

PRESS CLIPPINGS

Office of
The Prime Minister

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Subject.....

IN FAVOUR OF TEMPERANCE

THERE will be general approval of the action of the Government, announced by Premier Mackenzie King last night, in cutting the quantity of beer released for sale by ten per cent, of wine by twenty per cent and of spirits by thirty per cent, as from February 1st next, and in ordering the alcoholic content of spirituous liquors not to exceed thirty per cent under proof.

The latter proviso will go into effect as soon as stocks of spirituous liquors now wrapped and ready for sale are exhausted. The period of six weeks' delay is in order to permit the necessary readjustments to be made. The elimination of all liquor advertising is another decision of the Government.

The Premier's broadcast was a cogent argument in justification of these curtailments. He told of the great increase in the use of alcoholic beverages since the beginning of the war: thirty-seven and a half per cent in spirits, twenty-five per cent in wine, and more than sixty per cent in beer, and emphasized the urgent necessity for the practice of temperance. Only by that practice, he declared, could a total war effort for Canada be ensured.

Temperance depends more than all else upon the attitude of the individual, he asserted, and in conclusion warned that in the coming year we may be called on to witness the greatest ordeal through which our young country has ever been obliged to pass.

There could be no better argument in favour of the universal practice of temperance by the whole nation. The Premier has struck a convincing note which cannot and must not be ignored. All industry and all workers in Canada will co-operate heartily with the Government in any measure that is essential to the speeding-up of our war production.

**REPEAT
REPETITION**