A SPECIAL SUGGESTION:

PASTE A DRINK TRAGEDY STORY ON EVERY LIQUOR AD --
AND SEND IT BACK TO THE PUBLISHER!

Cut every full-page liquor ad from the magazines on your livingroom table -- and fire them back, one by one, to their publishers, with this addition:

Paste across the center of every such liquor ad a newspaper clipping of any recent drink tragedy that you may find at hand, paste with it the name and date line cut from the paper.

Tear it out of the magazine, put it in an envelope, accompanied with a personal word of your own, addressed to the Publisher of the magazine in question.

Duplicates of this ad and liquor tragedy story may also be sent, if desired, to W.S. Alexander, Director, Federal Alcohol Administration, Washington, D.C., and to the President of the Liquor company named in the advertisement.

Let everybody try out this plan. Anybody can do it. Be sure to use the liquor tragedy story in a newspaper clipping with the date line of the paper itself.

The mounting influence of this plan will depend entirely upon the increasing number of magazine readers who join in bombarding the publishers. Even a few hundreds or thousands so "mailed back" to the magazine owners, sent to the Federal Alcohol Administrator, Alexander, or even to the liquor firms themselves, thus annotated with a liquor tragedy story across its face, will soon begin to exert tremendous cumulative influence, with potentially earthquakes effects if kept up long enough.

Accompany it with the briefest possible message signed by yourself, such as,

"This is why we cut your liquor advertising from magazines on our home table."

"Liquor advertising is promoting just such tragedies. Millions will be glad when you exclude them from your magazine."

"Stop liquor advertising in your magazine, and help to end great tragedies such as this one, see attached."

"Can you longer be indifferent and consent to accept liquor advertising in your pages, knowing these are among the results?"

"How can you accept liquor money when this is what it is doing?"

"Twenty million Christian homes in America would applaud your exclusion of liquor advertising from the pages of your magazine."

"It is time you and your associates squarely faced the nationwide menace of liquor advertising."

"Why shouldn't your magazine take the lead in banning beverage alcohol publicity? You stand to win praise and support the moment you do."

Or any other pointed and earnest sentiment, calculated to arrest the thought of the publisher to whom you return these ads. We shall be glad to have your suggestions and information as to your cooperation.

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F.D.L. Squires
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