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Campaign Pamphlet No. 5
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Alberta Referendum Campaign Committee

And Now We Will Hear From **“THE LADIES!”**

Five years ago, there was a vote taken in this Province, on the question of selling liquor, and the result was glorious beyond our rosiest dreams. Men only voted, and two out of every three of them declared, that 21st day of July, 1915, that they were opposed to the sale of liquor for beverage purposes. They spoke out fearlessly, and unafraid, and with a certain finality that impressed the Government, not only of the Province, but of the whole Dominion, and of the world. Of course, women helped to bring about that result. No doubt they talked, reasoned, advised, and even prodded—but they did not vote. That was done by men, and men only.

Four years of prohibition has abundantly justified our expectations. Jail population has decreased, many places of penal servitude are closed for lack of occupants, and the dismal prophecies of grass growing in the streets of prohibition towns, seem to have come true only of jail yards, where now weeds and grass actually do grow unmolested. Bank savings have increased, school attendance also, of children of wage-earning age, who, under the old order would have had to supplement the family income. People, especially women and children, have been dressed better, and everyone lives better. There has been more meat sold, more ice cream, more candy. Theatres and other places of amusement have larger attendance, and indeed all legitimate channels of trade have been stimulated by the diverting of the thirteen million dollars which formerly went over the bars of Alberta.

Fundamentally, the principle of prohibition has resulted in the increased happiness and welfare of the people.

It Will Not Die Quietly!

But, of course, there have been failures and short-comings and evasions of the law, and subsequent criticism,—some just, some unjust. Let no one dream that the liquor traffic will be allowed to pass away without a struggle. It has brought ease and power and motor cars and idleness to far too many people, to be allowed to die without medical aid. Liquor-dealing represents a minimum of work with a maximum of profit, and so makes a tremendous appeal to a certain type of mind: “We should be willing to put our last dollar into this fight,” one of the dealers is said to have stated at a conference of the Trade, held in 1915. “Do you know what it means if we lose? It will mean that every one of us will have to go to work!”

The attitude of these men is logical and easy to understand. They have lived long on the weakness of their fellowmen—and lived well. Their fellowmen still have the thirst—and the money! It does seem hard not to be able to supply the goods!