



FOR GOD, AND HOME, AND HUMANITY.

### WHAT THE BREWERS' WANT.

They want to capture the youth and make drunkards of them to fill the coffers of the brewers. Read carefully the following extracts:—

"We must have sufficient faith to keep on advertising . . . a continual and never ceasing pressure and persuasion is essential not only to preserve old and regular customers but to capture the younger generation growing up."—"Brewers' Guardian," June, 1928.

"It is not so much a question as to whether existing beer drinkers can be made to drink more beer, but as to whether their sons and daughters will take customarily to this beverage."—"Brewers' Journal."

Sir Edgar Sanders, Director of the Brewers' Society, made the following declaration before the Birmingham and Midland Counties Wholesale Brewers' Association on June 15th, 1933, and it becomes the Brewers' manifesto:—

"I am not saying that the present drinker should drink more, but rather that we want new customers. We want to get the beer drinking habit instilled into thousands, almost millions, of young men who do not at present know the taste of beer. These young men if they start with what beer they can afford to-day, as they grow up they will afford better beers to the great advantage of the brewing industry."

"The chief customers of the public-house are the elderly and middle-aged men. Unless you can attract the younger generation to take the place of the older men, there is no doubt we shall have to face a steadily falling consumption of beer."

"If we can once attract a new class of customer we shall see the brewery trade turn round and start the ascending scale."

He referred to the decline of threatre going in the States, and said:—

"That is what may happen unless we do something to attract and secure the younger customer, who, in turn, will become the mainstay of the public-house. Unless steps are taken to say to him that England's beer is the best and healthiest beverage he can consume, and to bring before him all the goodwill and contentment that the public-house imparts in England, and to carry on this goodwill, we shall certainly see 'the Trade' on a declining basis."

Sir Edgar also states:—

"We shall see that the continuance of our advertising is contingent upon the fact that we get Editorial support in the same paper. In that way it is wonderful how you can educate public opinion generally without making it too obvious that there is a **publicity campaign** behind it all."

### INCREASING NUMERICALLY.

(A paper read at Wanganui District Convention.)

On looking back over the years, since the Women's Christian Union was first formed in New Zealand, one cannot be anything but appalled at the standstill attitude towards the temperance question, not only in Wanganui but throughout New Zealand. Nor is this state of affairs peculiar to the W.C.T.U., but kindred societies have the same sad tale to tell. It is not the purpose of this paper to attribute blame but to try to find the causes for this halt, also a remedy.

We are a band of Christian women with an ideal that should appeal to women. Every one who has felt the redeeming power of our Lord and Saviour can subscribe to our motto, "For God and Home and Humanity." And yet we must admit that we have

not advanced numerically as we should have done. I think one reason is, that we have allowed seeming defeat to obscure our vision and have forgotten that one on the side of God can never be in the minority.

When the great fight began in New Zealand the need was very apparent. Every town had a very large number of hotels, many of which were simply drinking shops, eleven p.m. licenses were the order of the day. All the attendant degradation and evil resulting from the sale of intoxicants, the suffering of women and children, the poverty stricken homes, where often the furniture, even the clothes, were sold for drink, was very apparent. The poverty of unemployment which we all deplore, and rightly so, is not to be compared with the misery of the habitual drunkard's home. So well did the veterans in the temperance cause do their work, that now what is familiarly known as the "Trade" has become outwardly so respectable that unthinking people are deceived. No question is ever settled till it is settled right, and the very seeming respectability of the liquor traffic is our greatest danger. Satan as an angel of light is more deadly, than in his true colours, and we should take heed of this. We pledge ourselves to fight till death or victory. There can be no complete victory till our Saviour comes to reign, so for us it must be a fight that shows no quarter.

Another cause for our standstill position is that we have allowed our disappointment at not gaining total abolition of the liquor traffic to blind our eyes, and instead of going forward, we have retreated. We have not realised the true nature of the fight or the strength and determination of our enemy. We have grown weary, perhaps unconsciously, in well-doing. We are disappointed because America will probably repeal the 18th Amendment,