

The
White Ribbon

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THE RISING TIDE
against
ALCOHOL

W. A. SCHARFFENBERG
("Alert")

There is a RISING TIDE of public sentiment against everything connected with the Liquor Traffic. One indication of this can be seen in the number of Bills being introduced in the Legislative Assemblies of the United States. Between 1954-55, approximately 1,654 Bills were introduced, calling for restrictions, controls, and bans on the sale, serving, and consumption of alcoholic beverages. The DRY forces of the country are taking the initiative and putting the liquor interests on the defensive.

From *Tulsa, Oklahoma*, comes word that radio station KOME has left the Mutual Broadcasting System, rather than advertise BEER. The network insisted on the station carrying beer advertising.

There is also a steady increase in the number of newspapers and magazines that refuse to accept liquor advertising. The liquor interests are keenly aware of this fact.

The *Kefauver Crime Commission* in its nation-wide investigation put a stigma on almost everything that was connected with the manufacture, distribution, sale, and consumption of alcoholic beverages. The Commission made it evident that the CRIMINAL ELEMENTS were tied in with the LIQUOR INTERESTS.

All through the MIDDLE EAST and SOUTHERN ASIAN countries, alcoholic beverages are looked upon as a curse and a necessary evil, when dealing with Westerners. No good Hindu, no outstanding Moslem, will drink.

Iran has declared nation-wide prohibition.

The King of Saudi Arabia has banned alcoholic beverages from his land.

In India, no man may run for public office, if it is known that he is a drinker. The constitution of India calls for a gradual introduction of prohibition. India, with its deep religious convictions, its cultural and philosophical backgrounds, its idealistic outlook, may yet set the pace, and lead the world in so far as the banning of alcoholic liquors is concerned.

This year, *New Zealand* will be having a Dominion-wide referendum on the Liquor Question. All who have a vital interest in the welfare of this country, will have the opportunity of declaring themselves with this RISING TIDE against beverage alcohol, by registering their vote to outlaw an evil that continues more and more to increase accidents, suffering, death, and crime.