
the ditney joy ride

## Don't Be Bamboozled by Booze

## A Recital of Startling Figures

There are many explanations in these days of expensive living, for for the increase of taxes. Each state thinks it is being victimized by some act of its legislature that has increased the cost of living by increasing taxes for some purpose. It may be this or that which gives excuse for kicking about our taxes, but we are prone to complain on the grounds that if we don't the politicians will turn the tax screws just a little tighter

I am not going to discuss your legitimate taxes, though they might bear scrutiny in some states. We can well afford to forget common complaints for the moment and delve needs solution.

I am unwilling to admit that booze is as bad as any preacher, any reformer, any rabid prohibitionist ever said it is, and then I'll say it is worse space to villify it. What I want to shace to villify it. What I want to show is that booze increases your taxes and gives nothing in return but woe, woe, and more woe? When you dig up" a dollar of tax money you expect that dollar to go to some purpose for the public welfare. Nobody really dislikes to pay taxes if he gets his money's worth. when that tax money is squandered or stolen, you have a right, a duty o complain and stop it.

THE FARMER'S INTEREST
According to the statements emanating from the liquor interests it would be an awful calamity upon the farmers to close the distilferies and breweries because they buy the farmers' grain and horses.
"Think of what an amount of grain is consumed by the breweries and distilleries, which would be dumped upon the market in competition to the grain they sell elseLet's see if it would. Less than two per cent of the grain goes into booze cent of the grain goes into booze. if a good year increases the grain production two pear, or above normal, does it ruin the farmers? If hoppers, or ruin the farmers? If hoppers, or production two per cent in any year production the farmers out of bust does it put the farmers out
ness? You know it doesn't.

But there's another feature that the liquor men never mention when they try to scare you into supporting the saloon. They forget to tell you that with no saloons or breweries the two per cent of grain would readily be consumed in legitimate trade because of the increased buy ing ability of the people who got on the "water wagon."

Every time a working man pours a glass of booze down his throat and hands the bar keeper a nickel or a much money where he can't spend it for food, clothing, fuel or shelter This country isn't cursed with over production, but if anything, with under consumption, and one of the chief causes for under consumption is booze.

The town of Nelsonville, Ohio. voted to go wet after being dry, and R. A. Doan says, "I do not think it exaggeration to say we see fifty in-
toxicated men on our streets to one coxicated men on our streets to one when the town was dry. Merchants report collections very much worse."
of course collections are worse S. M. Wilson, a shoe merchant o Waterloo, Iowa, said, "We've been dry a year and I'm still in business My business in twelve months of no saloons shows a gain on ten months and a loss on only two. No saloons means more shoes and less booze." Here are some more figures from Waterloo that show what "dry" means in cash. Tax sales fell off 29 per cent; postal receipts gained 10 per 46 per cent; bank clearings gaine 14 per cent; cost of maintaining the poor fell 23 per cent; savings deposits increased over 10 per ban cost of running the city fell $\$ 12,737$, 40, Which can be accounted for by all kinds. 35 per cent in arrests o drunkenness of 52 per cent, and a de crease of arrests for vagrancy of 5 per cent.

After the saloons were driven ou of Coatsville, Pa., one merchant ha in May, June $\$ 7,000$ in his business with the same and July as compared with the same months the year pre ceding, when the place was wet. On baker in the same town reported an
average increase of $\$ 150$ a week, and
one butcher had $\$ 500$ monthly increase in his business. There was a decrease in applications for aid of seventy-five per cent over "we days.
WOULD FLOAT A BATTLESHIP
We consumed $139,469,331$ gallons of distilled liquor, $56,424,711$ gallons of wine, and $1,932,531,184$ gallons of fermented booze in the year 1912, a total of $2,128,452,226$ gallons, or a per capita consumption of 21.98 ga lons.

Beer retails at five cents a drink and there are, let us say, three drinks to the quart, or twrelve drinks to the gallon. That is sixty cents. Whew what a booze bill! \$1,159,518,710.40 for beer or fermented drinks alone! But wait. Let us figure that all the distilled drinks sell at the low whiskey price of ten cents a low whiskey price of there are ten drinks to the pint or there are ten drinks to the pint or $\$ 1,115,970,648$ for that kind of woe. The wine bill amounts to, let us roughly estimate, fifteen cents a drink. There are many prices, for wine is indulged in by high society, so fifteen cents is conservative. Total $\$ 667,086,532$. The total drink bill, figured on these conservative lines amounted to the awful sum of $\$ 2,952,575,890$ in the year 191 Practically three billion dollars!

The shameful thing of it is that most of this sum is paid out by labor make can least aflord about hard times and the high cost of living.
There's a wide difference between what brewers and distillers paid for the farmers' grain, and to labor, and our drink bill. Not all drink is made in this country. A large quantity is imported, but let me show you some thing. According to the last census there were only 69,696 persons em ployed in all the breweries, and 20 , 983 employed in distilleries. makes 90,679 . The distillers em ployed only one-tenth of one per cent of all employed labor, and the brew ers employed two-tenths of one per cent - three-tenths of one per cent thus gain employment through booze. This does not make up for those who lose their jobs through booze, or the 110,000 who die annually from the drink habit
Here's another point. You know changing raw material into finished goods adds to its value. This added value is 12.2 per cent of the total value of the products of slaughter ing and meat packing plants; 14.2 per cent of the total value of butter cheese and condensed milk; 9 per cent of the cane sugar value; 35.2 per cent of the value of canning and preserving products; 13.1 per cent of the value of flour and grist mill products; but in the case of malt liquors the added value by manufacture is 74.2 per cent of its total value, and of distilled liquors 82.4 per cent of their total value is added by the pro-
In ot manufacture
In other words, liquors sell whole ale at a far greater profit than othe products that go into our stomachs of say nothing of the enormous profi of the retailer. That's why the 11 quor interests have money to bur when it comes to fighting prohibition woman suffrage, commission form of government and like reforms.
The saloon, the retail end of the iquor business, is the only concern which turns out a finished product of less value than the raw material. A log, the raw material of a saw mill goes into the mill a log but comes out lumber, something useful. Whea for into the mill and comes out flou has been added. The A real valu the cotton that goes into the cottion mill, the leather to the shoe factory the iron ore to the steel mill, but What of the product of the saloon? What becomes of its raw product in
hundreds of thousands of cases? What of the young men and boys? They come out broken in health, their self-respect and the respect of their friends gone, the confidence of their employers lost, their future and fortune ruined, criminals in many cases, and nothing left except woe This is the finished product of the saloon. A few there are who can trifle with liquor without serious harm and these talk of "personal liberty," but can they not afford the small sacrifice it would be to give smail sacrifice it would be to give up
their drink for the protection of oth their
ers?

## WHAT BECOMES OF OUR MONEY?

Where does this three billion dol lars go that passes over the bars of this country? Only 17.6 per cent o the value of the products of the dis tilleries and 25.8 per cent of the value of the products of the brew eries goes into the purchase of materials for the business. And remem ber these percentages are based on the wholesale prices and not on the price the consumers pay. The fact is, the booze business doesn't pa back anywhere near what other ma rials.

Look at this: In the lard refining business, outside of slaughtering and packing plants, 93.3 per cent of the value of their products goes into m terials; cane sugar refineries, 91 per cent; peanut roasters, graders an cleaners, 88.5 per cent; meat pack ers and slaughterers, 87.8 per cent butter, cheese and condensed milk plants, 85.8 per cent; glucose and starch, 75.6 per cent; oleomargarine, 79.7 per cent.

The liquor business short-changes the farmers who sell the grain, shortchanges labor, short-changes the consumer. You farmers sell good wholesome food products, corn and barley, bauches manhood, ravishes woman-

## INSOMNIA

Leads to Madness, if Not Remedied
"Experiments satisfied me, some 5 years ago," writes a Topeka woman, that coffee was the direct cause of the insomnia from which I suffered terribly, as well as extre
"I had been a coffee drinker since childhood, and did not like to think that the beverage was doing me all this harm. But it was, and the time came when I had to face the fact, and protect myself. I therefore gave
 and adopted Postum for my hot drink at meals.
"I began to
"I began to note improvement in my condition very soon after I took on Postum. The change proceeded gradually, but surely, and it was matter of only a few weeks before found myself entirely relieved-the nervousness passed away, my diges tive apparatus was restored to sleep mal efficiency, and I bega
restfully and peacefully.
These happy conditions have con tinued during all of the five years and I am safe in saying that I owe them entirely to Postum, for when began to drink it I ceased to us medicines."

Name given by Postum Co., Battle Treek, Mich. Read "The Road to Wellville," in pkgs.
Postum comes in two forms
Postum comes in two $C$ original form must be well boiled. 15 c and 25 packages.

Instant Postum - a soluble pow der-dissolves quickly in a cup of ho makes a delicious beverage instantly 30 c and 50 c ting

Both kinds are equally deliciou and cost about the same per cup.
"There's a Reason" for Postum.

