The women of our state and nation should especially be concerned about the question of temperance just now because there is such an effort being put forth on the part of the beer, wine, and whiskey interests to make it popular for women to drink.

Let me give you a few sentences taken from the liquor industries trade journals: (Quote) "Devote one week each month to creating advertising with women customers in." "The wives of the nation should be impressed with the domestic qualities of beer." "They should be convinced that they with their husbands may properly drink beer under any and all circumstances." "Show the wives how to serve beer." "Give her Dutch menus. Instill in every advertisement enough appeal to make their mouths water." (end of quote)

About 30 years ago the makers of cigarettes started out to put a cigarette in the mouth of every American woman. Their method was advertising. We will have to admit that they have succeeded marvelously well. The beer, wine and whiskey people are using the same method. They have modified it just a little bit. They say "drink moderately". If the cigarette people ever told any one to smoke moderately I never heard of it. The brewers and distillers realize they have some strong organizations fighting them and know they must be careful.

Liquor distributors estimate that 42 percent of their patrons now are women.

In many cities a bridge party in the saloon is an almost daily occurrence. The owners of the saloons make special effort to get the women into the saloon. They even make space for the baby carriages! I wonder who it is that can laugh that off?

According to government statistics we now have approximately 1,550,000 young women and girls behind bars selling intoxicating liquors, more than three times as many as are in college today.
Back in the old saloon days women did not go into saloons at all. We did not have this problem. Women are the center of social culture. If women are not refined men will not be either. A drunken father is certainly a bad enough heritage for a child; but when it comes to the heritage of a drunken mother, that is simply terrible! Terrible not only for the child but for the nation as well.

Bishop Warren A. Candler, speaking recently of women drinkers being alarmingly on the increase, said: (quote) "Heretofore, no one believed that women of our country could be drawn into such a dreadful condition. The simple truth is the people must destroy the liquor traffic or be destroyed by it." (end of quote)

Many of our young women and girls start drinking and cigarette smoking just to be popular, little realizing that they are forming a habit that is almost impossible to quit. An old Japanese proverb runs like this: (quote)

"First the man takes a drink,  
Then the drink takes a drink,  
Then the drink takes the man."

We all know that booze does not build up resistance; it causes a moral breakdown, it drowns the voice of conscience and inflames desires.

A nation does not rise above its homes, and women make the homes. What of the future of our country if women continue drinking at the alarming rate they are doing now? Does it not behoove the citizens of our state and nation to do some serious thinking and strive to put down such a terrible evil? If we don't the liquor people will succeed as well as the cigarette people have.

The wet's best argument is: (quote) "Legalize the liquor traffic and get the revenue." (end of quote) Think of talking about gettin' revenue at any such a price!