

(Conducted by the National Woman's Christian Temperance Union.)

FROM A BUSINESS STANDPOINT.

(By REV. JOSEPH HENRY CROOKER.)
Let us see how the liquor trade works out as a business proposition in a small village of 3,000 people (counting the tributary country folk), with four saloons. As the average per capita expenditure for drink in the United States is over twenty dollars a year, on that basis this village would spend \$60,000 annually for liquor. But, to be conservative, we will cut this in two and make it \$30,000. That sum, very large for so small a community, we may set down as the charge against the saloons. The business gains from them are practically as follows: For licenses, \$1,000 (\$250 being the average village fee); for rent (the keepers living above their bar-rooms), \$2,500; for household expenses of four families, \$4,000 (a very high estimate); making \$7,500 the amount of money which the business spends in the town—a very liberal calculation. That is, for every four dollars paid over the bar, only one comes back to the financial interests of the community. An outgo of four dollars and income of one dollar. Surely, not much profit in that!

Or to put the matter in another way: For every four dollars that goes into any one of those saloons, three dollars never comes out again to do business in that town; the grocer on one side loses a dollar's trade, the market on the other side loses a dollar's trade, and the merchant across the street also loses a dollar's trade for every hour throughout the year!

GROWTH OF BEACH RESORT.

According to the last census, Long Beach, Cal., is the fastest growing city in the United States. In 1902 the population was approximately 2,000; in 1910 it was nearly 20,000—a 685 per cent increase. Today its population is reckoned at 45,000. Long Beach is one of the youngest tourist resorts in southern California and has been "dry" many years. "Other coast cities are as favorably located as to climate, environment, and proximity to Los Angeles," says Mayor Wheaton, "and Long Beach is larger than any of them, its banks and bank clearings and assessed valuation of property far surpassing them." The prohibition of the liquor traffic, he declares, has contributed more than anything else to this phenomenal growth and prosperity, 50 per cent of the population coming there, he believes, because it is a saloonless town.

PUBLIC SENTIMENT MAKERS.

Two visitors in Milwaukee, in attendance at a home missionary convention, went on a tour of inspection of the Schlitz Brewing company's plant, relates the Union Signal. In the course of their tour, one of them casually inquired of the man who was escorting them, "Has the work the women (meaning the W. C. T. U.) have been doing at all affected your business?" For answer the man pointed out of the window to a group of vacant buildings. "See them—not a wheel of machinery moving. Once we worked seven days and seven nights a week—now we have reduced it to three."

OPPOSITION TO LIQUOR TRAFFIC.

This from a Pennsylvania hotel keeper, who for four years was secretary of the Philadelphia Liquor Dealers' association and should know whereof he speaks: "Liquor men who say that all this agitation is being created by temperance cranks are not awake. The opposition comes from many men who have liquors in their cellars; it comes from the big corporations who are making this fight on economic grounds; it comes from big merchants—they themselves may drink and many of them do, but they don't want their employees to drink."

SUGGESTION FOR PHYSICIANS.

A New York physician prints on the back of his prescriptions this warning: "Alcoholism is one of the most common causes of insanity, epilepsy paralysis, diseases of the liver and stomach, dropsy and tuberculosis. A father or mother who drinks, poisons the children born to them so that many die in infancy while others grow up as idiots and epileptics. It is claimed by some that alcohol is food. If so, it is a poisoned food. The daily regular use of alcohol even in moderation often leads to chronic alcoholism."

NOURISHMENT IN BEER.

It is now possible to demonstrate with mathematical certainty that, so far as enriching the blood is concerned, the flour that will lie on the point of a knife affords more nourishment than four measures of the best Bavarian beer; and that anybody who drinks a measure of beer daily would thus imbibe in one year about as much nourishment as is contained in a pound of bread.—Baron Justus von Liebig, in *Chemische Briefe*.

THINK ABOUT IT.

In a certain town in Massachusetts a brewery was remodeled into a shoe factory. The brewery paid wages aggregating annually \$6,240. The shoe factory is paying wages aggregating per year \$65,000. Which is better for business and for the individual? How many families suffered because the bread winners were "thrown out of employment?"

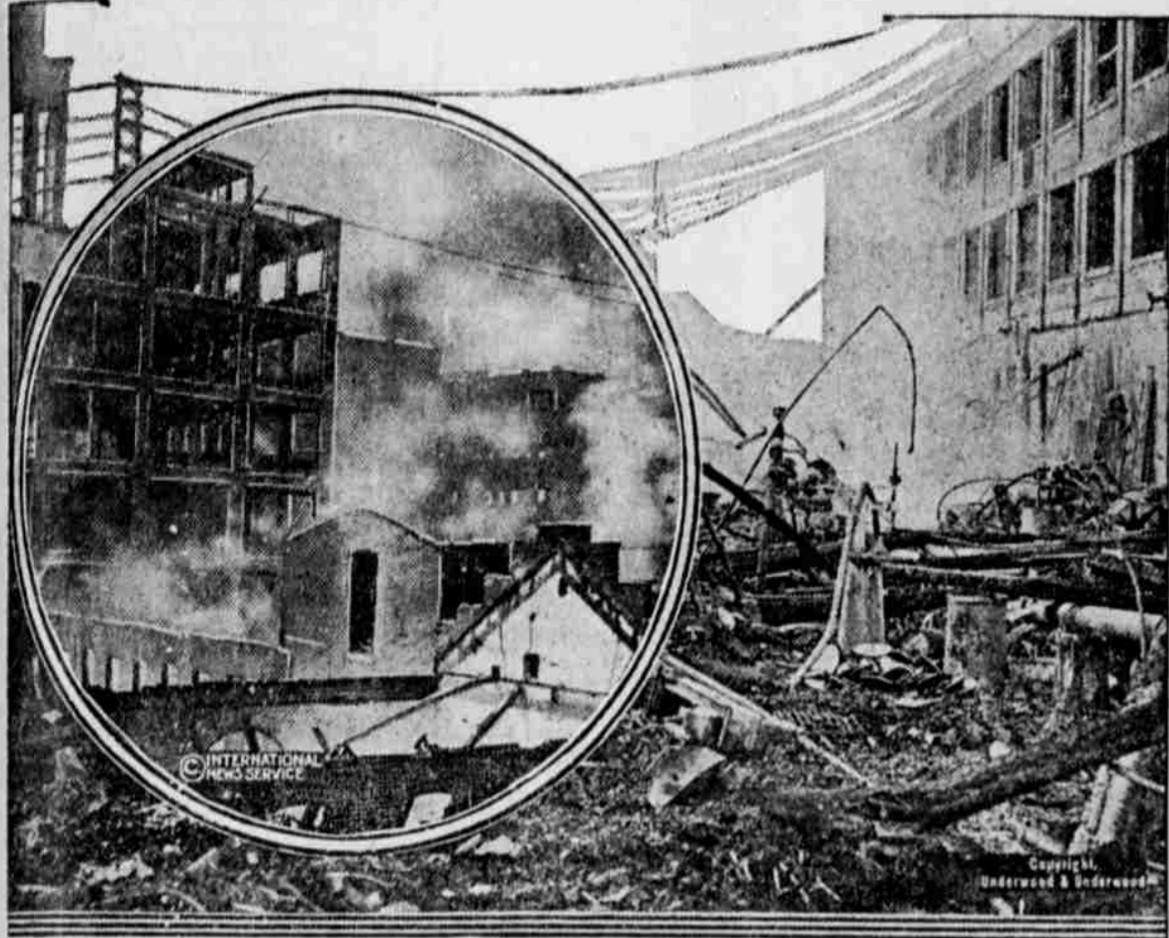
CHANCES OF MODERATION.

I weigh my words when I say that the man who habitually uses alcohol in so-called moderate quantities—the man who "takes it every day, but never was drunk in his life"—has, other things being equal, a substantially smaller chance of standing the strain.—Sir Arthur Chance, noted British surgeon.

Pictures of World Events for News Readers

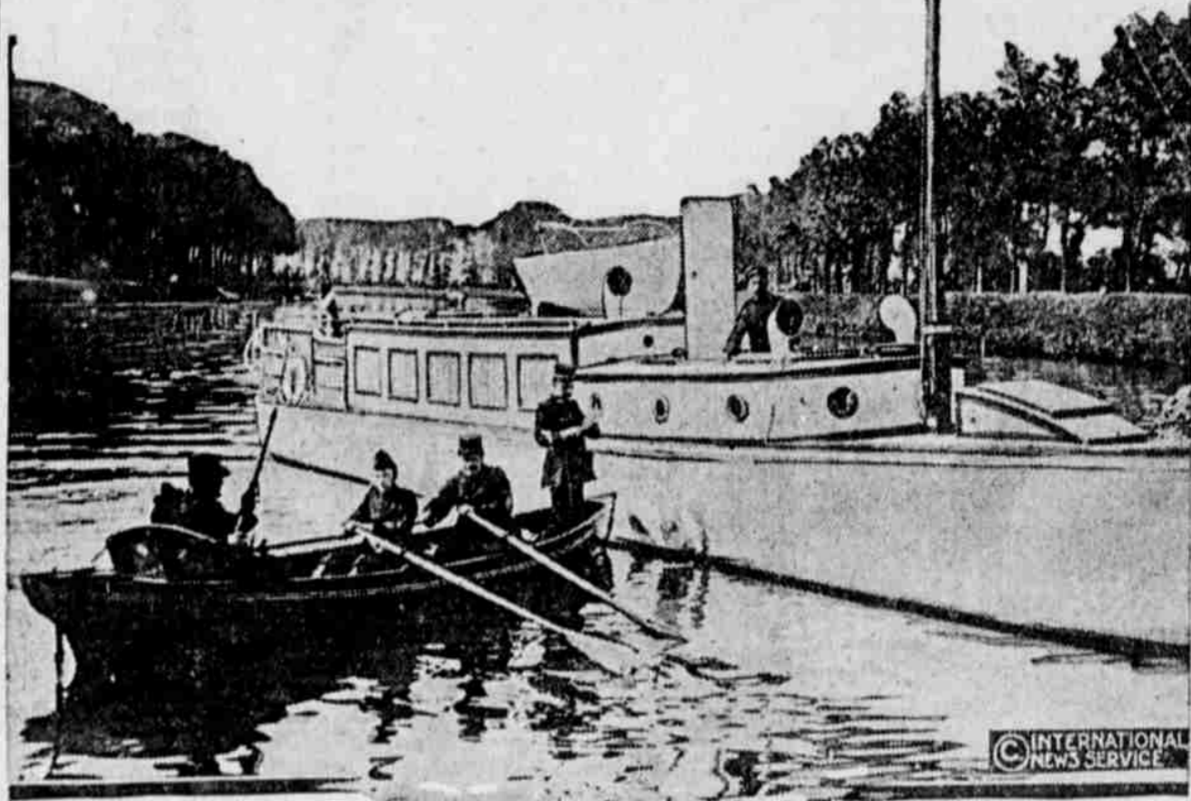
In This Department Our Readers in Fulton County and Elsewhere May journey Around the World With the Camera on the Trail of History Making Happenings.

FIRE DESTROYS GREAT EDISON PLANT



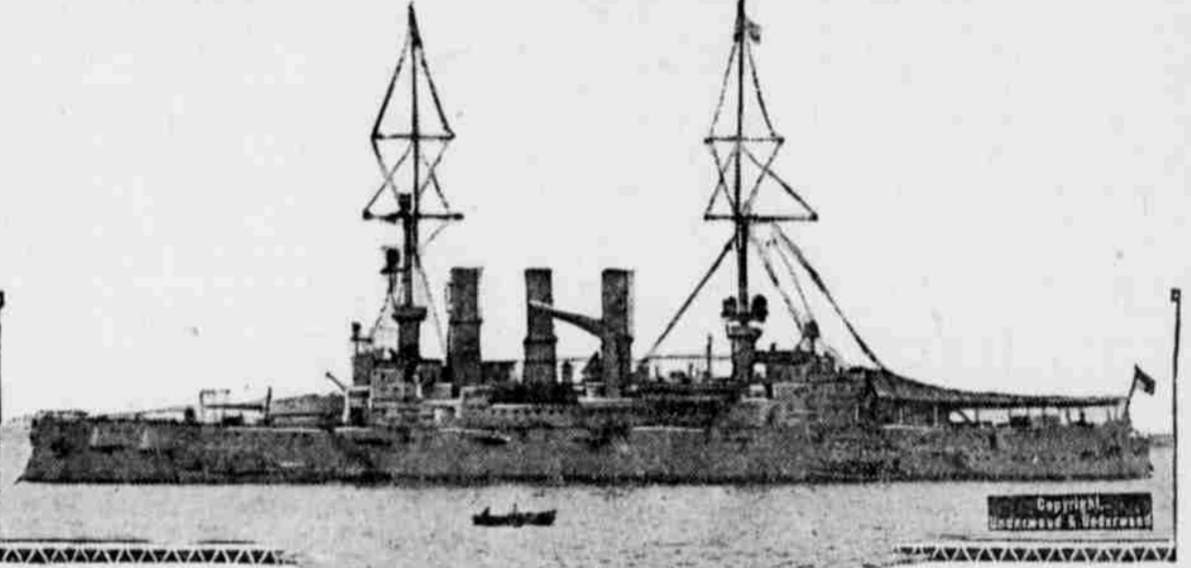
Photographs taken during the burning of the Edison company's big plant at West Orange, N. J. The property destroyed was valued at \$7,000,000.

GUARDING THE NEUTRALITY OF HOLLAND



At the frontier stations and along the Scheldt the Dutch authorities are exercising a very strict guard over all pedestrian, vehicular and boat traffic. Such scenes as here pictured are of everyday occurrence.

GERMAN BATTLESHIP BREAKS THE BLOCKADE



The German battleship Von der Tann, which is said to have broken through the blockade established in the North sea by the British fleet, and started across the Atlantic to join the cruiser Karlsruhe.

ISLE OF MARKEN FLOODED



The Isle of Marken, in the Zuyder Zee, known to nearly every American tourist, is suffering from floods caused by the cutting of the dikes in Flanders. One of its streets is here shown, with natives rowing about in their gardens.

GERMAN WINTER HELMETS



These are two types of knitted helmets adopted by the German army for the troops during the winter. Not only are they warm, but they also cover the metal helmets so their shining does not afford a mark for the enemy.

MAJ. DWIGHT E. AULTMAN



Major Aultman of the Sixth Field artillery of the United States army is one of the six officers who have been sent over to observe the operations of the armies in the European war. He graduated from West Point with the class of 1890.

HELPING THE BELGIANS



Miss Mary Canfield, a society girl of New York, wrapping up goods in "Little Belgium," a novelty shop established on Fifth avenue for the purpose of raising funds for the destitute Belgians.

GERMAN SYMPATHY FOR BELGIANS



Two little Belgian war waifs, orphaned and homeless, being fed by two sympathetic warriors of the German army at an outpost near Antwerp.

FRITZ KREISLER



Fritz Kreisler, the famous violinist who served in the Austrian army early in the war and, having been wounded, has come to America.

Encouragement.

"I haven't had much chance to talk to my constituents."
"And you are worried?"
"I don't know whether to worry or not. I have just received a letter from a friend, who says my silence may be a great help to me."

WITH THE GERMANS IN EAST PRUSSIA



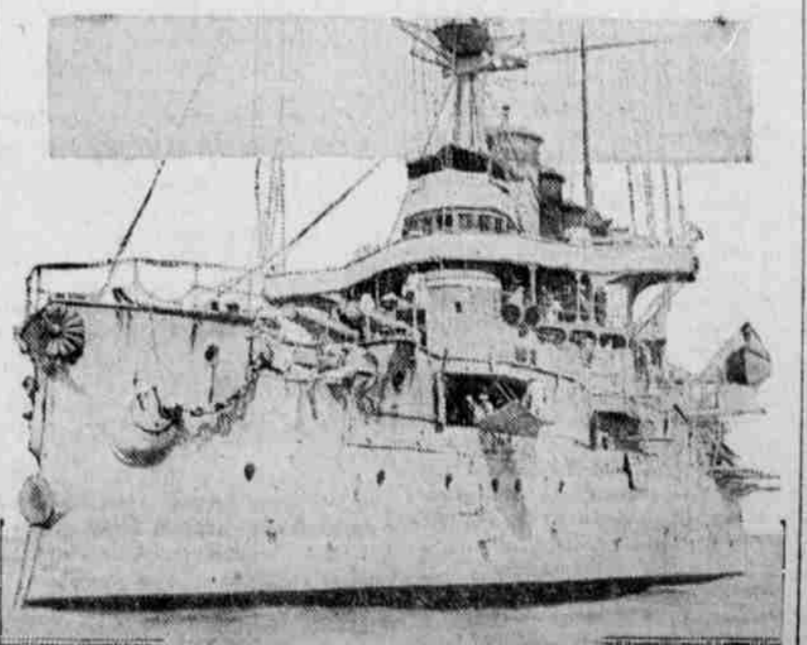
German soldiers guarding an outpost in East Prussia, near the Russian border, passing away the time by studying war pictures. The lower part shows a German supply column making its way to the base of supplies.

BEAUTIFUL CHURCH LAID IN RUINS



Exterior of the church at Ramscapelle after the once beautiful edifice had been wrecked by the shells of the contending armies.

ONE OF JAPAN'S WARSHIPS



This is the Japanese battleship Hizen, one of the best in the mikado's navy, which, with others, is searching for German cruisers that have been destroying merchant ships in the Pacific. The Hizen carries four 12-inch guns, 12 six-inch guns, 20 three-pounders and six one-pounders, besides three torpedo tubes.