

TEMPERANCE
PROMOTES

**HAPPINESS
ENERGY
ADVANCEMENT
LONG LIFE
THRIFT
HONOUR**



BEWARE OF
THE **DRINK-**
TEMPTATION
RUIN
AILMENT
POVERTY





"When a young life starts out from home to fight the battles that must be fought, one of the most priceless possessions, one of the greatest safeguards he or she could have, is that of total abstinence from all alcoholic liquors."—CAPT. ARTHUR EVANS, R.A.M.C. (M.S., M.D. F.R.C.S.).



**THE FIRST MAN | TO FLY ACROSS THE
THE FIRST WOMAN | ATLANTIC ALONE**

Col. LINDBERGH 3500 MILES IN $33\frac{1}{2}$ hrs. 1927

MISS A. EARHEART 2206 $13\frac{1}{2}$.. 1932

BOTH ABSTAINERS & BOTH REFUSED INTOXICANTS. ^{ON}LANDING

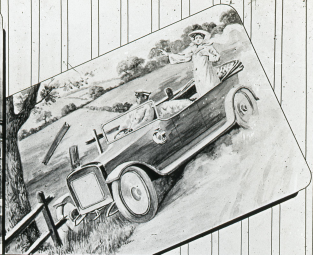
"I give

NO ALCOHOL

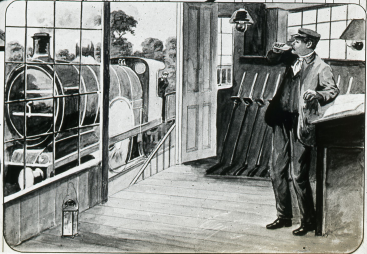
in my surgical wards,
because I know that
my patients

**RECOVER
MORE QUICKLY
WITHOUT IT."**

Sir Victor Horsley.



**DRINKING
LEADS
TO
NEGLECT
OF
DUTY.**



FLESH FORMING FOOD IN

HALF-POUND OF BREAD	286 grains
HALF-PINT OF MILK	176 grains
HALF-PINT OF BEER	20 grains
HALF-PINT OF WINE	18 grains
HALF-PINT OF WHISKY	NONE



A PENNY LOAF CONTAINS
MORE FOOD THAN A GALLON OF ALE





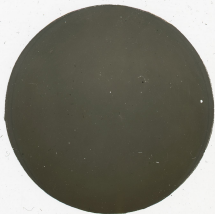
PRUDENCE
PIETY
PATRIOTISM
PERSEVERANCE
PROSPERITY
PROGRESS

THE
PLEDGE
PROMOTES

DRINK

IS THE

GREATEST



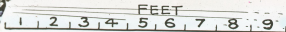
ON OUR

Civilisation.

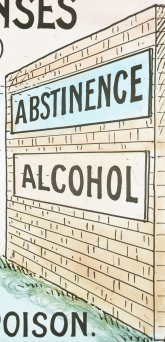
SIR GEORGE WHITE, M.P.

ALCOHOL AND THE SENSES

(AN EXPERIMENT)



PERCEPTION LESSENED
SENSATION DEADENED.



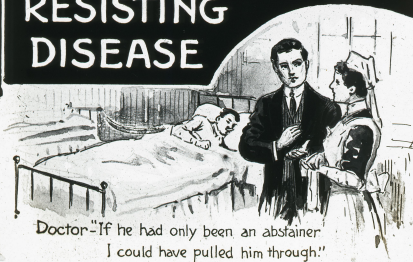
— ALCOHOL, A BRAIN POISON.

CERTAIN FOODS ARE BURNED UP IN THE BODY AND
PRODUCE HEAT AS IN THE BURNING CANDLE.



ALCOHOL REDUCES WARMTH.

ALCOHOL
REDUCES VITALITY
and the power of
RESISTING
DISEASE



Doctor—"If he had only been an abstainer
I could have pulled him through."