

A Nation-Wide Challenge

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This world has shrunk from the size of a basketball to the size of a golf ball in two generations. But a few years ago travelers figured on a minimum of three months to go around the world. Later they were able to make the journey in three weeks. And now three men went around in three days. We formerly thought what happened in Germany, Russia, Japan, or even England, would not affect us—until one maniac with a distorted mind and an insatiable greed for power led the world into the most disastrous and useless war ever known.

We now read in our newspapers at breakfast what happened in London, Berlin and Tokyo the night before. We hear on our radio what happened around the world fifteen minutes ago. During a recent telephone strike a man in New York wished to call his wife across the river in New Jersey. Not able to place the call, he called the operator in London and got the message through to his wife by way of England. By necessity we are now one big family, and we must learn to live, and work, and trade, and worship together. While we will always differ in many things, there are certain fundamentals upon which we can all agree.

All men have been looking for peace and finding it not. In spite of the conferences of the world's greatest diplomats, we seem to have less peace in the world today than ever before. Most of us will agree that the one and only solution to this world-wide problem is to be found in a revival of 'old-time' religion. Without this, nation-wide and world-wide revolution will destroy our present civilization.

Some of our greatest thinkers and

leaders are beginning to agree with this proposition. Let me quote from one of the greatest pronouncements since Lincoln's Gettysburg address—that marvelous address upon the occasion of the surrender of Japan, by one of the world's greatest soldiers and statesmen, General Douglas MacArthur:

As I look back on the long, tortuous trail when the entire world lived in fear, when modern civilization trembled in the balance, I thank a merciful God that He gave us the faith, the courage, and the power from which to mold victory.

Men, since the beginning of time, have sought peace. Various methods through the ages have been attempted to devise an international process to prevent or settle disputes between nations. From the very start workable methods were found insofar as individual citizens were concerned; but the mechanics of an instrumentality of larger international scope have never been successful.

Military alliances, balances of power, leagues of nations, all in turn failed, leaving the only path to be by the way of the crucible of war. The utter destructiveness of war now blots out this alternative. We have had our last chance; if we do not now devise some greater and more equitable system, Armageddon will be at our door.

The problem basically is theological and involves a spiritual recrudescence and improvement of human character, that will synchronize our almost matchless advance in science, art, literature and all material and cultural developments of the last 2,000 years. *It must be of the spirit if we are to save the flesh.*

Let me quote from another of our greatest, most efficient, and most valuable officials, J. Edgar Hoover, head of the Federal Bureau of Investigation.

There are over 50,000,000 of our fellow citizens who profess no religion, and many of these no belief in God. What will happen to the moral structure of our Democracy if this condition continues? . . .

One of the principal reasons for the demoralizing and shocking increase of crime in the past two decades has been the ineffectiveness of religious and moral influences in our individual communities. History in the past 2,000 years has demonstrated that the forces that make men Christian, make them good citizens.

Let me remind you that as faith in the Supreme Being diminishes, so does character weaken; and so does the courage so vital to carry on the battle against the obstacles which today may be found on every side.

What we need is an inculcation of the immortal lessons of the *Ten Commandments* and the *Sermon on the Mount* in the hearts and minds of all Americans.

This is the surest antidote to stem the rising tide of lawlessness. There is a challenging word in the Scripture that is pertinent to our life as a people today, and that is a solemn admonition that directs us to consider the basic principles and ideals upon which our Government is founded:

'Remove not the ancient landmarks which thy fathers have set.'

We could have this "spiritual recrudescence" of which Douglas MacArthur speaks if the Churches of Christ would see fit to cease fighting each other over inconsequential differences, and make a concerted attack upon the sins which are undermining our communities. Among the organizations which have sought to do just this, none have stood for the principles which made our nation great more valiantly than the brave women of the W. C. T. U. Standing shoulder-to-shoulder with them have been such groups as the Anti-Saloon League, and more recently the American Business Men's Research Foundation. It is the opinion of this writer that the greatest barrier to a nation-wide or a world-wide revival of Christianity today is the liquor business. The business constitutes an individual problem, a national problem, and a world problem.

The demoralizing effect of liquor is the same in London as it is in New York or Chicago; there is therefore need for an international approach to the problem. Only a few years ago, when we went to Europe and there saw barmaids serving liquor, we would say: "Thank God, we can go back to a

country where that will never be." With all their depravity and bad influence in the community, we thought our saloon-keepers would never descend to a level so low that they would want to drag down and debauch our splendid young women. Today, however, one of the most attractive features of most of our saloons is the group of very charming girls who serve as magnets, to attract the patronage of men.

Until this last war our country never served liquor to soldiers. During the First World War it was a criminal offense to give or sell liquor to a man in uniform. But in the late war, in spite of petitions by church bodies, in spite of the pleas and tears of parents, our Government yielded to the appeal of the liquor interests to sell beer in the camps, and to allow officers to disburse liquor in their clubs.

The brewers, in their *Journal*, came out with this hilarious statement: "This is the greatest opportunity ever given to the brewing industry. It gives us a chance to create an appetite among millions of boys who never knew the taste of beer." The devil and the brewers and the saloon-keepers laughed and raked in the profits, while parents wept and are still weeping over boys who went to the defense of their country with great patriotic zeal and purpose, and came home drunkards.

Our Government can never undo that wrong. No pensions, nor any other benefits, can ease the sorrow of the broken-hearted parents, sweethearts, and wives over this tragedy.

Nearly all of the great athletic coaches of our country will not allow men on any team to drink. And yet our most attractive magazine advertisements seek to create the impression that all the "better" people use liquor. The signs have been turned around! Is it not time to put up some *counter-billboards?*

The doctors know the truth. Why do they not give it to the people? Within the last few months, Dr. George S. Johnson, the professor of neuro-psychiatry of Stanford University, School of Medicine, said: "Alcoholism is America's greatest health problem and is on the increase." We have today 50,000,000 drinkers — 3,000,000 excessive drinkers — 750,000 chronic drunkards. We spent last year *eight billion dollars* for liquor — and *sixteen billion dollars* for the suppression of crime, a large part of which is directly attributable to the use of alcohol.

It is difficult to gain any adequate conception of eight billion dollars. Let me take just enough facts and statistics here to give some idea of what it means. First add together all of our annual expenditures for the following items: Education (public and private); Public, College, and University Libraries; all gifts to religion in all denominations; gifts to Red Cross; Infantile Paralysis control; United States Health Service; all expenses for U. S. Social Security; all expense for child health and crippled children; and all expenses connected with the U. S. Veteran's Administration. The sum of these expenditures gives a little more than *seven billion dollars*, compared with the eight billion spent for liquor alone last year.

In the judgment of this writer, one of the greatest tragedies of all is the fact that last year we allowed the liquor interests to use and waste enough grain to feed 4,223,054 people for an entire year, allowing three pounds per day per person. In 1945 we wasted 4,147,550,000 pounds of grain, and 238,655,000 pounds of sugar, syrup, and molasses, in the manufacture of distilled and fermented liquor. These demanded the produce from 5,341,000 acres of good land.

Think of the millions who have starved to death who could have been alive today, if that amount of grain

and sugar could have been converted to food. *No government should allow a pound of grain in any country* to be used for the manufacture of liquor as long as there is a hungry man or woman, boy or girl, in the world.

Since there are more lies being told about the Eighteenth Amendment than about any other phase of liquor control, intelligent discussions of the liquor business should center about it. It is with respect to this Amendment that the brewing and distilling interests are utilizing our great advertising system, believing that if you tell any lie prominently enough, and frequently enough, and long enough, people will believe it. Now here are some facts from the record concerning the Eighteenth Amendment:

First, it was not a failure. It was never honestly tried. However, in spite of inadequate enforcement, we reached in the years following its enactment the highest level of economic efficiency and prosperity that we had ever known. Within five years after repeal, we declined to our lowest level.

Second, it was not put over on our boys while they were out of this country during the First World War. The Eighteenth Amendment was enacted, settled, signed, and delivered six months before a single American boy left these shores for the War.

Third, it was not repealed in response to the vote of a vast majority of the American people. It was repealed as a result of the most expensive campaign of propaganda this nation has ever known, aided and abetted by the indifference and lethargy of the church people of the United States. In the year of repeal, 58,000,000 persons were legally entitled to vote on the question. Only 15,000,000 voted for repeal, and only 5,000,000 voted against repeal. Where were the rest of the voters of the nation? Where were the *Christian* voters of the nation? It is the old case of

Christians praying for one thing, and then voting against their prayers.

One of our greatest difficulties at this point is the false propaganda in liquor advertisements acclaiming the physical value of beer drinking. Some of our greatest lawmakers are trying to enact laws prohibiting the advertising of liquor in our magazines and newspapers. It is the task of the Federal Trade Commission to check up on false and misleading advertising. The following Stipulation is a matter of record:

Minnesota Brewers Association, St. Paul, and its officers, and 13 member brewers, have entered into stipulation with the Federal Trade Commission to cease and desist from representing in advertisements or otherwise that beer is comparable to or the equivalent of bread in nutritional value. Stipulations entered into by the Association also were signed by advertising agencies.

Under the Stipulations the respondents agreed to cease and desist representing that beer possesses the nutritional ingredients of bread, that it is a valuable human fuel in high-speed war effort or any other type of work; or that it is so recognized by medical authorities. Or, that it furnishes that residue of energy needed to meet the demand for greater speed or longer hours of work, or that it will enable one to work efficiently at higher speed, or will give him greater endurance.

The respondents' statements concerning beer are not in accord with recognized medical knowledge of the caloric and nutritional value of beer as contrasted with bread.

Of nutritional ingredients, beer contains no fiber or fat as in bread; and bread contains no alcohol as in beer.

Of the ingredients which they both contain, a quantitative comparison discloses that four slices of enriched bread supply as much carbohydrates as 3½ ordinary bottles of beer; as much protein and vitamin B¹ as 4½ bottles.

In calories, by which the source of energy is measured, four slices of bread will supply the same as 1½ bottles.¹

The most shameful group of false promises ever made to the American people were the *five major promises* made by the liquor interests if we would repeal the Eighteenth Amendment:

¹Federal Trade Commission, *Stipulations* #3905-3918.

1. They promised that repeal would decrease our taxes. A dozen of our most influential men in financial circles put up money to spread this propaganda, thinking it would issue in a reduction of their own taxes. For years, temperance workers have been claiming that for every dollar our government received in taxes from the liquor business, it cost five dollars to take care of the negative results of the use of liquor. Many felt that this claim was fiction. Not long ago the State of Massachusetts, disturbed by conditions under repeal, appointed a committee and appropriated \$5,000 to cover cost of the investigation of this problem. The report of the committee was to the effect that drinking liquor, and the consequences of alcoholism, had cost the State \$61,000,000. The State received in revenue a little more than \$13,000,000. Multiply 13 by 5 and see what answer you get!

II. They promised that with the open saloon there would be less drinking. Let us see what the statistics indicate. The American Business Men's Research Foundation reports as follows:

From a lowly 1,330,700,000 gallons reported in the calendar year 1934, the annual consumption of alcoholic beverages has increased in twelve years to 2,820,000,000 gallons in the calendar year 1946, as announced by the Department of Commerce, Business Statistics Unit, on April 30, 1947 — an increase of slightly more than 111.8 percent in twelve years.²

Nor do these figures tell the entire story: for the consumption of *absolute alcohol* rose from 80,270,000 gallons in the calendar year of 1934, to 221,008,382 gallons in 1946.³ This indicates a tragic trend toward larger consumption of beverages of higher alcoholic content.

III. They promised that to open the saloons would do away with bootlegging! Our federal authorities will

²*The Foundation Says* (Chicago), Vol. V, III, May-July, 1947, p. 2.

³*Ibid.*, pp. 2, 14.

frankly say that bootlegging since repeal is still an unsolved problem. Apart from moral principle, these are excellent days for profits in this line.

IV. They promised that it would bring harmony between capital and labor, so that all strikes would cease. It is difficult to see upon what basis such an absurd claim would be advanced. While recognizing that the causes of labor-management disputes are complex, we would only point out that the early days of Repeal were marked with strikes so numerous and of such intensity that they amounted very nearly to civil revolution.

V. They promised that repeal would reduce crime. This was the most absurd claim of all; for it is a matter of both record and common knowledge that alcoholism and crime always go hand-in-hand. *Last year* stands out as the greatest criminal year in our history, with more than 1,600,000 major crimes committed in the United States. The greatest tragedy in this connection is that such a large percentage of those committing these crimes were under 21 years of age.

The following statement was released by the Judicial Section (composed of judges only) of the American Bar Association, not long after the Eighteenth Amendment was adopted. (These men knew how many of our prominent officials were breaking the law, and trying by all means to discredit the Amendment.)

When, for the gratification of their appetites or the promotion of their interests, lawyers, bankers, great merchants, and manufacturers, social leaders (both men and women), disobey and scoff at this prohibition or any other law, they are aiding the cause of anarchy and promoting mob violence, robbery and homicide. They are sowing dragon teeth and they need not be surprised when they find that no judicial or police authority can save our country from reaping the harvest.

We are now in the midst of the harvest. The enforcement of prohibition was placed in the hands of the people who did not want it enforced—and the

liquor interests laughed up their sleeves.

Many are trying to discount the statement that the big majority of crimes are caused, directly or indirectly, by liquor. Who knows best about this, and who would be most likely to give the unvarnished facts? Not the saloonkeepers, nor the newspapers, magazines or radio announcers, all of whom profit from the sale of liquor. We are more likely to get the truth from those in closest touch with the problem, namely the judges and prosecuting attorneys.

Here are a few statements of the State Attorneys from different sections of the United States, gathered by the American Business Men's Research Foundation:

Whiskey plays a prominent part in 65% of the criminal cases tried in this county. . . . I would say that of 75% of the men I have prosecuted in the last seven years, intoxicating liquor was the cause, either directly or indirectly, of the crime.

My personal observation is that approximately 80% of the crimes are either directly or indirectly connected with the use of intoxicants, and that in about 20% of the cases the attempt is made to use intoxicants as a defense.

The 20% who pleaded intoxication as a defense are about as logical as the man who killed his father and mother, and then begged leniency because he was an orphan.

Judge Grellner of St. Louis stated on March 20, 1947, that

Ninety-two percent of the 10,000 peace disturbance cases on our docket last year were attributable to too much alcohol. Drunkenness is definitely on the increase, and it is not confined to persons in the lower brackets. The rich as well as the poor appear in city courts every day as a result of over-indulgence.

During the war, people earned more money than they ever earned before, and took to drinking with disastrous results. Now that the war is over, husbands and wives still 'hit the bottle' with regularity when they begin to get on each other's nerves. The current wave of crime has been induced by alcohol.

Such quotations could be multiplied many times over. Let me say again,

that the problem would be bad enough if all crimes were committed by old, hardened criminals. It is infinitely more tragic that crime is becoming more and more a phenomenon of youth. Let me quote again from J. Edgar Hoover:

The whole problem becomes more serious when we observe the shocking spectacle of the rise in youth offenders who are now becoming the post-graduates of crime, and are committing the most despicable offenses. The arrests of girls under 18 years of age increased 198% since the last peacetime year, while arrests of boys under 18 years of age have increased proportionately.

The time has come when parents should be held responsible, not only to their own conscience but to society.

Juvenile delinquency does not occur until adults first become delinquent.

These figures do not mean that all youth has failed. On the other hand, the generation ahead of them has failed. The best we can do to correct our mistakes is to aid these youngsters who never have had a chance, to recapture their rightful place, and remove those forces which have contributed to their delinquency.

The home, the church, and the school must be united in the common purpose. We need new attitudes of respect both for the parent and for law.

By this time you are saying, "Well, what can I do about it?" Here are several concrete and practical proposals:

First, become a total abstainer yourself. Try to persuade your neighbors to do the same. This is an inter-denominational issue: one Roman Catholic bishop got 80,000 of his people to sign a temperance pledge. How many Protestant bishops can equal this record?

Second, get the facts for yourself, and utilize all means to spread them within your circle of influence. Women will do well to enlist their energies in the W. C. T. U. and similar organizations. Have temperance papers and periodicals coming to your home. Keep posted!

Third, refuse to patronize stores and gasoline stations that sell liquors of any kind, and tell them why.

Fourth, try to interest the young

when they make statements in favor of the anti-saloon cause, and actively protest the advertising of liquors. Do the same for the radio stations. One wonders what would happen if Christians over the land would for a month make it a practice to clip liquor ads from newspapers and magazines, write across the face of them, "I dislike this ad," sign and mail them to the editors. This is the democratic way; and if enough persons would do this, some such advertising would disappear.

Some splendid newspapers have already banned liquor advertising. Others would do so if they were assured that they had the backing of a substantial contingent of the best people in the community. A personal friend of mine, Mr. Frederick A. Miller, who is president, editor, and chief owner of the South Bend (Indiana) *Tribune*, took liquor and beer ads out of his newspaper and off the radio station for which he was responsible. He made this statement.

Any newspaper which thinks of its readers, and any radio broadcasting station which has complete respect for its listeners can eliminate alcoholic beverage publicity if it has the courage to do it.

The \$30,000 loss in advertising may be replaced by space taken by other advertisers; but whether this replacement becomes a fact is immaterial, weighed against the ill-feeling created by the *Tribune's* alcoholic beverage publicity.

The financial loss or gain ought to be a distinctly secondary consideration. In this age of parental delinquency, which is the basis of child delinquency, is it not the duty of newspapers, magazines, and radio stations to use their influence to correct these bad conditions? If constant invitations are extended by the radio, and by the numerous publications, to drink, can the result be other than serious to humanity? These are things about which to think.

Fourth, try to interest the young people of your community to do something about it. Very recently the

voters of the State of Kansas were given opportunity to vote upon the question of repealing their statutes which have made Kansas proverbially the 'driest' state in the Union. For some time preceding the election, the liquor interests poured talent and money into the fight for state repeal, and shortly before the election boasted of a majority of 50,000 votes for repeal.

The young people of the several denominational groups, such as Christian Endeavor, B. Y. P. U., and the

like, also made plans, distributing stickers for windows, spare tire carriers, lampposts, etc., bearing the simple inscription: "VOTE DRY FOR THE SAKE OF THE YOUNG PEOPLE OF KANSAS." Early on the morning of election day, paper posters bearing the same appeal were hung on every voter's door, or at least so far as was possible. The result: the law was *sustained* by a majority of 90,000 votes!

Something can be done about the liquor traffic!
