

*Put none but ratificationists on guard. Democrats and Republicans everywhere should see to it that every candidate for the state legislature is openly pledged to vote for the ratification of the National Prohibition Amendment. Take no chances--- This is the supreme domestic issue until Constitutional Prohibition is secured.*

## The War

[Abstract of Mr. Bryan's address before the Ad club, Palace hotel, San Francisco, June 5.]

Gentlemen: I appreciate the invitation that brings to me this opportunity to address you. You represent an important branch of industry; you occupy the ante-chamber, so to speak, of the temple of business. Those who enter business can not afford to pass you by.

I have been interested in the crusade that the advertising clubs of the country are making against dishonest advertisers. While it is based upon a high ideal of morality, it is supported by sound business reasons. It is wrong to misrepresent an article offered to the public and it is also unwise to do so if the vendor expects to remain in business. You are really drawing a line in favor of permanent business as against business which is merely temporary. You are, so to speak, cutting out the carousal at night that is followed by headache in the morning.

The man who expects to make business a life matter can not afford to spread falsehoods before his customers and the newspapers can not afford to be parties to conscious deception of their readers.

The prohibition movement has reached a point where the advertising men may well consider it both from a moral and business standpoint. The evil effects of alcohol are now so well known that advertisements that represent alcoholic liquors as beneficial can no longer be spread before the public with innocence.

Neither can the advertising clubs ignore the fact that the purpose of such advertisements is not primarily to convince the public of the merit of the article advertised; they are inserted rather with the hope, if not with the understanding, that a liquor advertisement on one page will soak through to the editorial page and color, or rather discolor, editorial opinion.

I have, during the past three weeks, visited more than forty California communities and have been increasingly impressed with the variety and value of the resources of this great state; I do not know of any other state that approaches it in the wide range covered by its products. Surely, California should be the last state to put the pecuniary interests of a single industry against the claims of the greatest moral reform of the generation.

But in the brief time that it is proper for me to occupy let me call attention to a general advertising work in which your club is fitted to play an important part, namely, the fortifying of the public for the war work to which patriotism calls us. First, the public should be urged to remember that the expenditures of this war should not be measured against the incomes of today. They should be charged in large part to the advantages which we have enjoyed in the past, and to the blessings which we purchase for posterity.

We are now paying something like four billions a year in taxation, and yet the President has recently asked congress to prepare a new revenue law raising it to eight billions, and, if the expenditures of the war require it the amount will be still further raised, but we should not complain, as long as one American boy must offer his life upon the country's altar, no tax that can be levied on income or property can possibly be as heavy as the tax on life and blood.

Remember for how many years we have en-

joyed the blessings bestowed by our government, without having to make a return comparable with what we have received. A part of that which we now pay should be charged against accumulations which we would not have been able to make had we paid for these blessings according to their value.

And then we must not forget that we are protecting those who come after us in the enjoyment of the accumulated advantages of popular government.

When we contribute to the welfare of our soldiers through the Red Cross, the Y. M. C. A., the Knights of Columbus, the Jewish Brotherhood, and other organizations, we are not only purchasing the satisfaction that comes with the conscientious performance of duty, but we are adding to the fighting strength of the men who stand between us and a cruel, barbarous foe. The spirit of the soldier is an important factor in his fighting value, and this spirit is strengthened by the provisions which are made for his physical comfort.

The value of the soldier is also affected by his morals. We can not, therefore, afford to allow him to be surrounded by anything else than the most helpful environment. The American soldier is proving himself to be the best fighting machine ever used upon the battlefield, and why not? More is being put into the average American than was ever put into any average man before, or anywhere else, and the average American has before him more hope and opportunity than has ever been placed before any other average man. He would disappoint us, therefore, if he were not the best soldier in the world, and the American soldier is at his best only when his morals are at their highest. The records will bear me out in the statement that we have sent forth to battle the cleanest body of men ever used in the war, and they are proving the economic value of morality and manhood.

The Ad club can also advertise the financial value of our government bonds. They are a first mortgage on every dollar's worth of property under the flag, and they have the nation's honor thrown in to make the security doubly sure. The rate of interest, too, is more than the average rate paid by the savings banks of the country. Considering the security back of these bonds and the interest that they draw, they are the best investment on the market of the world today.

The War Saving Certificate is just a little bit better than the government bond because it can be collected at any time on ten days' notice, and it has two incidental advantages. First, it is issued in denominations so small that the children can use War Saving Certificates and Thrift Stamps as the basis of savings accounts and thus acquire a habit which will be even more valuable to the children than their money is to the government. The other advantage is that if any adult is unable to purchase a fifty dollar Liberty bond, he can, by investing in War Saving Certificates, become a party to the increasing number who are financing the war. Seventeen million joined in furnishing the money for the third loan—a number almost equal to the number of voters in the United States. This is twice as many as subscribed for the second loan and four times as many as subscribed to the first—a splendid postscript to add to the announcement of the oversubscription of the loan. We can now notify the kaiser that we have not only loaned and loaned and loaned a third time, but that the American people will loan and loan and loan until the liberties of the

people of the world are no longer menaced by autocratic power.

And one word more, the Ad club can impress upon the public the far reaching effect of this war.

The character of the conflict as a mortal combat between two forms of government has been greatly emphasized by our entrance into the war. The greatest republic in history stands face to face with that government which in modern times most fully represents all that is hostile to our government. Ours is a people's government. Those who temporarily exercise authority are chosen by the people, and are restricted in their action by the terms of a written constitution. Here the people are the masters, while the officials are but their public servants. Not so with the German government. Its head claims to rule by right divine, and is supported in his pretensions by military power. Under that form of government authority comes, not up from the people, but down from the man at the head. The people are not masters, but enjoy such privileges as the ruler condescends to grant them.

These two forms of government have had their defenders in the past. The advocates of autocratic government place the emphasis upon strength, and contend that a ruler under such a form of government can better direct his whole force against a given object.

The advocates of popular government dispute this, and insist that popular government is not only more just and more wise, but also stronger than the monarchical form.

No one has better presented our side than the great historian Bancroft who, in his eloquent plea "The People in Art, Government and Religion," declares that the republic is in truth the strongest of governments because, discarding the implements of terror, it dares to build its citadel in the hearts of men.

Now that these two governments meet upon the battlefield the result can not but effect the opinion of the future as to the relative value of those two forms of government.

We are told that single battles in the past have changed the course of civilization for centuries. If little battles in the years gone by could have exerted such an influence, who will be presumptuous enough to peer into the future, and attempt to estimate for how many centuries the stream of thought may be colored by the bloodiest of all battles which is now being fought upon the western battle-front.

We must win this war, not only for ourselves and our allies and for the world of today, but we must win it for the world of tomorrow. We can not afford to have any historian write that an emperor was better able to mobilize the resources of his empire than a President and congress could the resources of a republic. The students of history shall not read, a century hence, that the oppressed subjects of an ambitious kaiser were more loyal to their government than were the free citizens of this republic to the public servants whom they themselves had chosen, and to a government which had given them more of freedom and of hope than any other people had ever enjoyed. I have no doubt that victory will crown our efforts, and this confidence is based upon the belief that the American people will, while the war lasts, as they have thus far, arise to every responsibility and meet every demand made upon them. The Ad club enjoys unusual opportunities for service and will, I doubt not, fully improve those opportunities.