

World league against alcoholism,
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EDUCATION: THE ONLY PERMANENT SOLUTION OF THE ALCOHOL PROBLEM

A REPORT OF EDUCATIONAL WORK IN THE
MOVEMENT AGAINST BEVERAGE ALCOHOL
IN THE UNITED STATES OF AMERICA AS
CONDUCTED THROUGH THE WORLD LEAGUE
AGAINST ALCOHOLISM AND THE DEPART-
MENT OF EDUCATION OF THE ANTI-SALOON
LEAGUE OF AMERICA DURING THE
YEARS 1928 AND 1929

PRESENTED BY

ERNEST H. CHERRINGTON

*General Secretary of the World League Against Alcoholism
and Director of the Department of Education of the
Anti-Saloon League of America*



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PRESENTED BY ERNEST H. CHERRINGTON,
GENERAL SECRETARY OF THE WORLD LEAGUE AGAINST ALCOHOLISM,
AND DIRECTOR OF THE DEPARTMENT OF EDUCATION OF THE
ANTI-SALOON LEAGUE OF AMERICA.

The Task



EDUCATION against alcoholism presents the greatest challenge to the socially-minded builders of an alcohol-free America which has been faced by those constructive forces in the hundred years of organized activity against beverage alcohol.

Abraham Lincoln could not have phrased a better slogan for those forces who wish prohibition to succeed, and who earnestly desire the extermination of the anti-social liquor habit and traffic than he did express when he uttered those prophetic words: "With public sentiment nothing can fail. Without it nothing can succeed. Consequently he who molds public sentiment goes deeper than he who enacts statutes or pronounces decisions. He makes statutes and decisions possible or impossible to be executed."

There are many important phases of temperance reform work which loudly call for devoted service, but which in themselves are not sufficient, and which in reality are not possible of achievement unless the deeper and more fundamental work of sentiment-building be done. Any organized movement able to qualify for leadership in the performance of this herculean task must comprehend its scope and count the cost. No organized movement which fears or hesitates to undertake such a task is equal to the demands of temperance reform leadership in this modern day.

If the Anti-Saloon League of America, equipped as it is for service along educational lines in the several States, is to measure up to the exacting requirements for such an educational campaign as this critical period makes imperative, its needs in the way of men and money for the years ahead will be far greater than those of any period in its history since it was organized—almost thirty-seven years ago.

A conservative estimate of the receipts and expenditures for all purposes by the Anti-Saloon League in its State and national departments for the twenty-seven years prior to the going into effect of national prohibition has been placed at \$50,000,000. Those phases of educational work, the need of which is now apparent,

and which should be included in any adequate program for the next ten years, would require more than \$50,000,000 during the decade just ahead.

Wet Propaganda

That such an estimate is not wild will appear from even a very superficial survey of present-day needs. The nation has been flooded with wet propaganda in the form of books, periodicals, pamphlets and other literature the amount of which is appalling. The vast wealth back of the forces opposed to national prohibition has made possible the distribution of literature on the wet side of the prohibition issue, the like of which has never been known, and the amount of which has never been approached during the entire history of this reform prior to 1925.

Limited funds at the disposal of public libraries, public reading rooms, and even the libraries of high schools, colleges, universities and teacher-training schools, have made it comparatively easy for the thoroughly organized and heavily financed movements against prohibition to place at the disposal of these great agencies of public education a great mass of insidious propaganda, sophistry, and false statements, which at present grace the shelves and reading tables of most of these institutions, which material appears in the "sheep's clothing" of authoritative works of reference on this important social problem.

No one who has made a careful investigation of this particular situation can fail to understand something of the proportions of the task before the organized temperance forces if this invasion is to be met.

During the year 1929, as a part of the work of the World League Against Alcoholism and the Department of Education of the Anti-Saloon League of America, through a joint cooperative effort with the Intercollegiate Prohibition Association and the American Issue Publishing Company, we have provided books of reference, pamphlets and other literature dealing with many phases of this question for four hundred college and university libraries, the retail cost of which publications amounted to practically \$100 for each of the four hundred institutions of higher education thus served. Yet in making even this selection we were compelled to exclude numerous volumes of the most authoritative character dealing with the various phases of the alcohol problem because of the large additional cost involved and our inability during the year to secure the necessary financial support for this particular phase of our work. There are six hundred other college, university and teacher-training school libraries which we have not yet been able to reach, but which we are hoping to care for during the year 1930.

Millions Required for Reference Literature

There are 5,000 public libraries in the United States, which, if furnished simply with the books and pamphlets sent to the four hundred colleges and universities referred to, would require an expenditure of practically \$500,000. To supply the Young Men's Christian Association and Young Women's Christian Association reading rooms in the United States with similar material would require \$250,000. To supply the high schools of the nation with the same publications as permanent reference material would require \$2,500,000.

If the *American Issue*, the *Scientific Temperance Journal*, the *International*

Student, the *Union Signal* and the Anti-Saloon League Year Book were to be sent to the preachers of the United States, the teachers of the public schools and the college professors, the cost for these five items at the regular price would amount to more than \$2,500,000 each year, or \$25,000,000 in ten years.

In fact, if the Department of Education of the Anti-Saloon League of America, with the cooperation of the World League Against Alcoholism and other national groups, were to attempt to meet even the demands for permanent reference books, and documents and current literature dealing with the alcohol problem, which demands are immediate and pressing in the colleges and universities, the high schools, the public libraries, the public reading rooms and among educators, it would require more money in the next ten years than has been received and expended by all the temperance organizations in the United States for a quarter of a century.

Quality of Educational Work

The quality as well as the extent of the educational work which may be done during the next few years will determine the degree of success attained not only in the United States but throughout the world by the movement against the beverage use of alcohol. Unless the exact truth about the relation between intoxicants and the requirements of modern civilization, the effect of beverage alcohol upon the physical and mental health of the drinker and the economic wastage involved are accurately presented to the popular mind, there can be no hope of arousing that degree of public sentiment which is necessary to combat an anti-social force which is today motivated by the great profits being still reaped in those countries which have not yet adopted prohibition, and which might once more be made possible in the United States of America should any degree of modification of the prohibitory laws be obtained by those who are fighting the battles of the brewer, the distiller and the vintner. The most careful research, the most painstaking care in presentation of scientific truth, as well as the best methods of distribution of literature on this subject, are all essential to a program of education which will meet the requirements of the present day.

Getting the Truth to the People

Since the final solution of the beverage alcohol problem will not be in the hands of those who were responsible for writing such prohibitory and regulatory laws as are now upon statute books, but by those who know very little about the struggles which have marked the history of this movement, it is evident that those who desire an alcohol-free civilization must adequately meet the challenge of an age and a generation which seeks not propaganda but truth. The great task that the forces favorable to prohibition face today is the task of getting the truth to the people—the truth as to the nature and effect of beverage alcohol; the truth as to the character and operations of the liquor interests, local, state, national and international; the truth about the methods proposed and the plans suggested for the solution of the problem; the truth about prohibition.

Authoritative Data Essential

The very close and vital connection between the economic and the social results of prohibition need more thorough as well as more widespread presentation.

No worthwhile program of education upon this subject can ignore the implications of the impartial business statistics which are compiled by the various departments of our government as well as by great banks, insurance agencies, and organizations of various trades. In such data there lies evidence not alone of the benefits which prohibition may bring or does bring to the people of a given community or of the nation, but also the strongest presumptive evidence of an observance of the prohibitory laws which is so widespread and so general that in comparison to this observance, the violations of the law, significant and dangerous as they may be, may be viewed rather as exceptions.

In addition to the presentation of such data, exactly interpreted, it is imperative that we reiterate with heightened emphasis and accent the scientific basis for total abstinence, presenting these arguments with those new scientific discoveries in regard to the effect beverage alcohol produces upon the higher functions of the brain and upon the more important nerve centers. The moral effect of prohibition, while less immediate in its appeal, cannot be overlooked since with it is involved a sociological factor whose import we dare not underestimate, especially in an age when the causes and extent of lawlessness are undergoing a scrutiny more intense than in any other period.

National and International Service

The educational program in which the World League Against Alcoholism and the Department of Education of the Anti-Saloon League of America have cooperated during the past two years has emphasized the presentation of these truths. While the major portion of the work done by these two cooperating organizations has, naturally, been in the United States of America, a very full service of information and of suggestive programs has been given to the leaders in the anti-alcohol movement in every country of the world where an organized effort is being made.

Survey of the First Decade of National Prohibition

Very wide distribution has been given to studies prepared by this Department. One of these entitled "The First Decade of National Prohibition," a study of the effect of this policy upon various phases of our national life, so interested Senator Morris Sheppard of Texas that he made of it a Congressional document. One hundred thousand copies of this document have been printed for distribution. It reviews the evidence both of the value of prohibition and of its common observance as demonstrated by unequivocal data collected by governmental agencies or by trade associations or by outstanding and recognized experts in their various fields. It discusses the economics of prohibition by the citations of such men as Herbert Hoover, Roger Babson, Henry Ford, and demonstrates the importance of this factor in our economic life despite the fact that it was enacted in a period when economic disaster might have been a normal expectation. Special attention is paid to an analysis of the savings accounts of the nation and their relation to prohibition; this study being documented by the figures of the Comptroller of the Currency and The American Bankers' Association, while the life insurance data is supported by the rather careful analysis made by The Association of Life Insurance Presidents and The Insurance Field. Other notable features of this economic survey touch upon home building and the automobile's relation to prohibition. The absence of

any connection or causal relation between prohibition and organized crime in our major cities and the reduction in our criminal ratio through the outlawry of the beverage liquor traffic are both developed in detail. The part played by prohibition in the saving of approximately two million lives in its first decade with special reference paid to the decreases in cases of alcoholism and cirrhosis of the liver are handled in the section devoted to "Prohibition and the Public Health." Rather detailed treatment is given the data concerning alcoholic mental diseases with citation of the latest and best statistics upon this subject. While recognizing that prohibition is neither perfectly enforced nor universally obeyed, this survey succinctly sets forth the current prohibition situation and gives the official figures showing its movement during the past ten years. The anti-prohibition propaganda and the program of the foes of this policy are briefly but adequately set forth. The study closes with this summary :

"From whatever angle one views our American life one can see that prohibition fits exactly into the picture puzzle completing the pattern of our civilization. Equally can one see that the introduction of beverage alcohol would not only disturb but utterly ruin that pattern. There is no place for it. No place can be made for it without peril. Whether we like it or not, we must recognize the cold truth that legalized beverage alcohol is as dead as the last century, to which it belonged."

Two other studies of prohibition were joined together by Senator Sheppard in one Congressional document which has had a circulation of sixty thousand. These were "Education and Prohibition" and "A Choice Between Civilizations." The very wide circulation attained by these studies has been very encouraging.

Reaching the Church Press

One of our most important duties is that of keeping informed our natural friends and supporters among the churches. These, experience has demonstrated, may be most quickly and easily approached through the religious press of the country. Eliminating those religious papers which cover some single field of church work unrelated to prohibition, there are approximately four hundred religious papers having circulations from a few thousand to fifty or sixty thousand per week while a few have considerably larger circulation, one attaining a weekly total of over two hundred thousand. We send to these groups, which include weeklies, bi-weeklies and monthlies, special articles touching upon the alcohol problem and are timing such articles so that they will arrive in ample time for the publication date.

A partial list of such articles is here given to illustrate the character of the service we have rendered these periodicals during the past two years :

Shall We Open the Dike to Lawlessness?
Decrease in Drink-Caused Crime
Analysis of Political Campaign Made for Foreign Dry Leaders
Motives and Results of the Eighteenth Amendment
Presidential Power Affecting Prohibition
Barriers to Christian Unity and Their Removal
Temperance Education

Education's Part in Moral Reform
The Next Step
How Can Prohibition Be Made More Effective?
The Liberating Truth
The Moral Background of Prohibition
Prohibition Not Isolated Question
Prohibition's Place in Civilization
The Prohibition Situation
Shall the Eighteenth Amendment Prevail?
Prohibition After Nine Years
Rationale of Prohibition
Unavowed Wet Motives
World Prohibition Imperative
Neal Dow, Pioneer and Seer
New Prohibition Era
Dilemma of the Wets
Labor and Prohibition Have Same Foes
Why an Anti-Saloon League?
A Choice Between Civilizations
Education and Prohibition
Prohibition Anvil Wrecks Hammers
Anti-Alcohol Movement Throughout the World
Drys Work in Hundreds of Colleges
World Dry Movements in 1929
The Ultimate Test of Prohibition

Reaching Both Wets and Drys Through the Daily Press

Since the daily paper is the broadest channel through which one might reach the reading public of this country regardless of divisions into wet or dry groups or their other affiliations, we have utilized the opportunity afforded by the press, thus actually obtaining the distribution of educational information worth billions of dollars at a comparatively small outlay. During the past two years, 289 statements have been issued to the press of the country, carrying to the millions of these papers the significant news about those phases of the prohibition question which were themes of popular discussion. By the use of this publicity method, we were enabled not alone to place this information in the hands of those who were friends of the prohibition cause but we also brought it to the attention of those who were indifferent or hostile to the Eighteenth Amendment, an achievement which would be utterly impossible by the use of any other method except at a cost that would be prohibitive.

The mere titles of the following press statements for 1928 and 1929 do not fully indicate the very wide range of subjects they embraced. Not once, but many times, these releases have set forth every important phase of the problem of beverage alcohol.

1930 Outlook
 Grape Market
 Women Voters
 Social Reforms
 Hoover Inquiry
 Martyr or Sneak?
 Why Prohibition
 Enforcement Test
 Canadian Situation
 Sir Wyndam Childs
 Rights of Minorities
 Prohibition on Trial
 Fanatics and Reform
 New Prohibition Era
 Policy of Prohibition
 Whither Prohibition
 Hoyt Plan Impossible
 Saloon Not Abolished
 Prohibition Successful
 Little Genuine Liquor
 Prohibition Tomorrow
 Labor and Prohibition
 Attacks on Prohibition
 New Plan of the Wets
 Finland and Prohibition
 Mexico and Prohibition
 No Split in Dry Forces
 Eighteenth Amendment
 Tendency of Prohibition
 France and Tuberculosis
 The Field of Prohibition
 Opponents of Prohibition
 French Wine Production
 Deaths From Alcoholism
 Two Prohibition Pictures
 Churches and Prohibition
 U. S. Prohibition in 1928
 Opposition to Prohibition
 Many Tests of Prohibition
 Great Britain's Drink Bill
 The Prohibition Situation
 Sir Henry Drayton's Plan
 Quebec Liquor Death Toll
 New Plan of Illinois Wets
 Referendum on Prohibition
 No Loss of Dry Sentiment
 Failure of Swedish Control
 Prohibition and Economics
 Drinkers Are Drug Addicts
 The Future of Prohibition

What Price Liquor Control?
 Development of Prohibition
 Safe and Sane Enforcement
 Soft Drinks and Prohibition
 Results of Eight Dry Years
 Five Drunks in 10,000 Miles
 Corruption of English Police
 Supreme Test of Prohibition
 Quebec—Liquor Advertising
 Prohibition's Christmas Gifts
 Challenge to Wet Martyrdom
 Doctor Carver on Prohibition
 Prohibition a World Problem
 The Diminishing Liquor Tide
 Auto Deaths in Wet England Experiences With Prohibition
 Lobbying vs. Right of Petition Failure of Government Control
 Life Insurance and Prohibition
 State Mottoes and Prohibition
 Prohibition and Public Opinion
 Whisky and Modern Existence
 Interview With Captain Dollar
 Prohibition Educational Policy
 Prohibition and Public Demand
 Prohibition and Life Insurance
 Germany the Next Dry Nation
 Mussolini and Wine Restriction
 America Will Not Reverse Itself
 Hoover Investigation Committee
 The Ultimate Test of Prohibition
 Prohibition and Savings Deposits Hoover Message and Prohibition
 Personal Liberty vs. Public Good Radio, Airplanes and Prohibition
 College Youth and Wet Slanders
 The Supreme Test of Prohibition
 Durant Prize Prohibition Contest
 Local Newspapers and Prohibition
 Accomplishments of Twenty Years
 Liquor and the League of Nations
 Foreign Wets in the United States
 Education and Future Generations
 Beverage Alcohol and Modern Life
 Sweden May Discard Bratt System
 Prohibition an Economic Necessity
 Prohibition and the Olympic Games
 Prohibition Increases Workers' Pay
 Canadian Provincial Liquor Systems
 Eighteenth Amendment Comparison

Presbyterian Church and Prohibition
 Prohibition Principles and Tammany
 Activities of Prohibition Headquarters
 Presidential Referendum Implications
 Auto Death Rate in U. S. and Abroad
 Arrests of Conspiring Buyers Justified
 Hoover's Inauguration and Prohibition
 Advances by Labor Under Prohibition
 Prohibition Not Dependent on Statutes
 Europe Awakening to Prohibition Need
 Labor and Prohibition Have Same Foes
 Roumania and Wood Alcohol Poisoning
 Prohibition and Our Current Prosperity
 From Wet Canada to Dry United States
 Superficial Survey of Prohibition Results
 Anti-Saloon League Publishing Interests
 Anti-Alcohol Movement in All Countries
 The First Decade of National Prohibition
 Need of Prohibition Education for Youth
 Doctor Sheldon's Total Abstinence Pledge
 Women of America Decide on Prohibition
 Canadian Liquor System a Step Backward
 Methodist Episcopal Church and Prohibition
 Prohibition Not Responsible for Lawlessness
 Schools and Colleges Affected by Prohibition
 Labor and Prohibition Have Similar Enemies
 The Failure of the British Columbia System
 True Americanism in Two Bishops' Sermons
 Prohibition Best Solution of Liquor Problem
 Beverage Alcohol Problem a World Question
 Education and the Permanency of Prohibition
 Anti-Alcohol Movement Throughout the World
 Activities of Wets Show Prohibition Prohibiting
 League for the Modification of the Volstead Act
 Policies and Methods of the Anti-Saloon League
 Prohibition the Touchstone of Official Efficiency
 Wine and Beer Crux of Present Liquor Problem
 Government Control Would Revive Lawlessness
 Eighteenth Amendment Will Never Be Repealed
 Statement on Anniversary of Anti-Saloon League
 Prohibition Forces Engaged in Serious Campaign
 Prohibition Issue Should Be Kept Out of Politics
 Ten Thousand Dollars for a Real Wet Argument
 Educational Program of the Anti-Saloon League
 Oath Taken by the President of the United States
 Proposed Re-hearing of Original Prohibition Cases

Scientific Temperance Instruction in Public Schools
 Wet Group a Generation Behind Pace of Civilization
 Objective of the World League Against Alcoholism
 Program of Anti-Saloon League and World League
 Pioneer Temperance Education in the United States
 Kellogg-Briand Treaty's Effect on World Prohibition
 World League Against Alcoholism an Aid to America
 Attitude of Churches Toward World-Wide Prohibition
 Eighteenth Amendment Sets Social Legislation Pattern
 Forecast of Presbyterian Church Action on Prohibition
 The Important Factor in Determining the Prohibition Policy
 What Will the Next Generation Do With Beverage Alcohol?
 Summary of Addresses at DePauw University, Greencastle, Ind.
 Eighteenth Amendment Protects Rights of Society as a Whole
 What Installation of Canadian Liquor Control System Would Cost
 Futility of Proposals by Federal Dispensary Tax Reduction League
 Comparison of Canadian and American Methods of Dealing With Liquor
 European Countries Appoint Commissions to Study Alcoholism Question

Possibilities of Daily Press Service

One address given before a comparatively small special group and released to the press in the usual manner, received a circulation equivalent to 125,000,000 inches of newspaper space according to the careful measurement of newspaper clippings received by our office without the inclusion of the hundreds of other daily papers whose clippings of this special release were not received. The New York City papers, in spite of their well-known hostility to prohibition, gave to another article thus released 20,000,000 inches of space on one single day.

In addition to these formal statements issued to the great press associations and to about two hundred special correspondents, many of whom have from fifteen to twenty newspapers on their list, we furnish almost daily to various newspapers or to newspaper correspondents either special articles written for them on some phase of the alcohol problem or else provide them with material upon which they may base their own stories. This is done at the continuous request of these newspapers or correspondents. Besides this service, we are repeatedly requested to check upon the accuracy of various news statements which have been given out either by organizations opposed to prohibition or by prominent men discussing some phase of prohibition. Many of the best known newspaper writers in Washington habitually refer to our Washington office before issuing any articles or other statements on this question.

Millions of Dollars' Worth of Space

The press statements which have been issued in this educational campaign for the past two years have been published in papers which average about fifty per cent of the total circulation of the entire daily press of the country. Since the total daily paper circulation has been somewhat over 33,000,000, of which 27,000,000 represents the circulation of evening papers and 6,000,000 the circulation of morning papers, and since the Sunday papers have an aggregate circulation of 28,000,000,

the extent of the opportunity embraced by this phase of our educational program may be realized. The average press release has secured publication in papers whose circulation totals about 13,500,000. During the past two years 289 press releases were issued which at this estimated average rate of circulation meant a total circulation of 3,901,500,000, or at the rate of only eight inches of space for each of these published statements (some of them received a column and a half or more), 31,212,000,000 inches of newspaper publicity were obtained during the past two years. This would have cost \$2,496,960 had it been purchased at advertising rates, while had it been printed in leaflet form at the rate of \$1.90 per thousand copies of 3½x6 inch leaflets, the printing of such literature would have cost \$5,930,280, while the distribution cost at the rate of \$2.50 per thousand would have been \$7,803,000, making the total cost of such printing and distribution for the material circulated through press statements reach the total of \$13,733,280. Instead of expending \$2,496,960 for newspaper publication of this material as advertising or \$13,733,280 for leaflets and pamphlets, the same results were obtained, with the additional value that many of these statements appeared on the front pages of papers and entered homes where they would not have gone in any other form.

Reaching Special Groups

Literature must be carefully prepared for certain definite groups whose specialized interest might not so quickly respond to generalities. As an illustration of this type of material which this department has been producing, we might mention a study entitled "Labor and Prohibition Have the Same Foes," pointing out the new problems created by the increasing mechanization of modern industry, the effect upon our consumption ratio should we permit legalized beverages to divert large sums from legitimate business, the unemployment resulting from such a procedure, the cynical indifference of the wealthy foes of prohibition to this relation between prohibition and prosperity, the class legislation urged by employers who enforce a private prohibition of liquor upon their employees while claiming the personal liberty for themselves to drink, the very minute share which labor had from the profits of the liquor traffic before prohibition and the small number of those who had been engaged in this industry, when it was legal. This study was carefully documented by quotations of official figures and citations of recognized authorities on economic problems. It received a very wide circulation, being carried by a very high percentage of the daily papers of the country, also being supplied to two hundred and seventy labor papers in the United States and Canada, many of whom gave it a very conspicuous position in their pages while a large number wrote editorials based upon the information it contained.

Supplying Data to Leaders

Public speakers, authors, writers for magazines and newspapers, editors, professors in colleges and superintendents or teachers in public schools, officers and leaders of churches and church organizations with prominent public officials, judges and leaders of our political and social life, as well as outstanding business and professional men have been supplied with special information for their use in making addresses, preparing articles or for such other purposes as they might desire it. Through these intermediaries, with the voices and pens of others, we have been able

to reach groups and classes not readily accessible by other means. It is naturally impossible to estimate the total number of those reached or to properly evaluate the effect produced upon them by this manner of presentation of the arguments supporting the principle as well as the practice of prohibition.

A very great quantity of literature as well as mimeographed material has been furnished to leaders of the temperance movement in general, reaching all the national groups and church temperance committees besides the State officers of Women's Christian Temperance Unions, superintendents, district superintendents and directors of State Anti-Saloon Leagues and the officers of other temperance organizations.

Creation of Permanent Literature

While much of the literature distributed in carrying out our educational program is necessarily ephemeral in character, designed to meet the immediate but passing needs, we have been steadily building a body of permanent literature touching upon every phase of this question. Much of this material is timeless in character and will not require constant revision. We have been issuing many pamphlets and leaflets which either have been especially prepared for that purpose or else are reprints of articles which have been furnished to leading magazines or the religious press. This literature has been constantly in demand by speakers, public officials and those who are making detailed study of some phase of the prohibition question. Among such pamphlets and leaflets issued in the past two years are the following:

The Inevitable Step
Who Said Modify?
Back Up or Buck Up
Some Have Stopped Drinking
What Medicinal Value Has Whisky?
Policies and Methods of the Anti-Saloon League of America
Benefits of Prohibition
Fooling With Gunpowder
Education Will Keep Prohibition
The Temperance Movement in Lands Outside the United States
Statement of the Anti-Saloon League of America
The Supreme Court and the Eighteenth Amendment
Prohibition as a Promoter of Prosperity
Who Is to Drink It?
What Has Prohibition Done?
Prohibition America's Message to the World
There Are No Substitutes for Prohibition
Industrial Alcohol
Fundamental Facts for Patriots
Intoxicating in Fact
The World League—What is it and what is it doing?
World Prohibition
The Eighteenth Amendment; Its Validity—*Harper*
Alcohol: Its Effect on Mind and Efficiency

The Smoking Car Wet
 The Old Soak
 Shall the Eighteenth Amendment Prevail?
 Answers to Favorite Wet Arguments
 Liquor and the Schools
 Policies and Methods of the Anti-Saloon League
 Prohibition, Success or Failure?
 Prohibition Quiz Book
 Some Practical Aspects of Scientific Knowledge of Alcohol
 The Intemperance Factor in Poverty
 The Eighteenth Amendment Is Valid—*Orton*
 Prohibition and the Young People
 Value of Temperance Education in the Schools
 To Drink or Not to Drink
 Prohibition Victorious
 An Official View of Liquor Prohibition in the U. S.—*Doran*
 Alcohol and Prohibition from the Standpoint of Modern Scientific Medicine—*Bevan*
 Prohibition a National Benefit—*Bowie*
 Prohibition and Public Health—*Haven Emerson*
 Province of Quebec Liquor Sales System for 1928
 Typical Events in World-Wide Anti-Alcohol Movement for the year 1928
 Three Important Messages from the President of the United States
 The American Issue Publishing Company—Twenty Years of Achievement
 Education and Prohibition—A Choice Between Civilizations
 The First Decade of National Prohibition

Work of the Intercollegiate Prohibition Association

The World League Against Alcoholism through its student and college department functioning through the Intercollegiate Prohibition Association has developed many forms of activity which reached not alone members of the student bodies in practically all the important colleges and universities of the country but also the faculties of these institutions. Special care has been taken in the working out of this phase of the work to develop among the students a spirit of calm dispassionate inquiry. Doctrinaire methods have been avoided as likely to defeat their purpose.

During the past two years 757 leading colleges and universities in 36 States have been visited by speakers and workers who have made 852 visits from one to four days each, conducting forums, conferences and discussion programs, to which both students and members of the faculties were invited. Addresses were made and discussions held in Christian Association meetings, literary sessions, fraternities, debating clubs, civic clubs, and other student organizations. Many debating teams which were discussing either liquor problems or related subjects in inter-college or international debates were aided by these workers.

Continuation programs were arranged by these representatives who organized

committees and enlisted the support of influential students as well as members of the faculties, supplying both programs and literature for those who desired to continue their studies of any phases of the subject. Notable cooperation was rendered by professors of sociology, political economy and psychology, many of whom arranged to give subjects related to the alcohol problem a larger place in their class discussions.

College and University Groups Reached

It is estimated that the addresses given by these speakers and workers in 308 college chapels during the past year were attended by 110,832, while there was a student attendance of 27,187 at 802 regular college class sessions in which the alcohol problem was the theme of discussion. In addition to these presentations of the subject, 777 special student forums, attended by 26,170 students were especially called for such discussion. Group discussions were held at 134 fraternities attended by 3,131 members. Outside of the college campuses 319 meetings attended by 28,943 students and other young people were also held. Personal conferences were conducted with 3,935 students and 2,339 professors making the total number of personal contacts 202,661.

Literature to College Professors

Over 2,000 local committee members from the various institutions of learning and key students and professors in the 400 colleges visited annually by the secretaries have been regularly receiving the latest and best educational literature on the drink problem. The student department has very carefully selected the best informative and scientific material available. This material has also been supplied upon request to students engaging in debates and public discussion or individual study of the question. Besides editing and publishing material prepared by others, this student department has prepared special pamphlets on various phases of the beverage alcohol problem. The leaflet "What Athletes Say About Prohibition" has entered its fifth edition and is maintaining a high circulation. The scientific Knowledge-Attitude Test on student opinion, prepared by Mr. Lofton S. Wesley, was widely used in connection with various college classes especially those discussing psychology. Besides the greater quantities of literature furnished to professors, debate coaches and student group leaders, or for general distribution to the college population, the student department has prepared and furnished lists of the newest and most important books on phases of the alcoholism problem in this country and throughout the world, besides arranging a special bibliography of this literature.

Supplying Reference Works to University Libraries

We have supplied the libraries of each of four hundred colleges and universities a set of the Standard Encyclopedia of the Alcohol Problem, twenty volumes of the newest and best literature upon this subject, including such standard works as those by Professors Fisher and Feldman, and one hundred and eighty pamphlets covering every phase of this question. This has been done through the joint cooperation of the World League Against Alcoholism, the Intercollegiate Prohibition Association, the Department of Education of the Anti-Saloon League, and the American Issue Publishing Company.

The retail price of the Encyclopedia, books and pamphlets supplied to each college is \$100, making the total value of the gifts to these institutions \$40,000. By virtue of the fact that we had the benefit of quantity prices, the cost was only \$32,000. It had been hoped that sufficient funds might be available to supply approximately one thousand colleges, universities and teachers' normal schools. The funds in hand, however, only justified supplying forty per cent of this number. We hope that through the generosity of friends with a vision of the great possibility of service to the prohibition cause through the provision of such literature for libraries, we may be able to supply the remaining 600 institutions during 1930. In addition to the Encyclopedia, the books and pamphlets included in the gift to each of these 400 colleges and universities were:

A LIST OF THE BOOKS AND PAMPHLETS COMPOSING THE SPECIAL LIBRARY SET FOR COLLEGES AND UNIVERSITIES

TITLE	AUTHOR
AMERICA AND THE WORLD LIQUOR PROBLEM	<i>Cherrington</i>
CUTTING IT OUT	<i>Blythe</i>
FEDERAL GOVERNMENT AND THE LIQUOR TRAFFIC	<i>Johnson</i>
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35,000 MILES OF PROHIBITION	<i>Gordon</i>
ANTI-SALOON LEAGUE YEAR BOOKS FOR THE YEARS 1909, 1910, 1911, 1912, 1913, 1915, 1917, 1920, 1923, 1924, 1925, 1926, 1929	<i>Cherrington</i>
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ADDRESS BEFORE N. Y. STATE BAR ASSOCIATION	<i>Sargent</i>
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ALCOHOL QUESTION, THE (Int. Series)	<i>Von Bunge</i>

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PRESENT LOSS IN LIFE AND HEALTH DUE TO ALCOHOL

Reprint from *Nation's Health*

PROCEEDINGS OF THE BOARD OF DIRECTORS OF THE ANTI-SALOON LEAGUE
OF AMERICA, Indianapolis, 1916

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YES, IT'S THE LAW, AND IT'S A GOOD LAW	<i>Best</i>

The Scientific Temperance Federation

The Scientific Temperance Federation, whose very careful work has been generally recognized throughout the country at large, has made such a specialty of scientific temperance instruction in the public schools that we have used this organization as a medium rather than attempt to duplicate its work. The work of public instruction on the scientific aspects of prohibition which had been neglected in the public schools of the country in spite of the fact that for nearly half a century most of the states had legislation requiring such instruction, has been revived and is tak-

ing on a new aspect. It seems more widely recognized today than at any other period during the past ten years, that there is a very great need for balanced and sane information on the evils incident to the use of beverage intoxicants.

We have been eliminating one of the difficulties which have been in the way of public school instruction on the dangers growing out of the beverage use of alcohol. Many of the textbooks touching upon this question have contained material which was not scientific and which was not treated in accordance with modern pedagogical theories. We have made contacts with a great number of people in the attempt to interest textbook publishers in securing the sort of material which should be included in any work dealing with this question. Experience has demonstrated the fact that unscientific or unbalanced presentation of the truth about beverage alcohol reacts unfavorably.

It is not without significance that in addition to laws requiring scientific temperance instruction, which are now in force in forty-four states of the Union, many other states by legislation now require special temperance observances on special dates such as the anniversary of the Eighteenth Amendment or the birthday anniversary of Frances E. Willard.

Contacts With Public School Teachers

Merely as an illustration of the interest taken by the public school teachers and officers in the problems related to beverage alcohol, one might refer to the series of meetings held in California by the California Teachers' Association from December 16 to December 20, 1929, inclusive, addressed by the General Secretary of the World League Against Alcoholism. The attendance of between fifteen and twenty thousand teachers at these meetings and their insistent request for these addresses and for other literature, suggests both the extent of the opportunity and the desire for full information upon this very vital subject.

Incidentally such groups as the National Education Association, the Department of Superintendents and state educational associations, have passed resolutions calling for instruction in the public schools on the effect of beverage alcohol.

The Public Schools and Prohibition

The approach to the pupils in the public schools cannot be made by propaganda organizations as wisely as it can by other means. One of the best ways to reach the pupils in these schools seems to be through some such movements as that which has been launched by the *Pathfinder*, digest of world affairs, which without preaching or propaganda is reaching great multitudes in our public school system under the leadership of James Franklin Wright.

Any attempt to instruct the public school pupils upon such a question as the liquor problem must be very carefully handled. All such instruction must not alone be free from propaganda but also from any political bias. Those educators who insist upon the necessity of avoiding the pitfalls which lie in the way of mere propaganda are doing a very real service not alone to the cause of public education but also rendering worthwhile service to the various reform movements of the world.

The truths about alcohol and the alcohol problem must reach the children of the public schools of today through the scientific processes that belong to modern elementary education. We must seek and follow the advice of such institutions as the

National Education Association or those groups of experts in the various fields of education whose experience and service have inspired the confidence of educators everywhere.

Church School Cooperation

Cooperation with the various denominational and interdenominational groups, Sunday school publications and the editors of church periodicals, has given an opportunity to make a beginning in the effort to meet the very pressing need of reaching the coming generations in our church and Sunday schools with the newer instruction and the modern accent upon those significant phases of the liquor problem which are peculiar to this new day. Through cooperative effort the possibility of securing wider and more far-reaching results along this line has become a reality.

The International Council of Religious Education and its Sunday School Lesson Committee have adopted a policy which means, for the years beginning with 1931, a larger emphasis upon temperance education in the Sunday school lessons, which now reach over 30,000,000 students. More attention will be paid to the vital phases of scientific temperance literature. During the past two years not alone have there been more articles and editorial references upon this question in the various publications of church schools than in any like period in the past decade, but such articles have been markedly stronger and more emphatic than in any previous period. The important quality of this work in which we have been intimately cooperating, must be realized by those who know that unless the youth of our natural constituencies, the Christian bodies of the nation, are reached, we cannot hope to produce leaders in the cause for the coming years.

The International Lesson Committee selects subjects for the Sunday school lessons and sends them into the various denominations, which develop these in such a way as they may prefer. The World League Against Alcoholism and the Department of Education of the Anti-Saloon League of America is in close touch not only with the editors of the denominational organs with a view of securing proper consideration for various phases of the prohibition question in the Sunday school journals, lesson leaves and other material belonging to the ordinary Sunday school curricula, but also with the editors of publications used as collateral or reading by teachers or pupils of the church schools. We have received remarkable cooperation from these editors. Especially noteworthy is the aid rendered by the David C. Cook Publishing Company, an interdenominational publishing house which has responded splendidly.

Organized Cooperative Effort of Church School Editors

Through the Conference of National Temperance Leaders and Church Editors, held in Ohio, April 3, 1928, contacts were made with such church school editors as:

S. A. Westeron, Editor and General Manager, Congregational Publishing Society.

E. Leigh Mudge, Associate Editor, Methodist Episcopal Church.

Herman Eldredge, Managing Editor, Christian Educational Periodicals, Christian Church.

J. W. Owen, Editor-in-Chief, Sunday School Literature, United Brethren Church.

L. J. Lambert, Editor Sunday School Literature, Church of the Brethren.
 J. T. Brown, Editor-in-Chief, Sunday School Publication Board, Baptist Church.
 E. E. Harris, Editor *The Watchword*, Young People's Publication, United Brethren Church.
 Crates S. Johnson, Editor Methodist Protestant Sunday School Publications.
 J. B. Hawk, Associate Editor, Methodist Episcopal Church Sunday School Publications.
 Marion Stevenson, Editor Church School Literature, Christian Board of Publications, Disciples of Christ
 Emma R. Bishop, Associate Editor, Christian Board of Publications, Disciples of Christ.
 Gilbert Glass, Editor Sunday School Publications, Presbyterian Church South.
 Dr. J. M. Duncan, Editor Sunday School Publications, United Church of Canada.
 Dr. Henry H. Meyer, Editor Church School Publications, Methodist Episcopal Church.
 A. Ruecker, Editor Sunday School Publications, Evangelical Sessions.
 E. B. Chappell, Jr., Associate Editor, Sunday School Publications, M. E. Church, South.
 Alfred F. Moore, Methodist Book Concern, Cincinnati, Ohio.
 Erle E. Sutton, Adult Helps, Milton Junction, Wisconsin.

This conference chose as permanent chairman Doctor Henry H. Meyer, Editor of the Church School Publications of the Methodist Episcopal Church, and Dr. J. W. Claudy, General Director, Department of Moral Welfare of the Presbyterian Church, U. S. A., as secretary. An exchange of publicity, promotional and educational literature between various temperance organizations and the editors of Sunday School Publications, was arranged by this Committee, which also worked out definite plans for more genuine cooperation between these editors and the organizations.

Service to Authors and Publishers

We have been rendering a special service to authors and publishers, revising, editing or reading manuscripts for authors, suggesting to them publishers who might be interested, proposing to publishers authors competent to furnish books or articles on various phases of the liquor problem, and outlining methods whereby the markets for such publications might be effectively reached. We have practically rewritten many manuscripts, supplying detailed information not easily accessible to the authors or correcting errors into which they had fallen through their lack of full information on some important details. We have also furnished to many writers the raw material out of which they have prepared books or magazine articles, and have suggested to others original sources of which they would not otherwise have known.

Book Reviews

The book review service conducted as part of the educational program has become an important feature of this work. These reviews, which cover all new books

which in any way treat of any phase of the prohibition question, are prepared as quickly as these books are published and are forwarded to a constantly growing list of temperance leaders, editors, professors and outstanding figures in our national life. The requests made by so many that their names be added to this mailing list indicate the demand for the new and vital information which it supplies. The form in which these reviews are prepared with their lengthy quotation of typical portions of the books reviewed, makes possible a very full presentation of the arguments offered by authors and makes this material immediately available for use by speakers and writers.

These reviews are issued to many publications including the religious press of the country, and are published by a large number of these either in full or in some synopsis made by the editor. Since these reviews are written solely from the viewpoint of prohibition, it is possible thus to secure publicity for interesting facts which are commonly ignored by other reviewers. The following is a list of these reviews which have been prepared and distributed during the past two years:

- "This Economic World and How It May Be Improved," by Thomas Nixon Carver and Hugh W. Lester: A. W. Shaw Co., Chicago.
- "Rum, Romance and Rebellion," by Charles William Taussig: Minton, Balch & Co., New York City.
- "Health and Wealth," by Louis I. Dublin: Harper & Brothers, New York City.
- "The Criminal and His Allies," by Judge Marcus Kavanaugh: Bobbs Merrill Co., Indianapolis.
- "'Boss' Tweed," by Dennis Tilden Lynch: Boni and Liveright, New York City.
- "Andrew Jackson," by Gerald W. Johnson: Minton, Balch and Co., New York City.
- "Mr. Justice Holmes and the Constitution," by Felix Frankfurter: Dunster House Bookshop.
- "The Challenge," by William G. McAdoo: The Century Co., New York City.
- "Influencing Human Behavior," by H. A. Overstreet: W. W. Norton & Co., New York..
- "Liquor Control in Canada," by Ben H. Spence: Canadian Prohibition Bureau, Toronto.
- "Tammany Hall," by M. R. Werner: Garden City, L. I.
- "The Constitution of the United States," by Bertha Meser Haines and Charles Grove Haines: F. S. Crofts & Co., New York City.
- "Pressure Politics—The Story of the Anti-Saloon League," by Peter Odegard: Columbia University Press, New York City.
- "Al Smith's Tammany Hall," by William H. Allen: The Institute for Public Service, New York.
- "American Labor Dynamics," by J. B. S. Hardman and others: Harcourt, Brace & Co., New York City.
- "Constructive Citizenship," by L. P. Jacks: Doubleday Doran & Co., New York.
- "States' Rights and National Prohibition," by Archibald E. Stevenson: Clark Boardman & Co., New York.

- "Drifting Sands of Party Politics," by Oscar W. Underwood: The Century Co., New York.
- "Political Behavior," by Frank R. Kent: William Morrow & Co., New York.
- "America Seen Through German Eyes," by Dr. Arthur Feiler: The New Republic, New York.
- "The Story of Human Progress," by Leon C. Marshall: The MacMillan Co., New York.
- "Business the Civilizer," by Ernest Elmo Calkins: Little Brown & Co., New York.
- "Prohibition, Legal and Illegal," by Howard Lee McBain: The MacMillan Co., New York.
- "The Supreme Court of the United States," by Charles Evans Hughes: The Columbia University Press, New York.
- "The New Morality," by Durant Drake: The MacMillan Co., New York.
- "Prohibition, An Adventure in Freedom," by Harry S. Warner: The World League Against Alcoholism, Westerville, Ohio.
- "Facts and Figures," by C. F. Tonks: The Temperance Council of the Christian Churches of England and Wales, Abbey House, Westminster, S.W. 1.
- "Undergraduates," by R. H. Edwards, J. M. Arten, Galen M. Fisher: Doubleday, Doran & Co.
- "Sceptical Essays," by Bertrand Russell: W. W. Norton & Co.
- "Anthropology and Modern Life," by Franz Boas: W. W. Norton & Co.
- "Prohibition Still At Its Worst," by Irving Fisher: Alcohol Information Committee, New York City.
- "John Wesley Among the Scientists," by Frank W. Collier: Abingdon Press.
- "The Decline of the West," by Oswald Spengler: Alfred A. Knopf.
- "The Making of the Constitution," by Charles Warren: Little, Brown & Co.
- "Law Observance," by W. C. Durant: Privately published.
- "Morality in the Making," by Roy E. Whitney: Macmillan.
- "Group Representation Before Congress," by E. Pendleton Herring: Johns Hopkins Press.
- "Through English Eyes," by J. A. Spender: Frederick A. Stokes Co.
- "The Ramifications of the Drink Evil in an English City," by E. Benson Perkins: The Temperance Council of the Christian Churches, London.
- "Living in the Twentieth Century," by Harry Elmer Barnes: The Bobbs-Merrill Co.
- "Liberty in the Modern World," by George Bryan Logan, Jr.: University of North Carolina Press.
- "Our Economic Morality," by Harry F. Ward: The Macmillan Co., New York City.
- "Hooch," by Charles Francis Coe: Doubleday, Doran & Co., Inc., Garden City, New York.
- "DePauw Speeches at Greencastle," Ernest H. Cherrington, LL.D., Litt.D.
- "Frontiers," by Archer Butler Hulbert: Little, Brown and Company, Boston, Massachusetts.
- "The Alcohol Problem," by H. M. Vernon: Bailliere, Tindall and Cox, London.

- "Robert A. Woods," by Eleanor H. Woods: Houghton Mifflin Co., New York.
- "Middletown," by Robert S. and Helen Merrell Lynd: Brace and Co., New York.
- "Alcohol and Human Life," by Courtenay C. Weeks: H. K. Lewis & Co., Ltd.
- "Anti-Saloon League Year Book," by Ernest H. Cherrington: American Issue Publishing Co.
- "Give Prohibition Its Chance," by Mrs. Ella A. Boole: Fleming H. Revell Co.
- "The Illinois Crime Survey," by Illinois Association For Criminal Justice in Cooperation with the Chicago Crime Commission.
- "Prohibition and the Coast Guard," by Laurence F. Schmeckebier and Darrell Hevenor Smith and Fred Powel: The Brookings Institution.
- "Carry Nation," by Herbert Asbury: Alfred A. Knopf.
- "Temperance or Prohibition," by Hearst Times Contest Committee.
- "Lobbying," Edward B. Logan, Ph.D.: The American Academy of Political and Social Science.
- "Our Business Civilization," by James Truslow Adams: Albert and Charles Boni.

Research

While many forms of research have been carried out in the past two years in connection with the educational program, the following are the more important:

Motion Pictures. Motion picture films based upon Professor Fisher's books have been completed and distributed. The contracts for distribution of these films indicate the appreciation they have obtained.

Cataloging.—Over ten thousand publications treating of the alcohol problem, covering over half a century and almost every country and tongue, have been catalogued.

Standardization.—Research and statistical work on the beverage alcohol problem is being standardized through the Research Department cooperating with temperance leaders and temperance organizations.

Size.—Hundreds of medical papers discussing alcohol or alcoholism have been collected and made available for the use of other organizations such as the Alcohol Information Committee. Graphs based upon various phases of the social aspect of this question are being made accessible to students of the question.

Foreign Languages.—Linguists have been added to the staff of the Research Department to interpret foreign language material and to correspond with inquirers from other countries.

Information Bureau

An information service has developed in our Educational Department through the continuous stream of questions which have been addressed to us not alone from every part of this country but also from many foreign lands. This information service has endeavored to carefully document all replies that have been issued, making reference to such publications as are generally recognized as authoritative and not merely as propaganda statements. We have paid especial attention to inquiries coming from foreign sources where the highly sensational and unfounded attacks upon prohibition have been

disturbing to those who have been following the course of this movement in this country.

Practically every angle of the anti-alcohol movement has been covered in the questions thus raised by correspondents. It is noteworthy that the larger number of these inquiries are concerned about the economic effect of our prohibitory laws with the following subjects in the order given: Character and success of law enforcement, sociological results, effect upon public health, the moral aspects (including the effect upon crime, the deterring quality of new and stringent legislation and the response of youth or the churches), the legal problems arising and the extent and character of the popular sentiment supporting the prohibition movement.

The necessity of having accurate information readily available to answer these inquiries has aided us in the development of a reference library which includes not merely publications by organizations interested in temperance or by individuals who have made special studies, but official records of States and governmental agencies containing practically all the information which may be desired on any point in the history of the prohibition movement.

Action of Federated Groups

Special efforts have been made in the past two years to extend the scope of the educational work rendered by us in joint action with other organizations. To a very large degree cooperation has been secured from the national and state Woman's Christian Temperance Unions, the Intercollegiate Prohibition Association, the Scientific Temperance Federation and numerous other national, state and local groups. The prospects are good for even larger cooperative efforts in the coming year by virtue of the recent action taken by the Conference of Organizations Supporting the Eighteenth Amendment, which federation has created a committee on education.

This committee has been authorized by this conference representing the national temperance organizations to inaugurate a joint campaign of education with special emphasis on high-class posters.

The opportunities of our educational campaign have been greatly extended by the very widespread and growing demand for leadership, suggestions and material on the more modern phases of the fight against beverage alcohol. This demand, of course, has been aroused and stimulated by the very intensive as well as extensive work of the past two years. Especially noteworthy are the responses from public men, professors in our leading universities, religious leaders, editors of religious papers and Sunday School periodicals and both state and national officials. The expedition with which we have endeavored to meet whatever calls have been made upon us has greatly increased the value of the service we have been rendering others. Beside these, other organizations interested in the maintenance of prohibition have at their own request been supplied with a very full and constant service covering the newest discoveries or significant utterances on the prohibition question.

Special Anniversary Edition of "The American Issue"

The American Issue Publishing Company in December, 1929, preparatory to the tenth anniversary of national prohibition in January, 1930, published a special edition reaching a circulation of 500,000 copies which was supplied to regular subscribers to the Anti-Saloon League and also mailed to preachers of all denominations, college presidents, deans and professors, teachers in the various classes of public schools in the country, libraries, the presidents and secretaries of men's service clubs, and community, state and national educational leaders, national, state and public officials, including judges, legislators and administrative officers, Y. M. C. A. and Y. W. C. A. reading rooms, newspapers, religious periodicals, and others. This special edition contained a review of the first decade of national prohibition, a brief summary of the altering attitude of the foes of prohibition, a news article on the twenty-fourth national convention of the Anti-Saloon League, a suggested program for the tenth anniversary Sunday, a study of the government sale of liquor in Canada, a page devoted to a very significant portion of President Hoover's message to Congress touching upon the observance and enforcement of prohibition, a special article entitled, "Why An Anti-Saloon League?" a review of the anti-alcohol movement throughout the world, a page of editorial comment, and a bibliography of significant books upon various phases of the alcohol problem.

Durant Prize Contest

Early in 1929, at the request of Mr. W. C. Durant, there was edited a compilation of some of the manuscripts presented in the Durant \$25,000 Prize Contest, which was afterwards considered of such value by United States Senator Wesley L. Jones that the Senator had this compilation printed in the Congressional Record. This was later printed in a government 6x9 document containing 90 pages, and included some twenty of the plans submitted in that contest, together with quotations from some fifty other plans.

Through the generosity of Mr. Durant, 25,000 copies of this government document were printed and circulated, thus making a valuable contribution to the literature on the prohibition question and representing the necessity for temperance educational work. In addition to this, at Mr. Durant's request the Department of Education of the League assisted in the editing of the large volume of Durant Prize Contest manuscripts, 10,000 copies of which large volumes were published by Mr. Durant and distributed among the public libraries, the colleges and universities and among temperance, church and educational leaders, throughout the country.

It is conservatively estimated that Mr. Durant, in this way, contributed more than a hundred thousand dollars in cash toward the education of the public in plans and methods for the better enforcement and observance of the Eighteenth Amendment and the national prohibitory law. This, of course, was additional to all the educational work in connection with this contest for which the organized temperance forces were either directly or indirectly responsible and was in addition to the perfectly tremendous amount of news-

paper publicity in every section of the country given to this contest and to the publication in the press of a very large number of the plans presented.

The Sebastian S. Kresge Contribution

At the last biennial convention of the Anti-Saloon League of America, held in Washington, D. C., in December, 1927, in response to an appeal from the Department of Education of the Anti-Saloon League, and the World League Against Alcoholism, Mr. Sebastian S. Kresge through the Kresge Foundation made a subscription of \$500,000 toward the educational work of these two organizations, designating half of this amount to the Educational Foundation of the Anti-Saloon League of America and the other half to the educational work of the World League Against Alcoholism.

Under the terms of this magnificent gift it was specified that the payments on the subscriptions should be made over a period of five years, \$100,000 to be available each year of the five years. Already \$200,000 of this amount has been provided for the years 1928 and 1929.

This money has been used during the past two years for purely educational activities in the United States of America. It has not been used to pay salaries of officials of either organization or to care for the regular fixed expenses of these two Leagues but has applied to extra and additional educational activities which would not have been possible but for Mr. Kresge's splendid contribution.

This is by far the largest single subscription ever made to temperance work in the history of the reform. No one can begin even to estimate the far-reaching significance of the special work along lines of publicity, research, and education thus made possible. Books have been published, literature created and distributed, publicity secured and research work undertaken. All these activities not only have aided largely current temperance education but have in reality formed a distinct contribution to the permanent literature of the temperance movement which will continue to serve the cause of sobriety in the years to come.

The detailed report of the expenditures from this fund, which is furnished each year to the Kresge Foundation, shows something of the possibilities of such a benevolence, while at the same time suggesting the vital necessity for such contributions in increasing numbers if the necessary educational work along temperance lines is to approach adequacy.

The demands of the new day in education are such as to require millions for this work in the future where hundreds and thousands have been available in the past. Mr. Kresge through his generosity has set the pace for many other wealthy friends of the temperance cause, whose cooperation, support and assistance is needed today as never before.

William F. Cochran's \$50,000 Gift

The World League Against Alcoholism and the Educational Department of the Anti-Saloon League also received a \$50,000 gift from William F. Cochran, of Baltimore. This contribution was made for the purpose of carrying out

the joint educational program of these two organizations. Mr. Cochran's interest in the prohibition cause, and especially in the educational phase of it, has long been well known. As a member of the Board of Directors of the National League, for many years a member of the Executive Committee of the Anti-Saloon League of America, and as President of the Maryland Anti-Saloon League, he has not only contributed generously, but his active personal interest in the cause and his wise counsel has rendered most valuable aid to both the state and national work. Mr. Cochran's \$50,000 gift originally was to have been payable at the rate of \$10,000 a year for five years. By agreement with Mr. Cochran, however, the entire subscription was paid in 1929, with the provision that one-fifth of this amount, or \$10,000, should be used for educational work in the state of Maryland, and expended through the Maryland League.

SPECIAL EDUCATIONAL WORK CONDUCTED BY STATE ANTI-SALOON LEAGUES

A survey of the educational work conducted during the past year among the several state organizations of the Anti-Saloon League reveals the significant fact that increasingly emphasis is being placed upon education as the major factor of the Anti-Saloon League activities. Definite and specific answers were made by most of the State Leagues to the questions presented in the survey. In a few instances estimates had to be made but the estimates that were made were sufficiently conservative.

According to this general survey the state Anti-Saloon Leagues held more than 22,500 church meetings and mass meetings during the period covered which was twelve months. These same Leagues distributed more than forty million different pieces of literature averaging more than three hundred million book pages, size 5½x7". There were sent out from these State League offices, moreover, during the year, more than 2,500,000 letters. The number of persons giving their time as salaried officers, assistants, district managers, field secretaries, and office assistants in the several states, were 415. This number moreover is exclusive of approximately 250 others who gave part time or special Sunday speaking services. Probably 90 per cent of the time and effort of all these persons was given to educational work.

These several State Leagues received and expended during the twelve months slightly less than \$1,250,000. It is conservatively estimated that much more than 90 per cent of this expenditure was made for educational purposes.

As a part of the necessary equipment for State League educational activity this survey indicated that in addition to more than 500,000 active current subscribers to the work of the State Leagues there were lists of voters and other lists in use in the several offices numbering more than 3,500,000 names.

While, as indicated above, practically every State League is devoting the major part of its effort to educational work including meetings in churches and general mass meetings, publication of periodicals and other literature regularly distributed, contact by mail and by personal canvass with the nat-

ural constituents of the League, a number of the states during the last two years have been conducting educational work that is out of the ordinary, which deserves special mention.

CALIFORNIA.—An intensive, purely educational campaign, reaching the colleges and universities of the state in special gatherings, presenting speakers in leading groups of all kinds in the different cities and organizing special luncheons and banquets among women's social club groups for the purpose of listening to the truth about the prohibition question as well as presenting programs at state church gatherings of different denominations, suggests something of the special educational work being done by the California Anti-Saloon League.

CONNECTICUT.—Connecticut has majored in the use of motion pictures and public school work, thus bringing to bear influence on the public schools that is bound to have an effect on the boys and girls of today who will be the men and women of tomorrow. Special attention in this connection is being given to the young people of foreign extraction.

DELAWARE.—A special educational program which has been agreed upon in the State of Delaware, but which is yet to be carried through, includes special mimeographed statements to groups of school teachers, business men, doctors and other selected groups. These statements are to be mailed to each of the members of these groups monthly.

HAWAII.—Special efforts have been made by the Hawaiian Anti-Saloon League during the last two years along educational lines, as a result of which, four thousand students of high school age were induced to enter prohibition oratorical contests in one year and 82 high school meetings were held, attended by more than 30,000 students. One of the most important features of the educational work carried on by the Hawaiian League is the annual oratorical contest in February of each year.

IDAHO.—As a part of the special educational campaign in Idaho the moving-picture films "Lest We Forget" and "The Transgressor" were shown at 160 different meetings in one year. In addition to this a special speaking campaign was conducted in the high schools, Sunday Schools and colleges of the state.

ILLINOIS.—A unique educational feature of the work of the Illinois Anti-Saloon League has been the use of the broadcasting station WWAE, Chicago, broadcasting a message on some phase of the prohibition question one hour each week. The Illinois League also keeps continuously in the field the moving picture film, "The Transgressor."

IOWA.—Upon the suggestion of the Superintendent of the Anti-Saloon League of Iowa the Prohibition Quiz Book was revised and a 64 page edition of this book by Attorney Boyd P. Doty was published under the title, "Quiz Book—Fundamental Facts Concerning Alcohol and the Constitution," which was used in large quantities in Iowa in the State League's plan of developing an intelligent interest in the subject among high school students through the contests that have been carried on in that state during recent months. Under

this plan Juniors and Seniors in the high schools of Iowa were eligible to enroll in the contest, secure copies of the Quiz Book, study them, pass an examination in preparation for the county contest. The county contestants were made up of the boy and girl obtaining the highest grades in their respective local high schools. The boy and girl receiving the highest grades in the county contest were to receive as a reward a trip to Detroit at the time of the National Anti-Saloon League Convention in January, 1930, without any expense whatever. The educational value as viewed by the department is of great significance, for it will undoubtedly mean the study by thousands of Iowa high school students of the questions and answers touching fundamental facts concerning the alcohol problem and prohibition as a method of solution. It will mean further that this information will go into a corresponding number of homes in Iowa. It will also receive a great amount of attention in the local newspapers and will revive the interest of educators in this important phase of social science. If the same plans were worked out by other states it would be of the most far-reaching consequence.

KENTUCKY.—Kentucky has undertaken to conduct contests along similar lines to those followed in Iowa. The same edition of the Quiz Book has been used in the hope for similar results to those expected in the contests being conducted in the Hawkeye state.

MAINE.—One of the most effective plans for educational work among young people and young people's organized groups, is the one in operation in the Christian Endeavor Society in the State of Maine under the direction of the State Citizenship Superintendent, the Rev. Frederick W. Smith, who is also the superintendent of the Christian Civic League of Maine.

The outline of the plan followed in Maine includes the organizing of local citizenship groups for the purpose of teaching the new voters why and how to vote; how we are governed; and the general obligations of citizenship. The methods of getting information to the people include study classes, conferences, addresses, debates, posters, bulletins, and oratorical contests.

Such a program as that presented in Maine, if put into practical operation in the several states, would speedily bring results, not only in the interest of prohibition and its enforcement but also in the interest of good citizenship.

MICHIGAN.—The Michigan League is constantly using the motion picture films, "Lest We Forget," prepared by Doctor James K. Shields, and "Alcohol and the Human Body," by Dr. J. H. Kellogg of the Battle Creek Sanitarium; also the dramatic debate, "Can the Law Be Enforced," which is used practically every Sunday night and on many week nights.

Another important feature of the Michigan League program is a special educational demonstration, lasting one or two weeks in each place, presented in vacant store buildings in the heart of various cities. The store room walls are covered with Scientific Temperance charts and posters and statements regarding the results of laboratory experiments as to the nature and effect of alcohol and large quantities of literature are given away to those who are attracted by the demonstration and who wish such literature. In connection

with this demonstration a free motion picture film is shown each evening, a representative visits the grade schools and the high schools, speaking to the pupils on the scientific emphasis on the alcohol question, and classes from the schools visit the demonstration room, where provision is often made for regular study periods.

The attendance at this demonstration averages from 175 to 375 a day, according to the city. It is estimated that 95 per cent of those who visit the demonstration during the day and evening are men and that 50 per cent of these are wet, who say they do not attend church. From three to six pieces of literature are given to every visitor, which helps to account for the fact that during the year 1928, for instance, the Michigan League distributed over five tons of literature.

MONTANA.—As a part of the special educational work being done by the Montana Anti-Saloon League more than 100 addresses were delivered in colleges and high schools during one year.

NEBRASKA.—The Department of Public Instruction in Nebraska became interested in the scientific temperance posters as shown in the Poster Catalog of the American Issue Publishing Company, and asked permission to use certain of these charts in the official "Course of Study for the Elementary Schools of Nebraska" and in the "Courses of Study for Normal Training High Schools," or "Bulletin E, Physiology and Hygiene" published by the Department of Public Instruction. Nine of these charts were thus used and form a conspicuous part of the up-to-date material in these official publications.

Of course, Bulletin E will be used widely in Nebraska and normal training high schools which are preparing teachers for their work in the schools of that state. This very effective presentation of the subject of the alcohol question and how to teach it in the public schools seemed so valuable that the Department of Education of the Anti-Saloon League of America procured from the Nebraska Department of Public Instruction five hundred copies of the 33 page chapter on alcohol taken from Bulletin E for distribution to interested groups.

Moreover, the Nebraska Department of Public Instruction sent copies of this Bulletin to the Departments of Public Instruction of all of the other states. This chapter has a number of references to material from the very latest authorities on physiology, hygiene and the drink question.

One of the significant features of this whole matter is the growing inclination of educational leaders to use reliable up-to-date material so long as it does not smack of propaganda.

The Department of Education has also collaborated with the State Anti-Saloon League of Nebraska in working out a plan being pushed by the State Superintendent to carry on oratorical and essay contests in the fifteen colleges and universities of the state in order to select two from each institution who will be sent to the Detroit Convention in January. The material of our department is peculiarly adapted to such educational work and the department



has been keenly interested in helping in every possible way to encourage this form of study of the alcohol question in higher institutions of learning.

NEW JERSEY.—A very valuable contribution to temperance educational work has been made in the State of New Jersey through the publication and distribution of the 90 page vest-pocket pamphlet entitled "They Almost Had Me Fooled." This pamphlet is published under the name of the New Jersey Temperance Society. Through the cooperation of the State Anti-Saloon League an exceptionally large circulation has been secured for this exceedingly valuable pamphlet which contains clear answers to the best-known objections to, arguments against, criticisms of, and misrepresentations regarding, prohibition.

NORTH DAKOTA.—The special program in North Dakota, under the aggressive leadership of Superintendent Thomas W. Gales, included a visit to and addresses before the teacher-training colleges of the state which were in session during the summer months of 1929. This resulted in requests from more than 2,500 teachers for literature, which literature was mailed to the teachers of the state about the middle of September. One surprise of this campaign was the request by more than one thousand school teachers for the catalogues of the American Issue Publishing Company. This campaign enlisted the interest of the Department of Public Instruction of North Dakota and the faculties of the different colleges as well as the teachers in the public schools. The newspapers gave considerable space to the news about this campaign. It was estimated that this campaign reached and interested probably 90 per cent of the school teachers of the state. The Department of Education of the Anti-Saloon League of America furnished to the State League for this important work sets of posters, Red-Bordered Series D. leaflets, American Issue catalogues, copies of the tract, "The Value of Temperance Education in the Schools of the United States Today," "Answers to Favorite Wet Arguments," by Ernest H. Cherrington, and the pamphlet entitled "The Teacher's Place in the Anti-Alcohol Movement." The matter thus furnished totaled more than 8,000 copies of seventy-eight different items of literature which was distributed in the campaign.

OHIO.—A special line of educational work started in the Cleveland district and now being taken up by the other departments of the Anti-Saloon League in the State of Ohio, includes the publication and circulation of special educational bulletins and the conducting of debates on week nights dealing with the vital questions of law enforcement and law observance. In connection with these week night debates the representatives of the League are personally interviewing leading citizens of the communities where these debates are held, enlisting their interest and their cooperation and arousing them to use their influence where it is now so greatly needed. Thus there are being enlisted many leading men and women who have not heretofore been directly reached in the League's program of activities.

OREGON.—The Oregon League has made a special effort to get the truth to the people by the use of hand bills distributed in the various com-

munities, which not only call the attention of the people to the present prohibition issue but at the same time advertise the meetings which are held in the various communities throughout the state.

PENNSYLVANIA.—Special emphasis has been given during the past year by the Anti-Saloon League of Pennsylvania to moving picture exhibitions and addresses in high schools. These addresses in the high schools of Pennsylvania have been listened to by more than a hundred thousand high school students.

RHODE ISLAND.—One of the aggressive states along educational lines, in proportion to the population and the financial strength of the State League, is that of Rhode Island. The program recently put on in that state under the direction of Superintendent R. P. Hutton, included the distribution of 10,000 copies of the booklet, "They Almost Had Me Fooled" and 500 copies of "Alcohol and the Human Race," by Hobson.

This program also includes circulation of monthly reviews of books dealing with the alcohol problem; addresses delivered before conferences, associations and special groups; special educational paragraphs on postcards mailed to pastors, teachers and leaders for World's Temperance Sunday; 5,000 copies of a special educational program for the prohibition anniversary in January, 1930, for use in church schools, and a general educational program including plans for sermons on prohibition, union ministers' meetings and special programs connected with the tenth anniversary of the going into effect of the Eighteenth Amendment.

VERMONT.—Perhaps the most outstanding special contribution to the work of temperance education in Vermont has been the service rendered by the Superintendent of the Anti-Saloon League in that state in continually pressing the campaign for the circulation of the "Vermont Issue." By use of the club and group-appeal method the number of subscribers and readers of this official periodical has been increased until the Vermont League periodical has the distinction of having by far the largest circulation in proportion to state population of all state League periodicals. During the summer of 1929, including the months of June, July, August and September, a rather unique and worthwhile educational campaign was conducted by Superintendent Laing of the Vermont League. This campaign included travel by automobile of more than 10,000 miles. It covered every county in the state, in which counties, 207 towns were visited and over 600 interviews were held. The contacts made included church leaders, customs men, Federal prohibition agents, state's attorneys, high sheriffs, deputy-sheriffs, town constables, and others. This personally conducted educational campaign is the most complete state campaign of its kind brought to the attention of this department. The State Superintendent of the Anti-Saloon League of Vermont is also Superintendent of Temperance for the Vermont Council of Religious Education. Thus there is presented the opportunity for rendering a worthwhile service to the more than 500 Sunday Schools in the state.

VIRGINIA.—Among the outstanding things being done along educational lines by the Virginia Anti-Saloon League is listed the publishing of monthly scientific temperance Sunday School lessons for the use of such Sunday Schools as desire to take advantage of these lessons every month, every two months, or every quarter.

THE FUTURE PROGRAM

Our future program will have as its basis the enlargement and extension of the work we have done in the past two years with the addition as rapidly as financial conditions will permit, of other activities for which we have found there is a growing opportunity. Among the more important items upon this future program is the special effort to place proper reference works on the various phases of the alcohol problem in the remaining college and university libraries. Out of the one thousand colleges which we had hoped to properly equip with this reference material, only 400 have been supplied thus far, leaving 60 per cent of our task for completion in the future.

Similar material should be furnished to 5,000 public libraries throughout the United States. In view of the fact that reports and letters from all over the country show the general lack of adequate reference material in these libraries touching upon the alcohol problem, it is quite evident that a very urgent and pressing need exists. It is to be hoped that those who are concerned about the American effort to develop an alcohol-free civilization will see this vital and imperative need and come to our support in the effort to do this special piece of work which in itself will be a tremendous contribution to the prohibition cause.

Both reference literature and current literature on the alcohol problem should be supplied to high school libraries, to preachers, to the army of public school teachers and to college professors. Each piece of literature reaching any one of these groups will automatically become available to scores, to hundreds or to thousands. Unless the leaders of modern thought are kept accurately informed in regard to the rapidly changing phases of this issue, we cannot influence as we should the movement of popular sentiment.

One very important phase of our future program includes in constantly enlarging degree cooperation with the State Anti-Saloon Leagues so far as our resources and equipment will permit. Among a few of the projected activities which depend upon the cooperation of state organizations are the provision of special programs for holidays or other significant occasions such as January 1st, January 16th (the anniversary of national prohibition), February 12th and 22nd (the birthdays of Lincoln and Washington), June 14th, (Flag Day), July 4th, September 17th (Constitution Day). The information service which we have been rendering to the state organizations is cumulative in character. Each service we render equips us for larger future service, since the material prepared in response to each new request becomes available for the use of others. This service, we believe, will be developed very broadly in the future.

Among other features of the service which we hope to be able to render in increasing volume to the State Leagues are the following: Preparation and provision of publicity material; assistance in the organization of essay contests; debates or oratorical contests; furnishing material for use by those desiring to reply to wet propaganda in order that they may be sure of their facts; and a consultation service embracing a wider range, we trust, than this type of service rendered in the past two years.

As an illustration of the type of service we have been rendering in the past year alone, one might cite the following summarized report of the work done for one State League: Outlining program for year's activities; preparation of series of letters soliciting contributions; preparation of form letters to be addressed to ministers urging closer cooperation with the State League; form letters to pastors presenting the need of proper presentation of the League cause from their pulpits; revision of twelve addresses with suggested material for strengthening them; suggestion of the type of educational material to be distributed; 19 special replies to anti-prohibition propaganda in the state press; production of two leaflets and several special articles; summaries of work done by the State League edited for mailing to subscribers; frequently repeated research work on various questions affecting this state. These services have been rendered to the League here cited as an illustration. The value of such service has been increased by the expedition with which the service desired has been rendered, the help requested being furnished promptly upon receipt of request.

Fields of Educational Work

In order to properly cover the educational field, we have grouped our activities in three major classes which might be broadly summarized as (1) immediate and popular information; (2) continuing educational work; (3) permanent educational literature.

(1)—To meet the constant and plausibly phrased attacks made upon prohibition by its enemies, it has been of the first importance that we should issue through the public press and through such other channels as might seem especially suited to the instance, replies to misstatements as well as originally constructed utterances upon those phases of the prohibition question which at the moment might be engrossing popular attention. Reference has already been made to the very widespread circulation of press statements most of which have been of this somewhat ephemeral but very important character. In addition to these, special articles have been furnished to feature syndicates, and to the religious press. Many magazines have requested that we prepare for them studies of some special phase of the question. Bulletins for leaders or interested students of prohibition both in this country and abroad have had wide circulation.

This publicity work has covered every type of occasional article and has reached such a large number of readers that one of the national magazines has commented upon the fact that whether a person is wet or dry, his attitude toward prohibition has been influenced by our publicity.

(2)—In addition to this “spot news” or immediate publicity which has to be specially phrased to meet the tastes of the average reader of our newspapers or magazines, we have faced the necessity of a continuing educational program which would include the preparation and issue of authoritative and detailed information on the anti-alcohol movement to be used by leaders and workers generally, the preparation of material especially adapted for the use of youth including students in our colleges, the development of discussion groups in colleges and universities, literature for foreign land groups, information bureau, editorial work, reviews of all books and periodicals treating of any phase of the prohibition question, publication of the year book and other pamphlets and leaflets, the reprinting of booklets and literature produced by others, the distribution of Congressional documents dealing with various features of the anti-alcohol movement, the promotion of the use of the radio for addresses upon this subject, the production of special films for the use of the prohibition or temperance organizations and the encouragement of moving picture producers in their promotion of popular sentiment upon prohibition and, notably, the completion of the Standard Encyclopedia of the Alcohol Problem.

(3)—The creation of a permanent body of literature on this subject has been one of the most important tasks essayed by our program. In the past much very valuable material has been allowed to get out of print and become unavailable because of the limited number of copies which had been originally published. Today we are endeavoring to put into permanent form all material which has more than passing interest so that students of this movement may find readily accessible to them either through our organization or in public libraries data which is invaluable. Closely related to this creation of a permanent body of literature is the research and survey work which is being done, including not alone original research but also such scientific studies or surveys that may be made by properly qualified persons. Care is being made to secure the inclusion only of such material as may be unquestionably authoritative.

Respectfully submitted,

ERNEST H. CHERRINGTON.

LIBRARY OF CONGRESS



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