

THE JITNEY JOY RIDE

Don't Be Bamboozled by Booze

A Recital of Startling Figures

There are many explanations in But there's another feature that are prone to complain on the the "water wagon." grounds that if we don't the politilittle tighter.

bear scrutiny in some states. can well afford to forget common complaints for the moment and delve into one of the real problems that 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 than that, and not take any more space 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 to 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 distilleries 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 elsewhere!" "It would ruin the market!" Let's see if it would. Less than two per cent of the grain goes into booze. If a good year increases the grain production two per cent over the previous year, or above normal, does it ruin the farmers? chinch bugs, or rust cuts the grain with the same months the year preproduction two per cent in any year does it put the farmers out of business? You know it doesn't.

these days of expensive living, for the liquor men never mention when for the increase of taxes. Each state they try to scare you into supportthinks it is being victimized by some ing the saloon. They forget to tell act of its legislature that has in- you that with no saloons or brewcreased the cost of living by increas- eries the two per cent of grain would ing taxes for some purpose. It may readily be consumed in legitimate be this or that which gives excuse trade because of the increased buyfor kicking about our taxes, but we ing ability of the people who got on

Every time a working man pours cians will turn the tax screws just a a glass of booze down his throat and hands the bar keeper a nickel or a I am not going to discuss your le- dime for the drink, he puts -that gitimate taxes, though they might much money where he can't spend it We 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 intoxicated men on our streets to one when the town was dry. Merchants report collections very much worse." Of course collections are worse! M. Wilson, a shoe merchant of 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 cent; building improvements gained 46 per cent; bank clearings gained 14 per cent; cost of maintaining the poor fell 23 per cent; savings bank deposits increased over 10 per cent; cost of running the city fell \$12,737,-40, which can be accounted for by a decrease of 35 per cent in arrests of all kinds; a decrease of arrests for drunkenness of 52 per cent, and a decrease of arrests for vagrancy of 54 per cent.

After the saloons were driven out of Coatsville, Pa., one merchant had an increase of \$7,000 in his business If hoppers, or in May, June and July as compared

one butcher had \$500 monthly increase in his business. There was a decrease in applications for aid of seventy-five per cent over "wet"

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 gal-

Beer retails at five cents a drink and there are, let us say, three drinks to the quart, or twelve drinks to the gallon. That is sixty cents. Whew, what a booze bill! \$1,159,518,710 .-40 for beer or fermented drinks Let us figure alone! But wait. that all the distilled drinks sell at the low whiskey price of ten cents drink. It is conservative to say that there are ten drinks to the pint or eighty to the gallon. That figures up \$1,115,970,648 for that kind of woe. The wine bill amounts to, let us roughly estimate, fifteen cents 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 1912. Practically three billion dollars!

The shameful thing of it is that most of this sum is paid out by laborers who can least afford it-men who make the loudest noise 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 something. According to the last census there were only 69,696 persons employed in all the breweries, and 20,-983 employed in distilleries. That makes 90,679. The distillers employed only one-tenth of one per cent of all employed labor, and the brewers 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 slaughtering 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 process of manufacture.

In other words, liquors sell wholesale at a far greater profit than other products that go into our stomachs, to say nothing of the enormous profit of the retailer. That's why the liquor interests have money to burn when it comes to fighting prohibition, woman suffrage, commission form of government and like reforms.

The saloon, the retail end of the liquor 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. Wheat goes into the mill and comes out flour for our sustenance. A real value has been added. The same is true of the cotton that goes into the cotton mill, the leather to the shoe factory, ceding, when the place was wet. One the iron ore to the steel mill, but baker in the same town reported an what of the product of the saloon? average increase of \$150 a week, and 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 up their drink for the protection of others?

WHAT BECOMES OF OUR MONEY?

Where does this three billion dollars go that passes over the bars of this country? Only 17.6 per cent of the value of the products of the distilleries and 25.8 per cent of the value of the products of the breweries goes into the purchase of materials for the business. And remember these percentages are based on the wholesale prices and not on the price the consumers pay. The fact is, the booze business doesn't pay back anywhere near what other manufacturing industries do for materials.

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 materials; cane sugar refineries, 91 per cent; peanut roasters, graders and cleaners, 88.5 per cent; meat packers 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, and they make it into stuff that debauches 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 extreme nervousness and acute dyspepsia.

"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 up coffee abruptly and absolutely, and adopted Postum for my hot drink at meals.

"I began to note improvement in my condition very soon after I took on Postum. The change proceeded gradually, but surely, and it was a matter of only a few weeks before I found myself entirely relieved-the nervousness passed away, my digestive apparatus was restored to normal efficiency, and I began to sleep restfully and peacefully.

"These happy conditions have continued during all of the five years, and I am safe in saying that I owe them entirely to Postum, for when I began to drink it I ceased to use medicines."

Name given by Postum Co., Battle Creek, Mich. Read "The Road to Weilville," in pkgs.

Postum comes in two forms. Postum Cereal—the original form -must be well boiled. 15c and 25c

packages. Instant Postum - a soluble powder-dissolves quickly in a cup of hot water, and, with cream and sugar, makes a delicious beverage instantly.

30c and 50c tins. Both kinds are equally delicious and cost about the same per cup.

"There's a Reason" for Postum. -Sold by Grocers.