

PRESS CLIPPINGS

Office of
The Prime Minister

Name of Publication..... Calgary Herald

D 44539

Date..... Dec. 18/42

Subject.....

Going About It the Wrong Way

Canada heard Mr. Mackenzie King on Wednesday night announcing some new government restrictions.

This time they had to do with liquor and the Prime Minister's plan to limit the amount of alcoholic beverage Canadians are to swallow from now until the war is over.

For the past two years the professional reformers have been bringing upon the Federal government all the fanatical pressure at their command, and Mr. King was finally pushed to the microphone with their breath hot upon his neck.

Canada's liquor bill is heavy; in the stress of war it has been growing, and there can be no complaint against a sensible effort to reduce it. But restrictive orders will not accomplish that. There is only one answer to excessive national use of alcohol and that is a campaign of education. And if the government of Canada would take into its confidence some public relations experts and a few smart advertising men they would do a more effective job in a few weeks than they will do by all the rules and orders they will ever frame.

A few weeks ago most of the Canadian provinces limited the sale

of hard liquor to one bottle per day. And now half the wives in Western Canada own liquor permits.

Now the government sets out to cut the production of the distillers, and all over the country, when the shortage hits, illicit stills will begin to operate.

The new orders are to restrict the hours of sale of liquor and so the bootleggers will be back among us like swarming flies.

The standard brands of liquor will be scarce and Canada will have another dose of bath tub gin.

Once more there will be contempt for law, bred by one bad law, and that will be a vicious thing in these days when Canadians are straining their great loyalty to their country following the rules and regulations of a hundred bureaucrats.

The professional prohibitionists, who are tyrants, never learn the simple things. Reason, patience, tolerance are not known to them. They seize upon times of war and stress to impose their will upon a nation, upon a government, if that government is weak. And so Mr. King meekly goes to the microphone and the first wedge is in. More will follow.