The Life Boat.

WHAT AM I?

John Elson

Cornell University, Ithica, N. Y.

I am a far too common sight in the neighborhood of every high school.

I am small and innocent in appearance, but contain immense possibilities for working mischief.

I ruin many a football team. No coach will permit players to use me during the season, for I am sure death to wind, speed and "pep."

I am responsible for innumerable failures in school, and for still more in after-life.

I can destroy a boy's ambitions and will power, and put his brain to sleep.

At my best, I am a worthless thing to spend good money for. At my worst, I injure body, mind and morals.

The evil I do is incalculable. Still I flourish.

I am the student's worst enemy.

I am the cigaret.

—Selected.

SCHOLARSHIPS FOR ABSTAINERS

Students who will "pledge abstinence from alcohol and tobacco," and who are "sons of southern parentage" will be selected for a newly established \$57,000 Emory University scholarship fund. This was created, according to the press dispatch from Los Angeles, California, from the estate of a former Emory College student and pioneer California real-estate man.

The will provides that two-thirds of the estate be used in the scholarship fund with the strict requirements. It is understood that similar arrangements have been made in the will for the University of Alabama.

The donor had discovered, probably by the difficult road of experience, that alcohol and tobacco are a detriment to scholarship. In this very practical way he has passed on his conclusions to posterity.

The High Cost of Low Living

By W. G. Calderwood

American Facts Bureau, Minneapolis

How do Americans spend their money? J. Edgar Hoover, head of the Federal Bureau of Investigation, puts our annual expenditure for crime at 15 billion dollars. That is more than we spend on any one essential, except food. Other major items as shown by a table that has been going the rounds of the press, place our expenditures for 1937 at:

\$6,500,000,000 for gambling.
6,000,000,000 for liquor
5,000,000,000 for travel.
3,000,000,000 for medical care.
2,600,000,000 for education.
1,500,000,000 for tobacco.
1,000,000,000 for cosmetics.
788,000,000 for armaments.
550,000,000 for religious purposes.

This is a total of \$42,991,000,000, of which \$29,000,000,000 or a little over two thirds goes for crime, gambling, liquor and tobacco, all of which, to say the least, is for nonessentials. That statement staggers belief. It seems, and perhaps is, incredible. Hoover's statement on the cost of crime is probably essentially correct. There are abundant government figures to support it. The figures on gambling, however, are probably based on estimates, with inadequate data. The cost of taxed liquor can be computed from taxes paid, and there has been only a small addition to cover the bootleg, though government authorities have frequently stated that the volume of illicit intoxicants equals the legal. The amount spent for tobacco, computed on tax receipts, should be accurate. To allow five billion dollars as the possible margin of error would seem to be generous. This would leave 24 billion dollars per year, or two billions per month spent by Americans for nonessentials.

These ugly facts prove the higher cost of low living.

REVEALS REASON FOR LIQUOR-SOAKED FICTION

I note your editorial on "Liquor-Soaked Fiction." More than a year ago I put the same question that you are facing to one of the most popular short story fiction writers in America. I am in honor bound to protect his name, but he answered me without hesitation. He said simply that the short story writers got more money out of the liquor and tobacco interests than they did from their publishers.

I am sure you recall that a few years ago we had a near scandal concerning the movies and their continued injection of liquor scenes and cigarette-smoking stars. It came out that the liquor and tobacco people paid the producers almost fabulous sums for some of these portrayals.

This sordid process of making American youth cigarette and liquor conscious runs the gamut of some of our most popular magazines. These publications get big, fat ads from the liquor and tobacco people and in turn fill their pages with inviting and often alluring fiction in which liquor and tobacco are played to the nth degree.

I do not hesitate to say that if the same sources were threatening the swine of America as they are the youth of this nation, there would be a public uprising.

I do not believe in the boycott, but I have long ago decided that I have the right to refuse to buy or patronize a newspaper, magazine, movie or other disseminator of such advertising or publicity as I have described. And when the American people come to value their children as they value their hogs, we'll not only buy dry, but we'll refuse to wet.—By Dr. R. P. (Bob) Shuler, Pastor Trinity Methodist Church, Los Angeles.

"SELL THE WOMEN BEER!"

Ever since the outlawed beer trade came back into power . . . the American woman and her home have been the main target of the beer industry. Believing that women have no sales resistance, the trade has very definitely turned its attention and money toward the weaker sex, who are more gullible when it comes to fashion and glamour appeal. Unfortunately, too, woman is more extreme in her emotional reactions than man, so that, once any narcotic habit is fastened upon her, it is . . . likely to yield more dire results . . .

As the Brewers See It

To sell beer with groceries and in grocery stores is one of the ambitions of the brewers. Such articles as one in a recent Brewers Journal confirm this ambition to intensify pressure on the woman who does the marketing for the family.

Under the title, "Beer Helps Us Sell More Prepared Meats," the brewers' spokesman depicts the "keystone" position of beer in the "perfect tie-up" of beer and prepared meats . . . The article says, in part:

"The beer stock is principally carried on the grocery side, but we have a glass fronted refrigerated showcase in which all brands are iced. Day after day, these silent displays remind customers to buy beer along with their ready-to-serve meats. If the patron does not ask for beer, the salesman says, 'Wouldn't you like some nice cold beer to go with those cold cuts? . . . In hot weather we score as high as 30 per cent extra sales by making such pleasant suggestions.

"Finally, we sell plenty of beer on telephone orders," concludes the article. "Our technique here is to offer: 'Oh, you've forgotten beer, Mrs. Jones. Shall we send over a case of . . . ?' And those fourteen easy words often bring in another three dollars of volume!"

"Women have a finger in everything and the brewing industry is no exception," says Mrs. Roger Bower, home economist of New York City, in an address given before a National Beer Wholesalers' Association meeting in Atlantic City, as reprinted in Beer Distributor. Under the title, "Sell the Women Beer! Is Plea," Mrs. Bower goes on to say: "I was privileged to handle public relations for the brewing industry when beer came back in April 1933. In addition to talking with managing and city editors all over the country, I have contacted over 700 women's-page editors and talked women and beer with them. I have lectured to about 50,000 club women on beer, I believe I have a fairly comprehensive picture of how women feel about our industry. And I know how important women are to you as distributors of beer.

"How do you suppose that a man in Connecticut could start with a brush forty years ago and be doing a forty-million-dollar business today? Because women have no sales resistance. The Fuller Brush man proved it.

"Many of you men were in the brewing industry before the great experiment wiped us out in 1920. You know how it was done—chiefly by the drys' appealing to the emotions of the women. . . . The women fell for it, and the drys, with the help of the World War, put Prohibition over on the country and put us out of business.

"I should like to leave one thought with you now if I may: You need the women on your side if you want to stay in business. Captain Slayton of Repeal Associates has just pointed out that the drys are again massing, hoping to slip Prohibition through on the hysteria of this European war

which we pray will remain strictly European.

"The drys have a vast army of women on their side,—the W.C.T.U. As a whole, this is a sincere, honest group who have been sold a crusade by the professional drys. And they'll put you out of business unless you do your bit to convince that counter-pressure group,—the mothers and housewives of this nation,—that beer is a wholesome, temperate beverage which has a place in the home.

"The best way to convince the housewife that beer has a rightful place in the American home is to sell it to her so that she uses and serves it in the home. If a woman knows beer—if she drinks it—if she serves it in her home, no amount of subversive propaganda by professional drys could ever get her to go to the polls and vote against it. And remember,—this time she has not only influence with the men,—she has a vote! . . .

"I believe the time has come for all of us to stop struggling to split up the existing market in competitive selling. Let's go after those seven million customers who are just waiting that sales story to make them your ardent beer boosters instead of lukewarm prospects for the dry army.

"Remember, A WOMAN HAS NO SALES RESISTANCE AND YOU CAN SELL HER BEER IF YOU REALLY WANT TO."

On that challenging note the appeal ends.

As the Police See It

"It is not agreeable to acknowledge that there are some things that women can not do as well as men," says Captain Rhoda J. Milliken of the Women's Bureau, Washington, D. C., police, in an article dealing with "Drinking Women as the Police Know Them." "Yet I have to admit they cannot get drunk as gracefully.

"In the police department of Washington and other parts of the country we have to handle an enormous number of intoxicated people. We all feel that we would rather handle a dozen men any day than one intoxicated woman,—she is so much more difficult a problem. . . .

"Alcoholics do not like to be considered in the criminal class; but the fact remains that they do things which bring them constantly into the hands of the police. About 50 per cent of the alcoholic women belong in family groups, probably 40 per cent of them in families where there are young people and small children . . . A few weeks ago a man of means and position in this city, sitting by my desk, said, 'I don't suppose you can understand what I am up against. In the last three years I have had to see the person to whom I have always been devoted, who has been one of the finest mothers, turn into the most horrible kind of person, absolutely repulsive to me and the two children.' That is the type of situation . . . we have to meet all the time; and we are so powerless to do anything about it."

In addition to this evidence of drunkenness among women from the Pacific to the Atlantic, a report comes from the Keely Institute for alcoholics, located in the Middle West, saying that "Alcoholism among women has increased 90 per cent since 1933."

And yet, in spite of this increasing drunken condition among women, the beer industry says, "Sell the Women Beer!" and is using every available means to do so.

As You See It

What is YOUR "sales resistance" against beer advertisements and beer salesmen?

—Condensed by permission from **The Union Signal**

AN EARNEST APPEAL FROM A WHITE RIBBONER

(The following from a member who wishes her name withheld will be heartily endorsed by all of us.—Ed.)

Dear Sister in the Lord: What can we do to help rid our beloved country of the curse of liquor that is upon us to-day has been of much concern to me of late. When we see how it is getting out youth, especially our young girls and young mothers, one cannot help but wonder what the next generation will be like. My sympathy is with the young people. They are confronted with beer and liquor almost everywhere they go these days. One cannot have even a little party unless they serve beer and in many cases spike it. Many who would never drink it otherwise do not have the nerve to be different from the rest, in that way get started and it gets the best of them.

We, the parents, grandparents and older ones are responsible for this evil being here. Millions of innocent young people are being dragged down and some almost forced to become drunkards through no fault of their own. Perhaps we condemn our young folks and call them bad but when we see what kind of parents they have, what can we expect of them?

On July 20 our Sunday School lesson was on "The Church's duty in regard to liquor." I said then I thought every church member ought to write our President and request that he use his influence to help us get rid of the curse of liquor. (He was instrumental in our getting it, sad to say.) But altogether too many church members want the stuff. If every W.C.T.U. member would write and flood Washington with this request, something might be done about it. I believe there should be a form printed in the White Ribbon Bulletin as so many do not know what to say. (I have sent in my request)

I just cannot understand how any one calling herself Christian or at all concerned about the welfare of our beloved country and especially about our young people, the hope of our nation, can feel content to just let the devil have his way and do nothing about it. I have asked quite a number to join the W.C.T.U. and I think some will join but it is hard to interest them in temperance work. If we get into war and our boys begin to drink, then I fear the worst for our dear U.S.A.

It seems as though the powers of darkness are so strong these days that people cannot see the danger we are in. "Where there is no vision, the people perish." I am afraid they will wake up when it is too late. There are many requests these days for prayers for Peace but the Bible says: "If ye repent and turn from your wicked ways then will I hear your prayer and will heal your land." If we expect to escape the terrible things that are happening across the water we must turn to the Lord. I believe the commission our Lord gave to His disciples of old to evangelize the world still holds good to-day, that it is up to us who profess to be His followers to pray down a spiritual revival that revival fires will start burning in every church the world over. May God's kingdom come and His will be done! May the Lord bless every temperance worker everywhere is my prayer.

I have had some very definite answers to prayer lately and have seen the Lord's guiding in many things and when this idea came to me I just thought I would write you about it. There are so many things to pray about these days we could "Pray without ceasing" for—A spiritual revival; for our boys in training (for what?); for the youth of our land;

for the temperance cause and for numberless other things. "Prayer changes things" and there are certainly many things that need changing these days. Praying God's richest blessing on you and your work."

OUR WORST LIABILITY

(Continued from page one)
coe and a group of military experts found by careful test that good gunners who were total abstainers made 80 hits out of 100; those who drank the Navy's grog ration made 56 out of 100; those who had been drinking for two days made 40 hits out of 100. In peace and war both, liquor is our worst liability.

—D. D. B., in The Presbyterian.

HARMON REFUSES BEER BROADCAST

"All-America Tom Harmon has refused to appear on a radio broadcast three times weekly for the remainder of the school year because the sponsor was a beer firm," asserted a recent news dispatch widely quoted.

"It was a tough one to decide," Harmon told friends. "It was the kind of job I've dreamed of, breaking into radio work. But after thinking it over, I decided it wasn't worth it." "It was said that Harmon felt his connection with such a program might create the wrong impression with youths who would naturally hear the broadcasts."

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