

The White Ribbon

For God, and Home, and Humanity.

Thought for the Month. . .

"The Liquor business is a peddler of POISON, rank, deadly, and UNLABELLED."

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3/- Per Annum, Post Free.

POISON . .

A bottle of Whisky, advertised with lavish adjectives carries also the line "30% Alcohol." This means 30% rank narcotic poison!

If a tin of soap carried the label, "30% poison," would you buy it for your table?

A Wine bottle, prettily shaped and alluringly coloured, bore the line "20% Alcohol." Yes, Alcohol IS Poison.

If a tin of golden syrup carried the label, "20% poison," would you buy it for your children?

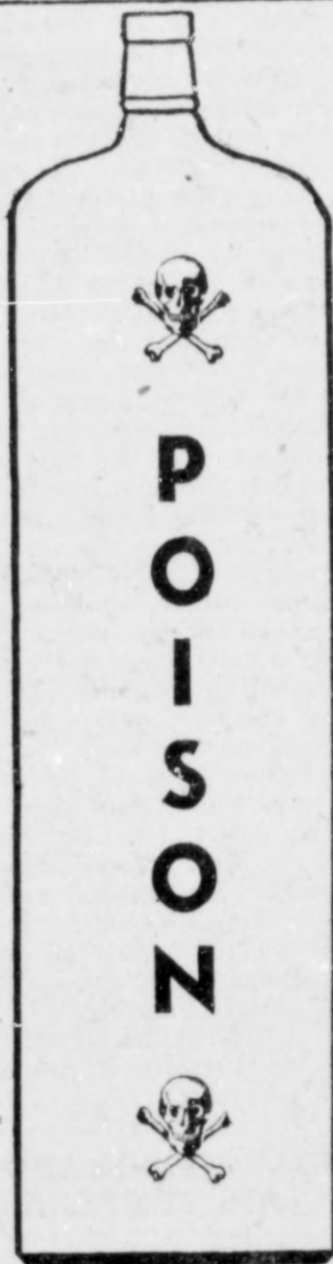
A Beer bottle, decorated with a bright label, also has the line, "6% Alcohol." ALCOHOL IS A NARCOTIC POISON. IT KILLS.

If Milk bottles bore the warning, "Contents 6% poison," would you buy the milk?

New Zealand insists on foods free from poisons.

The Government insists on labelling of other poisons with their antidotes.

How long will New Zealand tolerate this evil? The Antidote for alcohol is ABOLITION OF THE LIQUOR TRAFFIC.



ing now to a value of just under one million dollars per day. There have been setbacks in Prince Edward Island, where doctors are now allowed to give a 'prescription' for alcoholic beverages good for six months; and in Ontario, where an infamous bill was rushed through the Legislature in its final week, extending the sale of beer and wine to restaurants, and instituting a new form of outlet for selling beer, wine and spirits called a Tavern, which, offering neither food nor room service, is nothing but a cocktail lounge, or what in England we called a 'gin palace.' Hotels may also have cocktail lounges. Women's beverage rooms remain as 'public houses' but may be voted out by a local option vote. This concession was won by the persistent efforts of all the women's organizations in Ontario, including the Auxiliaries of the W.M.S.

"A vast amount of educational work for Temperance has been done, including readings and discussions at meetings; co-operation with the W.C.T.U. and the R.E.C.C., in teaching the Temperance lessons put out by these bodies, in Sunday and Day Schools, Mission Bands, Circles and Young People's Societies; the use of pageants, panels, posters, slides and talking films; public meetings and public speaking contests in teen-age groups, which are a very successful way of training the young people, and at the same time, of reaching adults who would never go to a Temperance meeting, but who will go to hear their youngsters speak. Many of these projects were undertaken in co-operation with the W.C.T.U. and the Provincial Temperance Federations, both of which can help with ideas and literature."

Concern in Canada

New Zealand's Danger Also

A letter from our Legal and Parliamentary Superintendent, Miss C. Henderson, B.A., J.P., closes with these fateful words: "The Licensing Commission's report should give the Unions plenty of food for thought, for if the recommendations were adopted, it would mean that we would lose all that we had gained."

From the Official Organ of the Women's Missionary Society of the United Church of Canada, which society has a strong Temperance sec-

tion, is taken the article printed below. We urge all our Unions to study the methods being employed to combat the growing menace of increased facilities for the consumption and sale of liquor in Prince Edward Island and Ontario, which are undermining the work of many years.

WE MUST FIGHT TO THE LAST DITCH:

"A very real concern is expressed at the ever-increasing consumption of alcoholic beverages in Canada, amount-

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