

NOT ME!



MAKE SAFE PATHS FOR THEIR FEET!



Every Child is *for the State*  
a Potential Citizen :  
*for the Church*  
a Potential Saint

WHERE  
THERE'S  
DRINK  
THERE'S  
DANGER

DON BRADMAN, THE WORLD-FAMOUS CRICKETER,

says:

"My advice to boys is to leave strong drink alone at all times."



*Reproduced by kind permission of "The Children's Newspaper"*

# AN IMPORTANT QUESTION FOR MEN.

WHEN YOUR WAGES CEASE TO BE PAID  
WHAT WILL YOU DO?

This is no conundrum, but a question of vital interest that should be settled by every man, and especially by those who have wives and children dependent upon them.

Supposing a long illness occurs, doctors' bills accumulate, savings are soon exhausted, wages are stopped, credit terminates, and then comes the vital struggle for bare existence. There is very

Little Hope For You.

Unless you are a Member of that Grand Brotherhood,  
the Independent Order of Rechabites,  
Which Always Provides Money During Sickness,

at the time when it is most required, and there is no repaying, for the benefits are your very own, what you have paid for in advance, and not a charity.

Since the Jubilee of the Order in 1885, over

**£4,000,000**

has been paid in benefits to members. Think of that, and note that it is from a tectotal society--and that has no drink-created sickness to pay for.

Every Rechabite a Brother.

A small sum paid monthly ensures a large sum when it is required.

Duty to your wife and family demands that you should join.

Justice to yourself demands that you should join.

Disaster may overtake you if you remain outside.

Peace and contentment are gained by joining.

Financial worries in sickness always retard recovery.



# MICKEY — THE — MOUSE

*I'M MICKEY THE MOUSE AND WISH TO SAY  
THAT LIQUOR WITH ME HAS NO RIGHT OF WAY.  
ALE, BEER OR PORTER, RUM, WHISKY OR GIN  
ARE ADDITIONAL TRAPS I MUST NOT FALL IN.*



**WORSE THAN SUBMARINES**

**MANY**



**FINE SHIPS**

**HAVE BEEN**

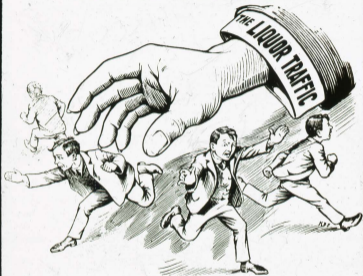
**WRECKED BY DRINK**

FRIEND———SHIP  
CRAFTSMAN——SHIP  
SPORTSMAN——SHIP  
CITIZEN———SHIP

**ABSTINENCE IS——**  
**SAFE AND BEST**  
**BY EVERY TEST**



**WANTED, 100,000 BOYS**  
As New Customers.



*Is your Boy to be one of these?*

---

**Save the Boys**

— and ensure a —

**SOBER NATION!**



# DON BRADMAN



SAYS :-

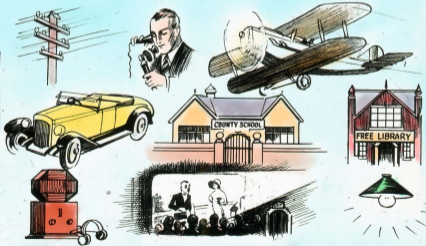
“My advice to boys is to leave strong drink alone at all times.”

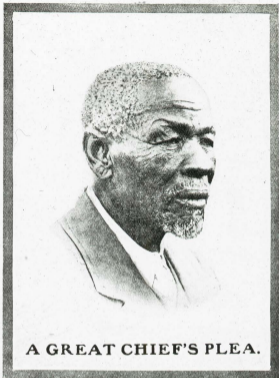
1832 - 1932  
**TRIUMPHS OF A CENTURY  
OF TOTAL ABSTINENCE.**

1832.

1932.

**NO**





### A GREAT CHIEF'S PLEA.

"I fear Lobengula" he said "less than I fear brandy. I fought Lobengula . . . and drove him back, and he never came again. . . But to fight against drink is to fight against demons, and not against men. I dread the white man's drink more than all the assegais of the Matebele . . . I pray your Honour never to ask me to open even a little door to the drink."



"Now, sonny, you keep  
that pledge, and it  
will be the best act  
of your life."

ABRAHAM LINCOLN PLEDGES CLEOPAS BRECKENRIDGE TO  
TOTAL ABSTINENCE.

INDEPENDENT ORDER OF

# RECHABITES

ACCUMULATED  
FUNDS

£1,750,000

Males & Females from  
1 to 50 years of age  
admitted  
The Whole Family  
provided for.

SALFORD  
UNITY  
FRIENDLY SOCIETY



ANNUAL INCOME  
EXCEEDS

£400,000

No Branch allowed  
to break up for want  
of funds,  
if rules observed.

THE SOCIETY FOR ABSTAINERS

THE BEST, THE MOST PROGRESSIVE &  
UP TO DATE ORGANIZATION

BRANCHES IN ALL  
PARTS OF THE WORLD

## BENEFITS

Sickness 2/6 to 20/- per week  
Superannuation 2/6 to 10/- per week <sup>from</sup> 65  
Funeral £5 to £200 at death

## CONTRIBUTIONS

Graduated according to age at  
entry. The lowest possible  
consistent with safety.

Also Endowment Insurance from £25 to £200  
Payable on attaining the age of 40, 45, 50, 55, 60 & 65 years

MR RICHARDSON CAMPBELL  
HIGH SECRETARY



**The Handshake.**  
"Daily News" photograph.

Miss  
Suzanne Lenglen,  
World's Tennis  
Champion for  
sixth time, says

"I DRINK NEITHER  
WINE NOR ANY  
KIND OF  
ALCOHOLIC  
BEVERAGE"



COMMANDER

# STEPHEN KING-HALL

SAYS

“I have been a Teetotaller all my life and am sufficiently satisfied with the results to determine to remain one for the rest of my days.”

Mr. Herbert Sutcliffe, Yorkshire County Cricketer,

says :- “Intoxicants are absolutely no use whatever  
in training. They take away the stamina  
and make one unfit for strenuous games.”





Lord Justice Grantham giving his experience as a judge said—

“I have lately been brought face to face . . . with the most heart-breaking crimes it is possible to imagine—husbands murdering their wives, wives their husbands, fathers their sons, friends their own best friends—all through the maddening influence of excessive drinking. Twelve murders, eighteen attempts at murder, and woundings without number, that were just as likely to have ended in murder, as far as the conduct of the criminal was concerned, have been mine and my brother judge's daily fare for the last four weeks in one circuit; and **IN ALMOST EVERY CASE**, as appeared in evidence, **DRINK WAS THE CAUSE.**”



Von Helmholtz

TO BE A  
THINKER  
YOU MUST  
NOT BE A  
DRINKER.

THE GREATEST THINKER AND  
OBSERVER OF HIS TIME, SAYS:

**“WINE NEVER INVENTS  
ANYTHING.”**

THE SMALLEST QUANTITY OF  
ALCOHOL SEEMS TO SCARE  
THOUGHTS AWAY.

---

**“DRINKING AND  
THINKING NEVER  
GO TOGETHER.”**

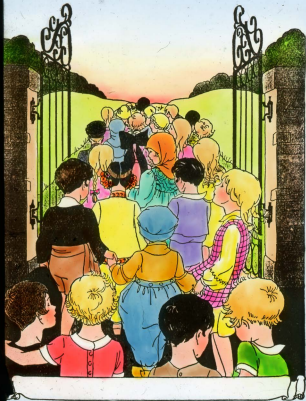


CAPTAIN AMUNDSEN,

*the discoverer of the South Pole, said*

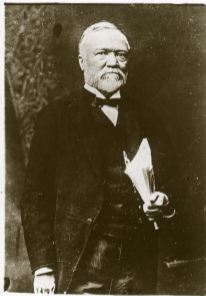
"ALCOHOL OF EVERY KIND WAS  
ABSOLUTELY BARRED ON THE JOURNEY."

THE GATEWAY TO BEAUTIFUL THINGS.



All who are  
**VISIONARIES**  
dream of a  
**CITY BEAUTIFUL**  
but no man in his  
**RIGHT SENSES**  
would dream of  
putting a  
**PUB**  
in it.

E. Rosslyn Mitchell, M.P



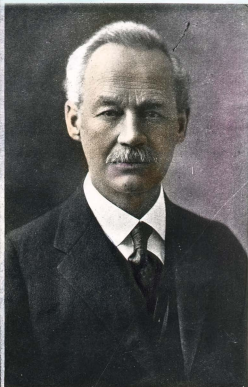
MR. ANDREW CARNEGIE.

MR. CARNEGIE, says :—

“ You are more likely to fail in your career through drinking than from any other cause.”



“ It is no use wasting time on a man who drinks, however clever he may be.”



ALCOHOL THE WRECKER

"Alcohol has wrecked more lives,  
starved more children, and murdered  
more women than any other single  
factor."

Sir Wilfred Grenfell.

-----

"The curse of drink breaks up  
friendships and ruins homes. All  
this eulogy of alcohol is a  
delusion. It never did any good:  
it brings nothing but misery."

Hannen Swaffer. Journalist.

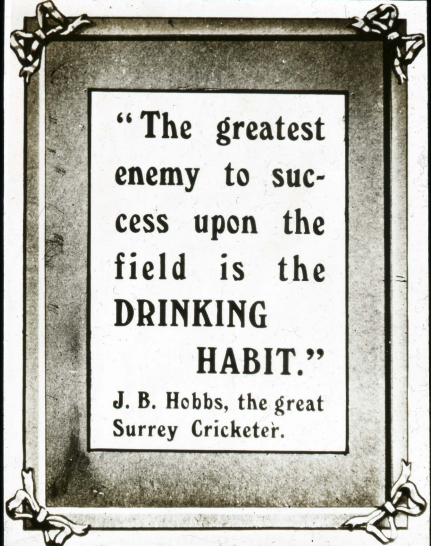
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*Sincerely yours Wilfred Grenfell.*

## TOM MIX IS AN ABSTAINER.



Tom Mix - says:  
"Before Prohibition  
(in U.S.A.) I used  
to drink very oc-  
casionally, but since  
then I have given  
it up. I felt that I  
was acting on the  
films for the chil-  
dren, and if they  
saw me smoking  
and drinking they  
would want to do  
it, too. So I never  
smoke or drink on  
the films. I have  
given it up in pri-  
vate life as well."



**“The greatest  
enemy to suc-  
cess upon the  
field is the  
DRINKING  
HABIT.”**

**J. B. Hobbs, the great  
Surrey Cricketer.**





ADMIRAL LORD CHARLES BERESFORD, c.B.

Said, at the age of 60: "Since I have entirely given up Wine, Spirits, and Beer, I find I can do as much work as when I was 30, and always feel fit and in good condition."

Here's a Health  
unto  
His Majesty



**H.M. KING GEORGE VI**

has intimated that

**THE LOYAL TOAST**

**MAY BE HONoured IN WATER**

or other

**NON-ALCOHOLIC BEVERAGE**

# ABSTAINERS HAVE THE BEST OF IT



## DEATHS FROM PNEUMONIA

ABSTAINERS	18%
MODERATE DRINKERS	25%
IMMODERATE DRINKERS	52%

*See 111 Codes 119*

**Doctor** "It's pneumonia, old chap, but since you're T.T. I'll soon have you on your feet again!"

**ALCOHOL INCREASES THE RISK OF DEATH.**

# ABSTAIN

Printed by Henry Maguire & Company, Edinburgh, and Published by the British Tobacco Co. Limited, 200 Fleet Street, London, E.C.4.



Deaths from  
Air Raids  
1915 - 1918:

2,051

Deaths from  
Alcoholism &  
Cirrhosis of the Liver  
1915 - 1918:

13,852

THE DRINK RAIDER

AA

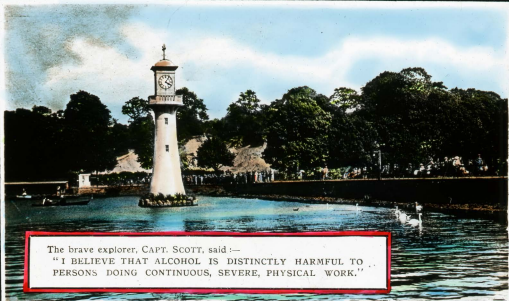


"The growth of the drink habit in a parent is marked by a corresponding decline in proper parental instinct; cruelty takes the place of love. Inability to provide the necessaries of life does not kill affection as the habit of drinking does. It may be difficult to believe that anyone will raise a hand to strike a little child. DRINK MAKES PARENTS DO MORE THAN THIS."



Sir Robert Parr, N.S.P.C.C.





The brave explorer, CAPT. SCOTT, said :—

“ I BELIEVE THAT ALCOHOL IS DISTINCTLY HARMFUL TO  
PERSONS DOING CONTINUOUS, SEVERE, PHYSICAL WORK.”

THE SCOTT MEMORIAL TOWER, ROATH PARK, CARDIFF



MRS.

# HELEN WILLS-MOODY

(WORLD'S CHAMPION TENNIS PLAYER)

SAYS—

“The precision that tennis demands makes necessary total abstinence—even from beer. Of this the tennis player is aware, as well as are competitors in other sports.

The person who says one cocktail, or one glass of beer, does not make any difference in one's co-ordination and balance is wrong—at least from a tennis point of view.”



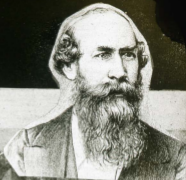
“Keep off Liquor from  
the very first; make  
up your mind to have  
nothing to do with it.”

From “SCOUTING FOR BOYS.”

LORD BADEN-POWELL,  
G.C.M.G., G.C.V.O., K.C.B.



# London Temperance Hospital







## OUR DREAM.

A land where we shall meet no drunkard staggering on the road to his doom, with no slums for humanity to rot in ; with two-thirds of its prison cells empty, its workhouses vanished ; a land with its children well fed, well clothed, well sheltered, well trained, with their merry laughter ringing through the streets : a land where the curse of drink should be driven from its hearths.

Rt. Hon. D. Lloyd George.

THERE IS A LITTLE PUBLIC HOUSE THAT  
EVERY ONE CAN CLOSE



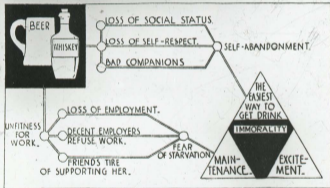
IT IS THE LITTLE PUBLIC HOUSE  
JUST UNDERNEATH YOUR NOSE

# REHABITE EXPECTANCY OF LIFE.

The following is a table showing the probable life-time of the members of the Independent Order of Rechabites as compiled by Mr. F. G. P. Neison, the eminent actuary:—

Age.	Years.	Age.	Years.	Age.	Years
18.....	50.62	46.....	25.23	74.....	5.86
20.....	48.83	48.....	23.73	76.....	5.20
22.....	47.03	50.....	21.81	78.....	4.59
24.....	45.21	52.....	19.10	80.....	4.04
26.....	43.39	54.....	16.46	82.....	3.58
28.....	41.56	56.....	16.86	84.....	3.15
30.....	39.72	58.....	15.31	86.....	2.79
32.....	37.89	60.....	13.81	88.....	2.48
34.....	36.06	62.....	12.37	90.....	2.20
36.....	34.23	64.....	11.00	92.....	1.94
38.....	32.40	66.....	9.73	94.....	1.76
40.....	30.58	68.....	8.56	96.....	1.51
42.....	28.78	70.....	7.50	98.....	1.00
44.....	26.99	72.....	6.63	100.....	0.50

# HOW DRINK LEADS TO IMMORALITY

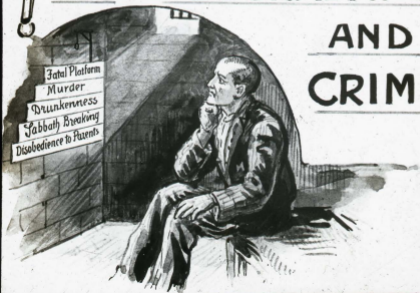


**A careful scientist has called Alcohol  
the indispensable vehicle of business  
of the white slave traders. Without  
it this trade could not long continue.**

*JANE ADDAMS, McClure's Magazine, March, 1912*

Illustration based on Report of British Inspector Dr. R. W. Brandthwaite, 1909.  
Study of 865 immoral, inebriate women.

**DRINKING LEADS TO**  
**NEGLECT OF DUTY,**  
**MORAL DEGRADATION,**  
**AND**  
**CRIME**



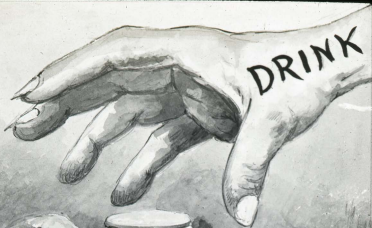
Sing a song of Sixpence  
'Tis nothing much you say!  
Yet put into a Savings Bank  
'Twill cheer a "Rainy Day."



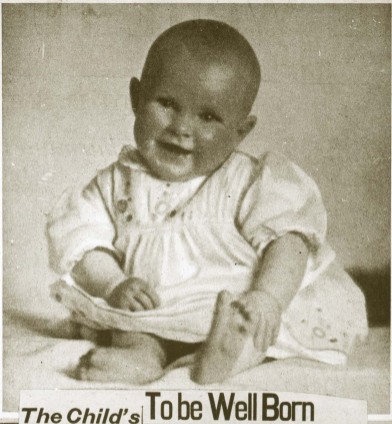




**DRINK STEALS<sup>THE</sup> CHILDREN'S CLOTHES.**



**DRINK STEALS<sup>THE</sup> CHILDREN'S FOOD.**



*The Child's  
Birthrights  
are*

**To be Well Born  
To be Well Cared for  
To be Well Trained**

**DRINK SPOILS ALL THREE.**

IN SUPPORT OF THE LICENSING BILL.

GENERAL WILLIAM BOOTH, D.C.L., OXFORD,  
FOUNDER OF THE SALVATION ARMY.

EXTRACT FROM 'THE WAR CRY'

THE GOVERNMENT BILL IS A HEALTHY SIGN. ITS MAIN PROVISION GIVES EFFECT, I THINK, TO THE UNDOUBTED AND OFT-REPEATED WISH OF THE PEOPLE, EXPRESSED ALMOST WITHOUT PARTY BIAS, FOR A REDUCTION IN THE NUMBER OF PUBLIC HOUSES. EXPERIENCE THROUGHOUT THE CIVILISED WORLD HAS PROVED THAT DRUNKENNESS IS LARGELY PROPORTIONATE TO THE FACILITIES AFFORDED FOR OBTAINING DRINK. REDUCE THE FACILITIES & YOU REDUCE THE DRINK BILL. I REGRET THAT MR.



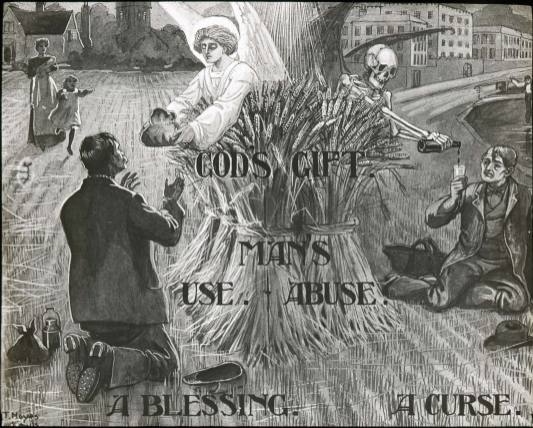
ASQUITH HAS NOT SEEN FIT TO GO FURTHER WITH RESPECT TO SUNDAY CLOSING.

THE MEASURES FOR PREVENTING THE EVILS ASSOCIATED WITH CLUBS ARE, IN MY OPINION, INSUFFICIENT.

THE LOCAL VETO OF NEW LICENSES IS GOOD.



The Babies'  
Verdict  
"Guilty."



GODS GIFT

MANS  
USE. + ABUSE.

A BLESSING.

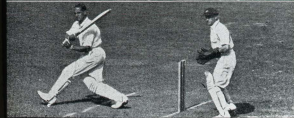
A CURSE.

... THE ...  
↔ BAND-OF-HOPE ↔  
— PRAYER —

○ Loving Father in Heaven, I  
thank Thee that I have been  
taught to avoid the drink  
that leads so many far from  
Thee, and makes them cruel  
and unkind help me to keep  
the Promise I have made and  
to lead others to abstain and  
may I throughout my life, in  
all things do Thy will. Hear  
my Prayer for Jesus Christ's  
sake. Amen.







**TOTAL  
ABSTINENCE**  
*IS GOOD  
FOR THE*  
**POCKET  
HOME  
HEALTH  
CHARACTER**



Preaching the Gospel with a Cup of Milk.

**APPEAL FROM THE SISTER  
OF LORD KITCHENER**

Help my brother by signing  
this patriotic pledge

*Francis E. J. Parker*

IN ORDER THAT I MAY BE OF  
THE GREATEST SERVICE TO MY  
COUNTRY, AND CARRY OUT THE  
WISHES OF THE COMMANDER-IN-  
CHIEF AT THIS TIME OF NATIONAL  
PERIL, I PROMISE UNTIL THE  
END OF THE WAR TO ABSTAIN  
FROM ALL INTOXICANTS (EXCEPT  
WHEN SUCH ARE ORDERED BY A  
DOCTOR) AND TO ENCOURAGE  
OTHERS TO DO THE SAME

Name .....

Address .....

Date .....











“SOCIABLE ANIMALS.”











Portrait of a Young Woman  
1900

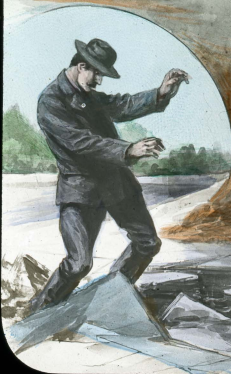
ATTENTION



GOOD NIGHT



"Where there's drink  
there's danger"



J.F.M.





*Agfa*





FISH

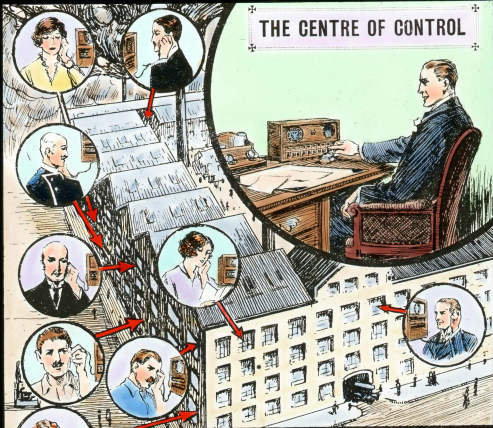


ANIMAL



MAN

## THE CENTRE OF CONTROL



**Direct communication with  
every part of your Factory**

MAN

IDEALS  
REASON  
CONSCIENCE

ANIMAL

LEARN  
FEEL  
MOVE

TREE

DIGESTION  
BREATH  
CIRCULATION

STONE

COLOR  
FORM  
WEIGHT



S. FEMMES. ABS.  
18-19  
12-VII  
1928  
EXP. LETTR.



BASEL  
21-22  
5-VII  
1928  
BRIEFVERSAND











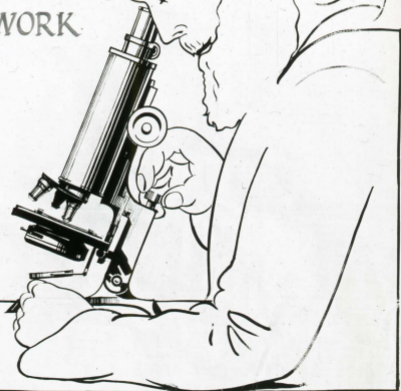
## *SLEEP*

*If over the counter sleep  
were sold,  
Hour by hour, for silver  
and gold,  
How many people would  
wail and weep  
Because they could not  
afford to sleep!*





DR. METCHNIKOFF  
AT WORK.



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IN THIS GENERATION

