

The White Ribbon

For God, and Home, and Humanity.

Thought for the Month. . .

GOD HAS THE ANSWER

"No problem is insoluble—no riddle too hard,
If the Christian ethic is applied. . . .
No question is beyond your powers,
No thing too big to do—
If Christ for you be arbiter and guide."

—Patience Strong.

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THE POWER OF THE POSTER

"One for the Road"

For years, the police and other responsible officials of Britain talked and warned of "the slaughter of the roads", presenting facts to show, that the modern menace is more frightening than war in its destructions.

"But it remained for a poster—just a poster—to awaken and arouse public sentiment," states Alert, the voice of the International Temperance Association. "When the Royal Society for the Prevention of Accidents issued the poster, a tremendous reaction ensued in Britain. The poster was the talk of the day. Here is its slogan: '*ONE FOR THE ROAD may be ONE FOR THE GRAVE.*'"

"The upheaval caused by this poster, which drew attention to one of the most serious causes of road accidents, was two-sided. First, there was the reaction of the public. Leading newspapers came out with editorials supporting the timeliness of the poster's message and the right to publicize it. Seldom has one advertising idea got such a play in the Press.

Second, there was objection by the makers and sellers of beverage alcohol. The poster was against

their interests, they said, and urged the British Transport Commission to ban it from stations and other sites controlled by British Railways. "The sting of a reproach, is the truth of it", and this poster stung the liquor trade deeply, as was to be expected.

Even small amounts of liquor cause the drinker to suffer in vision, judgment, and co-ordination of mind and muscles. Cottage and mansion, alike have suffered from this slaughter of the roads. Drink-caused accidents are preventable, every one of them; and common sense, which is the new public opinion being formed by intelligent young people growing up, demands that they *shall* be prevented. We cannot, with safety, have speed and liquor. The choice must be made. For many, it is the difference between life and death; for still more, between being fit to do their bit as members of the community, or suffering temporary or permanent physical injury; for ALL, a greater share of joyous, gracious living, if we face the facts squarely and have the courage to make the only really wise and foolproof choice: *Abstinence—safe and best for every test.*"

Alcohol And Vision

It will not be disputed, that if a driver of a car is to avoid accidents, he must, at least, be able to see where he is going and what is happening along the road he is travelling. This ability is impaired by alcohol.

Alcohol attacks most markedly peripheral vision—seeing things at the edge of direct vision, to put it simply and unscientifically. Dr. W. M. Fairlie, for 23 years, a divisional surgeon with the London Metropolitan Police, writes: "In daylight, the central part of the retina is used mostly to receive images, but in the darkness, this part of the retina becomes night blind, and images are received towards the periphery. . . . If good night vision is to be obtained,

no alcohol should have been taken previously; in fact, it is most essential that night drivers should abstain from taking alcohol, even in the smallest amounts or mildest forms."

One glass of pale ale reduces peripheral vision by 11 per cent. The conclusion is as plain as a pike-staff. Alcohol is a menace to ROAD SAFETY. It is not the only cause of accidents, but it is a considerable factor. And it is not only the drunken driver, who is a danger to himself and others; it also the man or woman, who has just had "*one for the road.*"

THINK BEFORE YOU DRINK—IT'S TOO LATE AFTERWARDS.

—Edward Rogers, M.A., London.