

# WHITE RIBBON BULLETIN

Official Organ of W. C. T. U. of North Dakota

"NOT WILLING THAT ANY SHOULD PERISH"

Volume XLVIII

MARCH-APRIL, 1947

Number 2

## 1947 State Convention to be held in Grand Forks

### Opportunity

This I beheld, or dreamed it in a dream:  
There spread a cloud of dust along a plain;  
And underneath the cloud, or in it, raged  
A furious battle, and men yelled, and swords  
Shocked upon swords and shields. A prince's banner  
Wavered, then staggered backward, hemmed by foes.  
A craven hung along the battle's edge,  
And thought "Had I a sword of keener steel—  
That blue blade that the king's son bears—but this  
Blunt thing—!" he snapped and flung it from his hand  
And lowering, crept away and left the field.  
Then came the King's son, wounded, sore bestead,  
And weaponless, and saw the broken sword,  
Hilt-buried in the dry and trodden sand,  
And ran and snatched it, and with battle-shout  
Lifted afresh he hewed his enemy down,  
And saved a great cause that heroic day.

—Edward Rowland Still, in *Literature and Life*.

### The President's Letter

Dear Co-Workers:

Spring is in the air and soon there will be a new awaking of life in God's great out-of-doors. May this re-birth of nature serve to renew in each of us a desire to do greater things for the cause of temperance. We are living in challenging days; we hear the cry of hungry children and we see good grain wasted in the manufacture of beverage alcohol that inflames man's mind; we see able bodied men, women and children mowed down because the man or woman at the wheel was befuddled with liquor. We are facing a very critical time, the most critical since the close of the war. Nations are looking to us for help and guidance. They know that we have the resources that are so sadly needed in this rehabilitation program and yet our nation has permitted our liquor bill to increase every year until it has reached an all-time high, and is still going up. One wonders why more christian citizens do not rise up in righteous indignation.

I have just returned from Fargo where we held a General Officers meeting to plan the work of our organization for the balance of the year. It was a pleasure to meet again but we missed the presence of our recording secretary, Mrs. Frank Beasley, who is vacationing with her husband. The last news from her came from Arkansas where they are visiting relatives. She will soon be home and we hope this issue of the Bulletin will not be delayed too long. I am sure that you are as pleased as I am that she could have this nice trip and good rest and we will look forward to her home coming.

We were graciously entertained at the home of our state vice-president, Mrs. H. E. Mielke. Our former officers, Mrs. Iver Fossum and Mrs. Alberta Lundhagen joined us in the evening for a very delicious dinner prepared by our hostess. Mrs. John Frisbie, General Secretary of L. T. L. was also present and gave helpful assistance in planning the work.

The following day all state officers were present at an institute held by the two Fargo unions. It was very well arranged and a good crowd in attendance. Department work was presented by three State Directors, one District President assisted by a former State Director, and the General Secretary of LTL presented the children's work. There is a very great need in our state for more effective department work and I believe that more members would be inspired to promote this work if we had more institutes. Our late Mrs. Kate Wilder was a great leader in this work and as we near the anniversary of her heavenly birthday (April 12th) let us plan for an institute held in connection with district convention. But better still in each district as a tribute to her memory. An institute can be would be an open air institute later in the summer.

May I call your attention to the new State Report which was mailed to every union early in January? Three or four were mailed to each union depending on the size of the union. These reports cost the state approximately two hundred dollars and unless you make proper use of them it will be a total loss to our treasury. Please devote at least part of one meeting to the study of this report and if you can not use all that were

### Tentative Dates September 9-10-11

### Committees for State Convention

General Chairman—Mrs. O. J. Swanson.  
Assistants—Mrs. Bertheuson and Mrs. Morris Williams.  
Registration—Miss Margaret Hyslop 317 Cottonwood; Mrs. Otto Knapp, 805 Cottonwood St.

Music—Mrs. Rasmus Lunseth, Mrs. H. O. Hermanson, Mrs. W. D. Mitchell.

Decorations—Mrs. Fred Bye, Mrs. E. M. Simonson.

Banquet—Mrs. N. J. Walper, Mrs. Emily Grinnell.

Meals—Mrs. C. M. Carlson, Mrs. H. C. Nelson.

Postoffice—Mrs. Ernest Kirk.

Reception—Mrs. M. B. Bertheuson, Mrs. O. S. Hagelie.

Finance—Mrs. David Ferguson, Mrs. Martin Christianson.

Grand Forks has a severe housing problem and it is hoped that delegates will make reservations at least two weeks before convention.

sent you, return one or two; then please pay 35c for each one that you keep. Many members are wasting postage writing to your General Officers for information that is contained in the State Report. Some are still mailing their money to our former treasurer, Mrs. Iver Fossum, even though the name and address of our new treasurer, Mrs. Howard Kemis, has appeared in our Bulletin and in State Report. Do you realize that is a dead giveaway that you are not reading your Bulletin or using your State Report? Both are costing our state large sums of money. Shall we discontinue this service?

Our state legislature has adjourned and the new laws will soon be a part of the statute books, but only those that have an emergency clause will go into effect at once. George O. Parish of the United Temperance movement, who spent the greater part of his time in Bismarck while the legislature was in session, has sent out a very fine report on the bills in which we were especially interested. Study this report carefully, so that you may be informed about the bills we worked for, and those that we worked against. We rejoice that the bill to repeal the newly obtained Food and Liquor Divorcement act was indefinitely postponed, but do not be misled; this did not settle the matter. The wets are determined to do away with this law and I am confident that the next election will find us in a bitter campaign to defend this law. We must be alert to the situation and ready to accept the challenge.

District conventions are in the making and some will be over before this reaches you. It is necessary that we hold them earlier this year so that your president can plan to attend the World's convention. I hope that every district president will endeavor to have an interesting program and that special effort will be made to have a large attendance.

May first, Miss Helen Allen will arrive in our state for organization work, and we are anxious to place her where she will do the most effective work. We must have new organizations if we are to retain or increase last year's membership. She can only give us 30 days and therefore we can not place her in very many places. She needs from 4 to 5 days in an unorganized town. We are prepared to give financial help to any district president who will do organization work in her own district. Let us endeavor to organize one or two unions in each district. Write for more information about this plan.

The General Officers accepted an invitation from Grand Forks unions to hold the next state convention in that city and set Sept. 9-10-11 as tentative dates. Because there is an extreme housing problem there it will be necessary to hold it before the State University opens. This issue of Bulletin has the names of convention Committees and it is hoped that all reservations for rooms will be made very early so that the Registration Committee will know how many rooms will be needed.

I have been very pleased with the fine response to our plea that every union hold a Hospitality Tea. If there are any unions who for some reason have not been able to hold one there is still time and money should be sent to our state treasurer.

The hearing for the Capper Bill S. 265 has been set for

(Continued on page 2)

## THE PRESIDENT'S LETTER

(Continued from page 1)

sometime in April. Keep letters, wires and petitions going to our Senators and Representatives in such numbers as to impress them with the importance of favorable action on this bill. Word comes to me that one of our state directors with a crew of co-workers secured 1800 signers in her town; that is truly effective. Don't make yourself the prophet of doom.

work. Let us go out and do likewise.

The man who keeps saying it can't be done

Often finds himself interrupted by someone doing it.

The man who lives for himself is a failure,

No measure of wealth or power can make him otherwise.

Only those who live for others achieve success.

—Henry Ward Beecher.

Yours in loving service,  
Bessie M. Darling.

## Notes From the Unions

The state president, Mrs. Bessie M. Darling, visited the Northwood union early in February. She reports a fine time.

The Ellendale union met Feb. 18 at the farm home of Mrs. Aolph Schmidt. There was a good attendance, considering how many homes had cases of flu at that time. Mrs. C. Maack was in charge of the program, which was on Legislation; Mrs. E. E. Clarke explained the Lillian Stevens Legislative Fund. Plans were made for a Hospitality Tea to be held in March. One new member was secured.

The Frances Willard union of Grand Forks held a rummage sale Feb. 25, in the recreation rooms of the YMCA. The sale was successful, and the union is to be congratulated upon this, as well as for the fact that they have secured seven new members.

The Jamestown WCTU is one of a number of civic-minded organizations in that city, that, with the help of the Commercial Club, have sponsored a Forum that met each Saturday evening in the armory during the winter. The purpose was to study and discuss laws coming before the state legislature. Their state senator and four legislators attended and gave needed information, and Attorney General Nels Johnson of Bismarck was there at least once. The union is to be congratulated upon its share in this helpful project.

Mrs. Percy Carlson, Mrs. Lina Herbison and Mrs. Lawrence Jensen were hostesses for the February meeting of the Grafton union, which combined a Hospitality Tea with its annual Willard Memorial meeting. Mrs. Ida Thorstenson conducted devotions; Mrs. Tverberg and Mrs. Carlson presented the program. Jessie Carlson sang "Blest Be the Tie That Binds" as a solo. Greetings were sent to the president of the union, Mrs. Ethel Kieley, who was ill in a Bismarck hospital. There was a good attendance.

The Alamo union has held meetings regularly except in February when a bad storm occurred, but that meeting was only postponed. In December they had a 'real good old-fashioned Christmas party' at the home of Mrs. Diggeness; Rev. and Mrs. Monseth were among those who attended. This union emphasizes particularly temperance education, flower mission and spiritual life. They have given help to the children's home at Jamestown. Mrs. Alice Soiseth has been ill, but sends this good report of their faithful work.

The Oakes union had the Rev. Gerald Splinter of Jamestown as guest speaker at their January meeting; he also spoke in the high school, as it was Temperance Day, where he made an excellent impression. The union had invited guests from Ellendale and Glover, who sent good delegations, and the fine lunch served by the committee added to the enjoyment. There is splendid fellowship when Christians come together in such a meeting; 89 were present, and an excellent offering was received for the work. This union recently earned \$50 by serving for a meeting of the GNDA and the Commercial Club. They have a Loyal Temperance Legion and a Youth's Temperance Council; both groups had very nice Christmas parties, and meet regularly; the LTL especially has a very good attendance. Mrs. Juelke, who is leader of the LTL as well as of the union, used her typewriter to give the members definite information about bills pending in the legislature, and reports that nearly all the members wrote to their representatives. Congratulations on the good work, Oakes!

The Rock Lake WCTU held a Hospitality Tea at the home of Mrs. C. A. Jahnke, president of North Central District, on February 27. Guests from town and country attended the affair and enjoyed the informal discussions and the buffet lunch. Mrs. Margaret Wilkins, mother of Mrs. Jahnke and a member of the local organization, added much to the enjoyment of the guests in her capacity as a co-hostess. Rev. and Mrs. John Cross of Rolla were among those who were present. The date was the birthday anniversary of Mrs. Cross, also a member of the Rock Lake Union. The generous offering left by the callers will be sent to the National Treasurer to help in the entertain-

ment of visitors from foreign lands at the World's convention to be held in June.

The Williston union held a Hospitality Tea in the parlors of the Congregational church February 14. Mrs. N. J. Johnson led devotions, and a solo, "Down From His Glory" was sung by Mrs. L. R. Birks. Reports on various countries, and notable women who will attend the World's convention were given by Mrs. George Canfield, Mrs. L. R. Birks and Mrs. Don Fish. Mrs. John Birkland was chairman of the refreshment committee. The tea table was centered with a globe encircled with white ribbons; and there were candelabra and flowers. The sandwiches and cookies used the Valentine motif; Mrs. Clarence Framstad and Mrs. P. J. Erickson poured.

February 28, this union held its annual Willard Memorial meeting. Mrs. Stuart A. Parvin was devotional leader, and Mrs. P. J. Erickson was program chairman. A 'Quiz' on the life of Frances E. Willard was given by Mrs. A. F. Olson and Mrs. H. W. Stockman; Mrs. Olson also sang "A Bird With a Broken Wing," accompanied by Mrs. Erickson at the piano. Mrs. Elsie Hart spoke on the girlhood of Miss Willard. The meeting was held at the home of Mrs. Clarence Framstad; during the business session Mrs. Don Fish presented the Rainbow questionnaire, and Mrs. Stockman reported the Loyal Temperance Legion. It is good to note that the activities of this union are regularly given space in the local newspaper. They also held a sale of home-made soap recently, from which they netted \$15.00.

Minot union held their Hospitality Tea in the fire-place room of the First Presbyterian Church February 14, with Mrs. C. F. Truax presiding. Mrs. Arthur Long had charge of devotions, reading the Crusade Psalm. A pageant, The World's W. C. T. U. Convention was very cleverly prepared by Mrs. C. B. Davis. The past and present officers of the World's W. C. T. U. were presented. Also presented were the Advisory Committee, the World's missionaries, those to appear on the program, the expected guests and delegates. Frances Willard (Mrs. C. A. Zook) appeared in costume as well as some others. Mrs. N. O. Hammer represented Norway. Mrs. Geo. Barnes who has been a missionary to India wore their costume and also exhibited some very interesting things from India. Mrs. Truax showed some pictures and spoke briefly of the last World's convention which she attended in Washington, D. C. Mrs. J. H. Mackley sang the White Ribbon Rally Song and White Ribbon Vibrations. We had several guests, served tea and coffee. There was a good offering, a delightful feeling of fellowship and at least three new members.

The Jamestown union joined with many others all over the nation when it held a Hospitality Tea Monday evening, March 17, in the Presbyterian church parlors. Rev. A. M. Wiley, who will be remembered by members of many unions in the state, conducted the opening devotions and spoke about WCTU work in North Dakota. Mrs. Rachel Anderson, attired in an old fashioned gown, told of the organization of the World's WCTU in 1891, and described the work of the missionaries in the world field. Mrs. Myrtle Bordwell, also attired in an early day costume, told of her experiences at the world's convention held 10 years ago in Washington, D. C. Miss Leona Aggala, returned missionary from China, gave an illustrated talk, showing pictures of China. Phyllis Cannon was accompanist for Wesley Hart, who sang "Calvary", and also for Arvadelle McCoy, who played a trumpet solo. Rev. W. A. Ebertz pronounced the benediction. Those in charge were pleased to note that nearly every church in town was represented at the tea, and also that many teachers attended. Mrs. Bordwell and Mrs. Anderson poured, at the beautifully decorated table, which bore tall yellow tapers tied with large bows of white ribbon, appropriately symbolizing the World's WCTU.

The Park River union met at the home of Mrs. Irvine in February. Dr. Movius was the chief speaker; he stressed the fact that education against the use of beverage alcohol should begin in the home, and then be carried on by Sunday Schools and public schools. In March the union met in Mrs. Catherwood's apartment, with Rev. Rockne as speaker. He spoke of how young people can be guided to keep clear of the liquor traffic, when there are so many temptations. He said "Ye shall receive power from on high if ye seek after it." This union has been busy replenishing its treasury the past winter, by serving dinners and lunches at the midwinter fair, and for other public gatherings. They are very regretful that Dr. Movius and his family are leaving Park River, as they have been most helpful in the temperance work.

The Jamestown union, in cooperation with several other organizations of that city, sponsored a series of Legislative Forums, with the purpose of enlightening the general public on the work of the state legislature. Opportunity was given to everyone, to ask questions or discuss pending legislation. Other groups participating were the Chamber of Commerce, the Junior Chamber of Commerce, the three civic clubs, and the American Association of University Women. Speakers at the sessions were Attorney General Nels Johnson, Lieutenant Governor Dahl, A. R.

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## NOTES FROM THE UNIONS

(Continued from page 2)

Bergeson of Fargo and Governor Aandahl. All local members of the house of representatives, and our state senator were present at each meeting. Many local people took part in various ways, and much credit goes to Dr. Alex C. Burr for his part in making this very educational project possible.

Rev. and Mrs. Jorgenson of Park River visited their son at the west coast this winter.

Mr. and Mrs. David Ford Sr., returned to Park River before the middle of March, having spent the winter in Washington. Mrs. Ford, her brothers, David and William Robb of Milton, and her two sisters, Mrs. Agnes Smith and Mrs. Mary Haugen, all of whom were once Park River residents, had a real family reunion there, with benefit to the health of some of the group.

Dr. and Mrs. Movius and their daughter, Inez, who leave Park River this month, were honored at a farewell party March 23. It was held at the church, and each member of the family was given a gift. The boys who have had Dr. Movius for their Sunday school teacher, will miss him especially. For several years, it has been his custom to take his class out to the park Easter morning for a sunrise service and breakfast, and he delayed his departure this year, so as to have that day with his boys. We wish the family health and happiness in their new home.

## Personal Mention

Mrs. Alice Soiseth, of the Alamo union, has had a hospital sojourn this winter. She is now at home, but still under a doctor's care. Mrs. Tom Smith, also a member of Alamo union, is staying with her daughter Mrs. Oliver Holt in Williston, so as to be near a doctor, as she too, has been very ill.

Mrs. J. W. Scott, Sr., of Gilby, our active 83-year-young traveller whom we depend upon to go to meetings, local, district, state, and national when possible, had the misfortune to fall and break her hip, in February. She was outside the house when it happened, and as no one found her, this indomitable soul dragged herself into the house and called her daughter. She was taken in an ambulance to Grand Forks, where she is still in a hospital. They say she is happy as ever, and her room a bower of flowers.

R. J. Darling, husband of our state president, also had to have another hospital sojourn in March, because of a broken knee-cap, received while helping another man move something very heavy. We all regret this painful accident, and hope he will soon recover from it; to all these who are not well, we say "Get well soon!"

Mrs. Sophie Swarstad, an active member of the Frances Willard union of Grand Forks, spent part of the winter in Long Beach, Calif.

Little Jay Darling, grandson of our state president, Mrs. Bessie M. Darling, fell and broke his arm at the elbow, in February. He is recovering very well.

Mrs. Chester Gibsen, president of the Ellendale union, spent some time visiting in the west this winter. The vice president, Mrs. E. E. Clark, carried on in her absence.

Mrs. Fred M. Wanner had one Christmas present that she appreciated more than any other, though probably she has not seen it yet. This was a great grandson, Eric, born Christmas day to Dr. and Mrs. Wm. Sweetman, who live in New York. They notified Mrs. Wanner of her gift, that evening.

Mrs. Olivia Tasdal, a member of the Stanley union, has moved to Altadena, California.

It was a pleasure to hear from Mrs. Catherine Eyres, of Sioux City, Iowa, who was 82 January 17. Mrs. Eyres said that she signed the pledge when she was eleven years of age, and was a helper in the WCTU all during her more than fifty years of residence in North Dakota. She is another of our pioneers, whom we honor.

Mrs. Ella C. Boise of Bismarck spent some time visiting at Pipestone, Minn., the past winter.

Mrs. J. H. Mackley, state director of Soldiers and Sailors, went to Willow Run, Mich. in February, to care for her granddaughter while the child's mother was away for awhile.

Mr. O. A. Jenson of Clark's Grove, Minn., spent some time with his daughter, Mrs. Iver Fossum, in Fargo this winter.

Mrs. Lina Herbison of Grafton has been going places in the last few months. In August she went to Burbank, Calif., to be with her daughters there, one of whom was ill. She found the heat oppressive at that time of year, but later was able to enjoy trips to many places of interest with the other daughter, Miss Jessie Herbison, who is a dental technician there. In October Mrs. Herbison attended the wedding of her granddaughter from Fargo, who was married to an ensign in the Wee Kirk o' the Heather. Returning to North Dakota by plane in January, Mrs. Herbison received a warm welcome from her Grafton friends, and especially her little granddaughter, Jessie Carlson. In March she visited a son at Brainerd, Minn.

## In Memoriam

"I am the resurrection and the life; he that believeth in me, though he were dead, yet shall he live." John 11:25.

Mrs. Ida Behlmer, a long time member of Fargo Union, who served as local treasurer for a number of years, passed from this life early in February, at the age of 84. Although she had lived with her daughter, Mrs. Frank Adkinson, at Jamestown for some time, she kept her membership in the Fargo union.

Mrs. George Spangberg, a member of long standing of the Frances Willard union of Grand Forks, passed away last fall.

Mrs. S. A. Helland, a member of the Nekoma union for more than a quarter of a century, was called to her eternal home January 30, after several years of failing health. She had been severely ill for some weeks. Mrs. Helland will be greatly missed by her white ribbon friends; though she was a quiet woman, she had a keen mind, and had read widely. He husband and six children, all of whom were with her at the end, have blessed memories to comfort them.

Mrs. Lucy M. Brown, formerly of Cooperstown, and at one time state treasurer of the North Dakota WCTU, passed 'out of the chill and the shadow into the thrill and the shine' February 9. She had lived with her sister, Mrs. Grace A. Hutchins, at St. Petersburg, Florida, for the past eight years. Mrs. Brown, who was past 91 years of age, had been a shut-in for some years, but continued to be interested in all the world about. She was not ill; had spoken to her sister just as usual only a moment before her life here ceased. The doctor said "Thrombosis—and a lovely way to reach the end of a long, full life."

Charles H. Gumm, whose home was in Spokane, passed away Feb. 13. He was the father of Mrs. Grace Bunzell, who is one of the oldest members of the Julia D. Nelson union at Fargo; she was secretary for many years. Mr. Gumm was buried at Benson, Minn.

Wee David Vogel, son of William and Margaret Wanner Vogel, of Ann Arbor, Michigan, left this world only a few hours after he entered it, shortly before Christmas. The baby suffered from a heart ailment. He was laid to rest beside his great grandfather, Frederick M. Wanner, in the Jamestown cemetery.

Word has just been received of the passing of Mrs. Ethel Kieley, the new president of the Grafton union. Details are lacking. Mrs. Kieley was a very lovely Christian woman, and her many friends and the temperance work will miss her sorely.

## From the Corresponding Secretary

Dear Comrades:

Greetings to all of you. Let me take this opportunity to thank you for the kind greetings and fine co-operation from you, since I have undertaken this office.

By the time this reaches you, plans for our spring conventions will be well under way. Mrs. Darling will be guest speaker for some and Mrs. Mileke for others. May each convention be successful and inspirational and have God's blessing.

The State Report has been sent to each union. Make good use of it. The price is 35 cents but costs us much more. May I make the following correction in net gain in membership? Fargo union made the largest net gain with 12 members; Bottineau, second with 8 members. In third place were Edinburg, Minot, New Rockford and Williston, each with 5 members. New unions could not be counted. Last year, net gain for the state was 118 members, surely this year we can do better. As you know, a Holdfast union is one who has all its living resident members paying dues. A Fruitful union is one who makes a net gain in membership. April is the month of our intensive membership drive. Our Lenten and Easter Season is past. You as Christians have been closer to our Master because of more prayer and Bible study and are grateful to Him for His Life. Now is the time to serve Him with greater zeal and to put all of ourselves into His work. One way to do this is to make the way easier for others. Let's interest other women in the Women's Christian Temperance Union. Can each of us spend at least one hour a week for our organization? Last year any union, making a net gain of 13 members could have won the membership trophy. I believe it will take more than 13 this year.

Our gains in the Legislature were some, though not as many as we would desire, but let us not omit encouraging our Legislators who did their part in what was accomplished. Our people are becoming more and more aware of the situation.

Our state is glad to have a small share in paying the expense of Miss Ruth Coffman, delegate to Oslo, Norway, for the second World's Conference of Christian Youth. Miss Coffman is president of Y. T. C. in Ohio and will be the only delegate there whose major interest is Temperance.

While the general officers were in Fargo last week, they very gladly accepted the kind invitation of the Grand Forks unions for state convention. Tentative dates have been set for September 9, 10, 11. Begin to plan now to attend.

Very sincerely yours,  
Mrs. F. T. Brooks,  
Corresponding Secretary.

# WHITE RIBBON BULLETIN

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## Directory

OFFICERS FOR 1946-1947

President—Mrs. Bessie M. Darling, 231 Conklin Ave., Grand Forks.  
Vice President—Mrs. H. E. Mielke, 1375 Tenth Ave. N., Fargo.  
Corresponding Secretary—Mrs. F. T. Brooks, 217½ Seventh Ave. NE, Minot.

Recording Secretary—Mrs. Frank Beasley, Fairdale.

Treasurer—Mrs. Howard Kemis, 725 Oak St., Fargo.

Honorary Presidents—Mrs. Elizabeth Preston Anderson, 439 Belvedere St., La Jolla, Calif. Mrs. Fred H. Wanner, 617 4th Ave. S. E., Jamestown, N. D.

### DISTRICT PRESIDENTS

BISMARCK - - - - - Mrs. Philip Stolberg, Flasher  
ELLENDALE - - - - - Mrs. Carl Maack, Ellendale  
FARGO - - - - - Mrs. W. M. Franklin, Fargo  
GRAND FORKS - - - - - Mrs. George S. Muir, Gilby  
JAMES VALLEY - - - - - Mrs. Alex C. Burr, Jamestown  
MINOT - - - - - Mrs. F. T. Brooks, Minot  
NEW ROCKFORD - - - - - Mrs. H. F. Taplin, New Rockford  
NORTH CENTRAL - - - - - Mrs. C. A. Jahnke, Rock Lake  
NORTHEAST - - - - - Mrs. Bessie M. Ordahl, Edinburg  
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LOYAL TEMPERANCE LEGION - Mrs. J. W. Frisbie, Casselton

### DEPARTMENT DIRECTORS

Child Welfare — Mrs. Jessie A. Potter, 1015 Ninth Ave. N., Fargo.  
Christian Citizenship—Mrs. George Campbell, 205 5th St. NW. Minot.  
Flower Mission and Relief—Miss Grace Higgins, 814 10th Ave. N., Fargo.  
Institutes—Mrs. C. F. Truax, 308 3rd St. SE, Minot.  
Legislation—State President.  
Medical Temperance and Health—To be selected.  
Organization—Corresponding Secretary.  
Publicity—Mrs. Nellie M. Cross, Park River.  
Religious Education—Mrs. Duncan Matheson, Langdon.  
Scientific Temperance Instruction—Mrs. Maud Scott, Monango.  
Social Morality—Mrs. Philip Stolberg, Flasher.  
Soldiers and Sailors—Mrs. J. H. Mackley, 908 2nd St. NE, Minot.  
Speech Contests—Mrs. H. O. Hermanson, 901 Cherry, Grand Forks.  
Spiritual Life—Mrs. Andrew Hay, Crosby.  
Temperance and Missions—Mrs. Iver Fossum, Box 1366, Fargo.  
Union Signal Promoter—Mrs. O. J. Swanson, 310 Second Ave. S., Grand Forks.  
Visual Education—Mrs. Lavinia Bignall, 516 8th Ave. N., Valley City.  
Willard Secretary—Mrs. Fred M. Wanner, 617 4th Ave. SE, Jamestown.  
State Historians—Mrs. Elizabeth Preston Anderson, 439 Belvedere St., La Jolla, Calif. Mrs. Barbara H. Wylie, 3701 Bryant Ave. S., Minneapolis, Minn.  
Trustees—Five General Officers, Mrs. S. O. Nelson, Northwood; Mrs. P. O. Sathre, Bismarck.

## A Word to the Wise

There is an old rhyme that my father used to quote, long ago, that describes my feelings very well: "After all," says Farmer John, "The best of the journey's the getting home."

I have had a delightful winter, but I am glad to be back. When I wrote you last, I was in Illinois; very soon my only sister and I went by train to Denver, Colo., where we spent a few days with cousins. More than forty years ago, they visited

us in Illinois, and we had not all been together since. We two pairs of sisters had a snap shot taken, standing in the same order in which one was taken on that other visit, so we can check on the changes brought by the years!

We had a fine visit in the 'Mile High' city; we went up into the tower of a huge department store, and there, more than 300 feet above the street, had a magnificent view of Denver and the mountains to the west of it. We visited a beautiful church, and the State Historical Building, which is just across from the state capitol. Of course, we went shopping! There was no snow there, and the sunshine was lovely.

The trip from Denver to San Luis Obispo, Calif., was pleasant. We had plenty of room on the train, and saw much that was interesting. We travelled between mountains all day, and in places flashed through tunnel after tunnel. The mountains were wonderful, but looked very bleak. (We had glimpses of the state capitol of Utah, and of the famous temple in Salt Lake City). Once or twice, we saw tiny schoolhouses, where there did not appear to be any homes from which children might come, but they must have been there somewhere.

In California the roses were in Bloom, and the paper-white narcissi filled the air with their perfume. We each picked an orange from a tree in my niece's back yard, and ate them; I have never tasted better. Our brother has grown a beard since we saw him last; it was funny to hear little children on the street ask him "Are you Santa Claus?" He always said "Yes" to them. We spent hours and hours, of course, just talking, with him, his wife and their children and grandchildren.

He looked at my brother's collection of shells—he has some fine specimens, not only of the ones found near his home, but he has traded with other shell collectors, and has beautiful ones from far away lands. Another hobby that adds enjoyment to his later years—he is 78—is water-color sketching. He took a few lessons while in college over 50 years ago; to go back to it in his seventies, with a farmer's stiffened fingers, took resolution, but he does creditable work. Come to see me, and I'll show you some of his pictures!

We went to the ocean three times, and though some were bathing, we were not inclined to do so, for they tell us the water is always cold. We picked up shells and stones, instead, and my sister caught a live starfish, which she took home in triumph. We enjoyed the church services, we went to two concerts, explored the old Mission, San Luis Obispo de Tolosa (Mission of St. Louis the Bishop) which was established by Father Junipera Serra in 1772; visited a Chinese store, and took many drives along the curving highway which follows the trail of the old El Camino Real (The King's Highway), laid out by Spanish explorers. We drove by the Camp San Luis Obispo, where so many boys were training during the war.

Of special interest to all of us, was the state WCTU Institute held in San Luis Obispo February 12, by three state workers. They were Mrs. Jennie Ray Thompson, who is state corresponding secretary as well - Director of Institutes; Mrs. Lydia Michener, who is editor of the California state paper, and Miss Zella Hunt, who is a state organizer. They were all interesting speakers, and I counted it a privilege to have a chance to meet them. While a good deal of what they said applied particularly to California, I received help and inspiration from hearing them. After the noon meal, which was provided by the local union, Mrs. Thompson asked all present to contribute some thought concerning Abraham Lincoln, as the meeting was held on his birthday. The response was good, and very interesting. Miss Hunt, who discussed the department of Drama and Pageantry, in her part of the program, told about the WCTU missionary, Mary Campbell, who retired a few years ago and came back to California to spend her last days. When the trouble in Palestine grew acute, in the past year, the British government asked Miss Campbell to return there to live, because of her influence among all factions there. They promised her maintenance, and she went back. Asked if she were not afraid, she replied "No; the Lord will take care of me. And if my call comes, I am ready. I don't think conditions are much worse than before, only it gets into the papers more." Mrs. Michener, who discussed International Relations for Peace, as well as the WCTU Publications, used the blackboard to drive home her points, very effectively. She stressed the need of telling the good news about our work, as well as making public the evil results of drinking beverage alcohol. She said the liquor journals are continually warning their people not to do such 'outrageous things'. In her talk on Peace, she quoted someone who said "When the common people demand it, then statesmen will find a way to do away with war." She gave as one reason for her opposition to compulsory military training, that it was a totalitarian measure, the opposite of democracy, but said that public sentiment was the only thing that would stop it, and urged the people to let their representatives at Washington, D. C. know how they feel on the subject.

Mrs. Thompson, as leader, kept everything moving, answered questions and gave much valuable information. She told

(Continued on page 5)

## Treasurer's Report

January 18 to March 18, 1947

**DUES:** Crosby 10, Larimore, 34, Stanley 14, Page 12, Bottineau 17, Grafton 17, Grand Forks 4, Edinburg 6, Langdon 12, Mott 6, Fargo, Julia D. Nelson, 74, Rugby 25, Flasher 1, Oakes 12, LaMoure 13, Bismarck 23, Minot 4, Edgley 32, Grand Forks Frances Willard 41, Prosper 25, Powers Lake 50, Oakes Glover Union 17, Fargo 40, Cavalier 12, Plaza 3, Jamestown 37, Alamo 7, New Rockford 7, Underwood 28, Lisbon 4, Hatton 1.

**WILLARD:** Mrs. W. F. Coombs, Anamoose, Mrs. Katherine Eyles, Sioux City, Mrs. Wesley Willey, Hollywood, California.

L. T. L.: Fargo 5.  
Y. T. C.: Oakes 12.

**BUDGET:** Larimore \$42.00, Bottineau \$21.00, Grafton \$26.00, Grand Forks \$1.00, Edinburg \$6.00, Langdon \$11.00, Williston \$35.00, Oakes \$52.40, Plaza \$8.00, Bismarck \$41.00, Grand Forks Frances Willard \$41.00, Fargo \$40.00, Cavalier \$12.00, Jamestown 41.10, New Rockford \$9.00, Underwood \$28.00.

**NARCOTIC EDUCATION:** Bottineau \$4.50, Fargo Julia D. Nelson \$69.40, Oakes \$42.60, Gilby \$3.00, Fargo \$24.00, Bismarck \$10.00, Jamestown \$41.80, Prosper \$2.00.

**WORLD CONVENTION FUND:** Page \$3.14, Edinburg \$22.20, Fargo \$5.00, Grand Forks \$4.00, Fargo Julia D. Nelson \$5.00, Tioga \$6.00, Williston \$13.09, LaMoure \$3.00, Minot \$16.46, Grand Forks Frances Willard \$7.00, Gilby \$20.00, Hannah \$5.00, Grafton \$6.00, Park River \$10.00, Bowsmont \$10.00, Plaza \$3.00, Underwood \$3.00.

**WILLARD MEMORIAL FUND:** Plaza \$1.00, Edinburg \$2.00, Larimore \$2.00, Williston \$2.00, Oakes \$2.00, LaMoure \$2.00, Minot \$2.00, Fairview \$2.25, Edgeley \$2.00, Gilby \$7.00, Grafton \$2.00, Mott \$2.00, Park River \$10.00, Crosby \$2.00, Jamestown \$2.00, Underwood \$2.20, Dickey \$2.00, Stanley \$2.00, Hatton \$3.00, Reeder \$2.00, Parshall \$2.00.

**LILLIAN STEVENS LEGISLATIVE FUND:** Bottineau \$2.00, Grafton \$2.00, Hatton \$2.00, Sawyer \$1.00, Williston \$2.00, Oakes \$2.00, Reeder \$2.00, Plaza \$2.00, Minot \$2.00, Gilby \$2.00, Jamestown \$2.00, Underwood \$2.00, Parshall \$2.00.

**HONORARY CHILD MEMBERS:** Claudia Ann Potter of Minneapolis by Mrs. J. H. Potter of Fargo, Dalan Lee Rasmussen of Moorhead by Mrs. O. E. Tweten of Moorhead.

**CHINESE ORPHANAGE FUND:** Larimore \$13.35, Fargo \$5.00, Union Signal Subscriptions: \$3.00.

**STATE REPORTS:** \$9.40.

Larimore mailed their Budget check December 30 but because of an unavoidable circumstance it did not reach me until January 20 after my report had gone to White Ribbon Bulletin. However, Larimore should have been on the Honor Roll. Also I neglected Park River which was one of the first Unions to pay budget in full. Please accept my apologies.

Mrs. Howard Kemis, Treasurer.

## A WORD TO THE WISE

(Continued from page 4)

a beautiful story, which I will try to give you in another column, and with Mrs. Michener, put on a skit that was both amusing and instructive. This skit was written by Mrs. Burdge, National director of Drama and Pageantry, to help in raising the Narcotic Education Fund. The whole institute was very helpful.

My husband, who drove through to California, looking after business matters on the way, was not able to spend as much time as he expected, visiting at San Luis Obispo. An oil strike threatened, and as it was freely predicted that if it occurred, left early the morning that the tie-up was supposed to start. Tourists would be unable to secure gas for driving home, we were almost out of California by the time we learned that the strike had been indefinitely postponed. Then we drove more leisurely, taking time to see the Grand Canyon. I cannot describe that; it is beyond my power. I looked out over that vast chasm, with its wonderful colors and amazing rock forms, and said to myself "What is man, that Thou art mindful of him?"

Our trip back to Illinois was all interesting. The changing views of bare snow-capped mountains, sage-brush dotted deserts, plains of the Texas Panhandle, hills of Southern Missouri, corn lands of Illinois, each had a beauty of its own. We found comfortable accommodations all the way, and it was never very cold, though we drove into my sister's place in a snowstorm. Her little granddaughter, whom she usually sees at least once a week, said "Mom-mom, don't you ever go away again!" It is nice to know that one is missed.

We visited in Illinois for awhile, and then went to Arkansas, where my husband still had business to see about. We stayed at the home of his brother, who with his good wife did all they could to make us comfortable. Their house stands right at the top of one of the Ozark hills, and the view is superb in any direction. A beautiful sun-kissed valley lies at the foot of that mountain, and beyond it range after range of the blue, forest covered Ozarks. One could never tire of it. Farmers in this part of the world have their problems,

## NOONTIDE HOUR OF PRAYER

It is always noontide somewhere, and across  
The awakening continents from shore to shore  
Somewhere our prayers are rising evermore.

## Time and Talents

A wise teacher of manual training gave his pupils just enough material to make a model trestle according to specifications, with the warning that they could have no more. If they erred in shaping it, they would have to cut their design to smaller dimensions. But they must persist until they had completed the task, using always such materials as they originally received. Those who finally mastered the design, however miniature their models became, found in the end that they had passed the course creditably.

God has given each of us one life. That is all the material we have, or can have, with which to build the kind of character that we have seen in the life of Christ. But however many mistakes we may make, those who persist in the task of duplicating the holy pattern of His days must eventually hear the welcome words, "Well done, thou good and faithful servant . . . enter thou into the joy of thy lord."

—Gordon Pratt Baker, in The Upper Room.  
Used by permission.

## The Story of Martin the Shoemaker

(As told by Mrs. Jennie Ray Thompson at California WCTU Institute.)

Martin was a shoemaker, who lived among poor people. His home and shop were in a basement, and from his windows he could see only the feet of the people who passed, not their faces. He knew most of the people by their shoes, for nearly all of them had been in his shop for repairs, at some time. Martin lived on very little, but he read his Bible every evening, and thought about what he read. When he read the Sermon on the Mount, he thought of what he would do if the Master came to see him. One night when he was reading he thought he heard the Master say "Martin, I'm coming to see you tomorrow."

In the morning he got up very early, tidied up his rooms, so they would be neat, and prepared porridge and tea. Then he waited for the Master to come. The old man who shovelled snow off the sidewalks came along; Martin saw how worn his shoes were, and how he shivered. So he went and called the old man, to come in and get warm, and have a cup of hot tea. When the old man left, he thanked Martin, and went away to his work cheerfully. Martin washed up the dishes that had been used, and made everything tidy again. Presently he saw a young woman with a baby, trying to find shelter from the cold wind. He saw that her clothing was thin, and she had no coat. Martin went and asked her to come in; he fed her and the baby, and they ate thankfully, for they were both hungry as well as cold. When they were ready to leave, he gave her his winter coat and some money, saying "I can get along without these, and they will help you to find work." Again he washed the dishes, tidied up and waited, but still the Master did not come. As he watched, he saw a boy steal an apple from the old woman who sold them, and then run. But the boy was not quick enough; the old woman grabbed him, shook him, scolded and abused the lad in a loud voice. Martin went up to them and talked gently to them; he told the lad that he should not tease the old woman who made her living selling apples. And he told the woman that she should not speak so harshly to the boy; that he was hungry, and needed a friend. Martin paid her for the apple that was stolen, and some more that he gave to the boy. Soon he and the old woman were smiling at each other, and when she went home, the lad helped her carry her baskets. Martin went back to his shop. Night came quickly—still the Master had not come. He wondered why. He ate his frugal supper, and before he went to bed, he read his Bible as usual. And while he was reading, he suddenly felt that the Master had come, after all, for the words that he read were: "Inasmuch as ye have done it unto one of the least of these my brethren, ye have done it unto Me."

## FOR SALE!

A CHOICE SELECTION OF STERLING SILVER, consisting of 12 knives, 12 forks, 12 teaspoons, 12 oval bowl soup or dessert spoons. Buttercup pattern, in good condition. A bargain if sold before June 1, 1947. If interested, write to the State WCTU president, or to Mrs. Iver Fossum, 712 8th St. North, Fargo, N. D.

just as we do on the prairie; weeds, dry weather, insects. The woods are full of foxes that prey upon poultry; many farmers keep some foxhounds, to destroy them. I have been impressed with the persistence with which the hounds keep on the trail of the fox, often for many hours, in spite of great obstacles. May we show a similar devotion to our cause, whether we 'catch the fox' the first time, or not.

## Time, Inc., Revenue from Liquor Advertisements in 1946, \$8,000,000.00

R. H. Martin, Chairman, Committee Against Liquor Advertising of The National Temperance and Prohibition Council.

Time, Inc. publishes three magazines: Life and Time, both weeklies, and Fortune, a monthly.

An examination of the 1946 issues of these three magazines reveals the startling fact that they contain 1,137 liquor (this term including wine and beer as well as the high-powered liquors) advertisements, which at the published rates for advertisements in these magazines brought to them, or to Time Inc., a gross revenue in 1946 of \$8,422,852.00, or a net revenue of approximately \$8,000,000.00.

The number of liquor advertisements in each of these magazines, and their equivalent in full-page advertisements follows:

	No. of liquor ads	pages of liquor ads
Life	422	355¾
Time	491	320 1/6
Fortune	224	134½

Total ..... 1,137 810¼

The liquor ads in Life would occupy about 5½% of the total space of the 52 issues of the year. If all were brought together they would make about 2¾ issues of Life. The same would be true with reference to Time.

### Advertising Rates in These Magazines

(As published in Standard Rate and Data Service)  
The rates given below are for a one-time insertion.

#### Life

(Life's advertising rates were raised April 1st and again October 1st, 1946. Total increase about 45%).

Following are the rates from October 1st until the present:

	One Page	½ Page
1 color	\$14,500	\$7,580
2 colors	17,920	9,180
4 colors	20,780	
Bleed (no margin)	23,897	

Circulation guaranteed advertisers, 5,200,000

#### Time

Time's rates were raised March 1st about 20%. Rates from March 1st to present time:

1 color	4,200	2,920
2 colors	5,300	3,720
4 colors	6,270	
Bleed	7,210	

Circulation 1,300,000

#### Fortune

	One Page	½ Page
1 color	2,200	1,100
2 colors	2,775	1,387
4 colors	3,125	
Bleed	3,622	

Circulation, 210,000

Time, Incorporated's Gross Revenue from Liquor Advertisements in 1946—\$8,422,852.00

(Taking into account the changes in rates of advertisements within the year 1946)

Life	\$6,178,541.00
Time	1,847,842.00
Fortune	396,469.00

\$8,422,852.00

Net Revenue from Liquor Ads of Life, Time and Fortune (Time Inc. in 1946, approximately \$8,000,000.00.)

There is a slight reduction in the rate when 13, 26, 39 or 52 ads are taken in Life or Time within the year, or 6 or 12 in Fortune, varying from 3 or 4% up to 10%. Many of these liquor ads would not come within this class. A liberal allowance for this would not amount to more than 5 or 6% of the total gross receipts. Deducting this would leave fully \$8,000,000.00 as the net receipts, divided approximately as follows:

Life	\$6,000,000.00
Time	1,675,000.00
Fortune	325,000.00

\$8,000,000.00

Think of it! One business concern receiving from the liquor industry for liquor advertisements in one year the enormous sum of \$8,000,000! This is probably more than all the temperance forces of America spend in a year in opposing the liquor traffic.

The liquor industry is spending \$100,000,000 a year in advertising liquor, wine and beer in magazines, newspapers, over the radio and by other media. To what purpose? To stem the rising tide of opposition to their business, to glamorize, make popular and respectable the drinking of alcoholic liquors, to add to the already large army of drinkers, especially from American youth, and thus to increase the sale and consumption of their products and the profits of the liquor industry.

Now comes Time, Inc. and for a consideration of eight million dollars, gives the liquor industry the use of the columns of its magazines, as the spearhead of its gigantic advertising drive to accomplish the above purposes.

There is a rising tide of opposition to this advertising program of the liquor industry both on account of its magnitude and its false and misleading character. It is not truthful. It conceals the dangers connected with and the injuries resulting from the beverage use of alcoholic liquors. By the use of beautiful settings, attractive pictures and the like, it makes false claims from their use.

One of the effective ways of expressing opposition to this advertising is by protesting against it to the editors of newspapers, magazines, etc. who afford the liquor industry the use of their facilities in carrying out their advertising program.

As the Committee Against Liquor Advertising of the National Temperance and Prohibition Council which represents many millions of American citizens opposed to this advertising, we recommend and urge that a nation-wide protest effort be carried forward this year and focused upon Time, Inc. for permitting the liquor industry to use its magazines as the spearhead of their liquor advertising campaign. We shall undertake to give the information necessary to carry forward this protest program to as many people as possible.

To whom should the protest be made? It can be sent to the editors of each of these magazines. However, we think it best to send the protests to one person. He is the founder of Time, Fortune and Life and also the Editor-in-Chief of these three magazines. His name and address follow:

Henry R. Luce  
Time and Life Building  
9 Rockefeller Plaza  
New York 20, N. Y.

## News Items from Fargo

Fargo Union has five sets of Mother-Daughter Members.

Mrs. Robert Reed—Mrs. Florence Reed Owen

Mrs. John Hill—Miss Jessie Hill

Mrs. P. B. Fritch—Miss Ruth Fritch

Mrs. John Lundhagen—Miss Eleanore Lundhagen

Mrs. Ralph Lee—Miss Esther Lee.

Mrs. H. E. Mielke is the proud grandmother of a new grandson, James Michael Harris, born to her daughter Jean Mielke Harris, St. Mary's Hospital, Rochester, Minn. on March 21, 1947.

## News Items from Hatton

Hatton Union has a membership of twenty-nine up to date. Dues for 28 were sent to state and district treasurers before Jan. 1st, 1947. Budget paid in full before Jan. 1st, 1947. Two state reports paid. Correct alphabetical list of members sent to State treasurer. Contributed \$20 for advertisements in local paper before election. Have 23 subscriptions to Young Crusader and distribute 16 copies of Young Crusader to different grades in local school each month. Paid \$2.00 to Lillian M. Stevens Fund and \$3.00 to Frances Willard Memorial Fund. Have paid their Narcotic Education Fund quota in full for 1945 and 1946 and are working to raise their 1947 quota. Held a Poster Contest and awarded three prizes of \$1.00, 75 cents and 50 cents respectively. They are planning a Hospitality Tea to be held in the near future. Two joint meetings with Loyal Temperance Legion have been held. The last one was held in St. John Chapel. The WCTU met at three o'clock and the Legionnaires came at 4 o'clock bringing their dimes for the Anna Gorden Fund. Mrs. Carrie Wamphelm, Emilie Engen, Mrs. N. C. Norgaard and Mrs. G. I. Thompson were hostesses.

On Monday afternoon, March 10th a Poster Contest was held at the Hatton high school gym, with pupils from sixth, seventh and eighth participating. Thirty-one posters were entered and displayed and a keen competition and interest shown. Mrs. H. M. Nash, Emma Nestos and Mrs. Melvin Pederson acted as judges.

A short program was given by local LTL consisting of devotional service, singing by audience, a vocal solo by Ronald Bjerke and a piano solo by Marian Green.

Poster prizes were awarded by Mrs. Nash to Delores Sundeen and Geraldine Thompson—1st prize, Frances Leining—2nd prize and Wayne Leining—3rd prize.

A vote of appreciation was extended to Mrs. Frigstad and Miss Steen, local teachers who had made the contest possible.

A delicious lunch was served by the present officers of Hatton WCTU.

With reference to Time, Inc.'s receipts of \$8,000,000 from liquor advertisements, we add this interesting information: Henry R. Luce, the founder and editor-in-chief of this company's three magazines, was born in China and is a son of a minister of the Gospel, who was pastor of a Christian congregation in China.

## WCTU Institute

The Fargo WCTU held an Institute in the YWCA parlors on March 12, 1947. At the morning session Mrs. Mae Brudevold and Mrs. H. E. Mielke was the presiding officer in the afternoon. Mrs. Bessie Darling, state president, was the guest and gave many helpful suggestions and news. Mrs. J. W. Frisbie, State LTL Secretary, was present and gave a talk on LTL work. Mrs. F. T. Brooks, Minot, the new corresponding secretary, was present and helped the Institute attendants.

The work of the various departments of the WCTU was ably presented by secretaries and discussions and questions called forth much worth while information. In the afternoon session Rev. Hohn of the Fargo Methodist church gave an inspirational address. He said "The liquor traffic is threatening to destroy our civilization. "Two darling babies were dedicated as White Ribbon Recruits. Uplifting musical numbers were given by Fargo talent. The folks who attended the Institute wish to thank the Fargo Union for their hospitality and interest in the Temperance cause.

## Institutes

Dear Co-workers:

"For the eyes of the Lord run to and fro throughout the whole earth, to show Himself strong in behalf of them whose heart is perfect toward Him". 2 Chron 16-9.

Our God Almighty—the same yesterday, today and forever. May we go forward!—to let the people know! And no better way to let the people know than through our Institutes. Now is the time to begin planning for the Spring Institutes. Please read carefully the leaflets I have mailed to each Union in which there is an outline as a suggestion for your Institute Program. Have some one speak on "The Present Liquor Situation". You must have at least two sessions and at least three of the departments of work presented. A playlet by a group of young people might be presented. Materials can be secured from National See your catalog. A promotional playlet for the Union Signal. See Union Signal, February 22.

Let each Union plan an Institute in memory of our late National Director, Kate S. Wilder who gave so much of her self and time to promote our work through Institutes. Francis E. Willard stated, "A well appointed meeting is a work of art." Let us take time to plan our Institute; success is bound to follow". So says our National Director Marie J. Bentsen. If there are any suggestions you would like to ask me I shall be happy to try to answer you.

Sincerely yours,  
Mrs. C. F. Truax, Director.

## Lines Written in Early Spring

I heard a thousand blended notes  
While in a grove I sat reclined,  
In that sweet mood when pleasant thoughts  
Bring sad thoughts to the mind.  
To her fair works did Nature link  
The human soul that through me ran;  
And much it grieves my heart to think  
What man has made of man.  
Through primrose tufts, in that green bower,  
The periwinkle trailed its wreaths;  
And 'tis my faith that every flower  
Enjoys the air it breathes.  
The birds around me hopped and played—  
Their thoughts I cannot measure—  
But the least motion which they made  
It seemed a thrill of pleasure.  
The budding twigs spread out their fan  
To catch the breezy air;  
And I must think, do all I can,  
That there was pleasure there.  
If this belief from Heaven be sent,  
If such be Nature's holy plan,  
Have I not reason to lament  
What man has made of man?

—William Wordsworth.

## IT'S FATTENING

It is hardly news that alcohol—the whisky kind—lacks vitamins. But, while we would not urge it as a substitute for bread, alcohol does possess calories.

Though everyone knows that beer is fattening, it will doubtless be a surprise to many that two ounces of whiskey have about the same number of calories as three quarters of an ounce of pure olive oil.

"It is an instructive demonstration of the ignorance of nutritional physiology," says Dr. H. W. Haggard of Yale, "to see a lady who is attempting to reduce her weight drink, say, two cocktails before dinner, with no idea that she has taken the caloric equivalent of several pats of butter—and then refuse the teaspoonful of cream for her coffee because it is fattening!" Back on the water wagon girls!—The Beacon.

## Our State Membership Work

### FIRST

April is the peak month of the membership work in our state. By this time a high percentage of our unions are Holdfast Unions having had their dues in the hands of the State Treasurer on March 1st.

"The Holdfast by March 1st plan" was inaugurated 15 years ago. It has helped us to hold our last year's membership and after that gain new members. Today, there is a definite trend towards sobriety and better citizenship. The signs of the times point in that direction. Christian citizens, the bulwark of our nation, have sought to stem the tide of intemperance and the power of those who seek wealth through the enslavement of the appetite. We, the members of the Woman's Christian Temperance Union, will do our part locally, you in your small corner and I in mine. Will you help in this attainment by personal endeavor to interest your local women in our so workable and valued organization?

The goal of a million members by 1949 in our United States would mean:

A million christian women voting for office-holders of integrity.

A million members informed about the scientific effects of beverage alcohol.

A million members with families pledged to total abstinence.

### SECOND

April is the intense campaign month to new members in the 1—Woman's Christian Temperance Union.

2—Iota Sigmas—young women.

3—Youth Temperance Council.

4—Renewed members who formerly belonged.

5—A complete family memberships.

6—A large net gain locally.

Note the awards in the membership plan for this year. It is well worth your while to gain new members.

Let each union obtain a Fruitful Union Certificate and a State Membership Certificate will be the result. Wouldn't we be proud to obtain one.

For all this work we need courage and strength. Can we do it? Yes, we can do all things through Christ who strengthens us every day, every hour. His work for His kingdom should be paramount in our lives and it is, for what we can do by the Grace of God we will do.

May the Lord Richly bless the work that we find to do and give us joy in the doing.

Mrs. H. E. Mielke,  
State Membership Chairman and Director.

## The Foxy Foe

The old foxhound came limping home  
With briars in her paw;  
This time the fox had been too smart.  
She sat to rest her tired heart  
And lick her feet, worn raw.  
The fox came sneaking up the hill  
As east was turning grey.  
The white hen's brood was by the rill,  
The sleepy chicks were his to kill!  
Well fed, he slipped away.  
The old hound sprang up with a cry,  
Forgetting all her woe;  
His scent was strong, she found his track,  
No briars now could turn her back,  
This was her ancient foe!  
Then other hounds came at her call—  
"The fox! The fox we sought!"  
His cunning was of no avail,  
Relentlessly they kept his trail  
Until the fox was caught.  
The liquor fox is on the prowl,  
The prey he seeks is Youth;  
And we who know his murderous wiles,  
Must keep the trail, in spite of trials,  
Till he is slain in truth.

—Elizabeth Wilcox Beasley.

Congress' unwillingness to spend money to prepare for war is rivalled only by the country's unwillingness to spend money to prepare a generation smart enough to prevent it.—Baukhage, News Commentator.

"I know that the Lord is always on the side of the right, but it is my constant anxiety and prayer that I and this Nation should be on the Lord's side."—Abraham Lincoln.

Someone has well said: "Its not what you'd do with a million, if riches should e'er be your lot; but what are you doing at present, with the dollar and quarter you've got?"

## The Liquor Industry—A Powerful and Dangerous Monopoly

R. H. Martin, Chairman, Committee Against Liquor Advertising of The National Temperance and Prohibition Council.

The liquor industry is rapidly heading up into a gigantic and dangerous monopoly. This is true in particular of the distilling section of the industry. Of the 142 companies that have permits from the Federal Government to produce distilled spirits, seven of them produce at least half the quantity produced by the entire number. Judged by the amount they spend in advertising their products, by what the remaining 135 spend in advertising theirs, they produce even more.

The names of these seven companies, together with the amount they spent in advertising their products in 1945—the latest year for which figures are available—over three media, newspapers, magazines, and chain radio, follow:

1. Seagrams Distillers Corp.	\$5,548,451.00
2. Schenley Distillers Corp.	5,546,285.00
3. National Distilleries Products Corp.	4,117,141.00
4. Hiram Walker, Gooderham & Worts	3,649,038.00
5. Continental Distilling Corp.	2,537,044.00
6. Glenmore Distilling Corp.	1,353,511.00
7. Park and Tilford	1,003,260.00

Total ..... \$23,754,730.00

These seven companies advertised, on an average, over 12 media—9 more than the above three. While definite figures on the amount spent over these 9 media are not available, a conservative estimate would be at least \$9,000,000, enough to bring the total up to \$33,000,000.00.

\$33,000,000.00 is considerably more than the advertising expense of the 135 other companies producing distilled spirits.

These 7 distilling corporations have come to this position of dominance in the distilling business by buying up smaller distillery companies. This has gone to such length that Schenley Distillers Corp. now owns and controls at least 53 subsidiary companies. We do not have the figures on the others but judged by the number of brands of liquor they manufacture, the number must be considerable. Seagrams produces 19 brands; National, 17; Schenley, 13; Hiram Walker, 8; Park and Tilford, 7; Continental, 4; Glenmore, 2; a total of 70 brands for the 7 companies.

To further increase their power the larger distillery corporations have formed the National Distilled Spirits Institute, where they pool their interest and spend about \$500,000 a year through this agency.

Not content with domination of this branch of the liquor industry, they have recently gone into the wine field and are purchasing wineries. Schenley has taken the lead in this field. This corporation has purchased at least 7 wine companies. National Distillery Corporation comes next with 7 wine companies taken over, with Hiram Walker and Park and Tilford, one each.

Along with this has come a new development, the advertising of brands of wine on a national scale. In 1945 Schenley spent in Roma Wines, \$1,055,873.00; Cresta Blanca Wines, \$504,573.00; Dubonnet Wines, \$198,682.00; Total of \$1,759,128.00. In the same year National Distillers spent in advertising wines a total of \$501,931.00, and Hiram Walker, \$235,695.00, the total of \$2,496,754.00.

Schenley has started the ball rolling for taking over breweries, by purchasing the Blatz Brewing Company. In 1945 Schenley spent \$299,84.00 in advertising Blatz Beer and Ale.

If this trend continues it will not be long before the entire liquor industry is controlled by a few corporations of vast wealth and power. Their power can and will be used to promote the selfish interests of the liquor traffic. They will be the most powerful and dangerous monopoly in America. Some years ago a committee of Congress investigated this monopolistic trend in the liquor industry. It is time for Congress to do something about it.

## Time To Do Something

Dr. James Mullen died on the floor of the Chick tavern of the Brown Palace Hotel in Denver, Colorado, September 30, and Dr. Roy M. Green, president of the Colorado A. and M. College, was wounded when a twenty-three-year-old Marine veteran drew a pistol and began shooting wildly in the crowded bar room. The young veteran, Ronald F. Smith, was subdued by a group of Army officers after his head was laid open by a bottle thrown by a bartender.

Insisting he had not fired the pistol which he had bought for use as a policeman, the young Marine declared, "I must have gone berserk, but I still do not believe it." He demanded, "Do you think I look like a murderer?"

The shooting occurred when the Marine got into an argument with another drinker at the bar after he had spent several hours imbibing Scotch and soda.

"Perhaps Smith was just one of the thousands of new friends and young friends at that, made for liquor traffic by the policy of selling beer to the boys in service," says the Clippsheet, of the Board of Temperance of the Methodist Church.

"Possibly Smith never drank until he went into the Marines. Maybe he did, since there are hundreds of thousands of places in this country licensed to sell the stuff which made young Smith do the kind of thing he did.

"Once we had a law based on the theory that the best thing to do is to prohibit the common sale for beverage purpose, of a drug which causes temporary insanity and sometimes permanent insanity.

"We got rid of that law because some people wanted to make money out of selling the drug in question.

"Also, some people who had not wanted to make money out of selling alcohol as a beverage, were not willing to be inconvenienced in their own use of whisky, wine, and beer just because 'a lot of nuts' don't know when to stop drinking.

### Not a Triumph For Democracy

"All in all, it can hardly be cited as an outstanding triumph of Democracy. The overwhelming majority of the people voted to adopt a policy which they thought would be for the best good of the country as a whole, and a minority allied themselves with criminals to make it impossible to administer the policy.

"Well, that is the way it was and it is the way it is. The best thing for us to do now is for all to get together and try to clean up the mess. It certainly is a mess. The incident in the Brown Palace Hotel is typical of instances which are taking place all over the country—taking place so frequently that millions of thoughtful people are beginning to say, 'The time has come to do something about it.'—Union Signal.

## ADVERTISING

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MORE PEOPLE to drink

MORE!

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