

"Personal Chats"

By Rev. R. B. S. HAMMOND

1928

Prohibition

Referendum Campaign

New South Wales

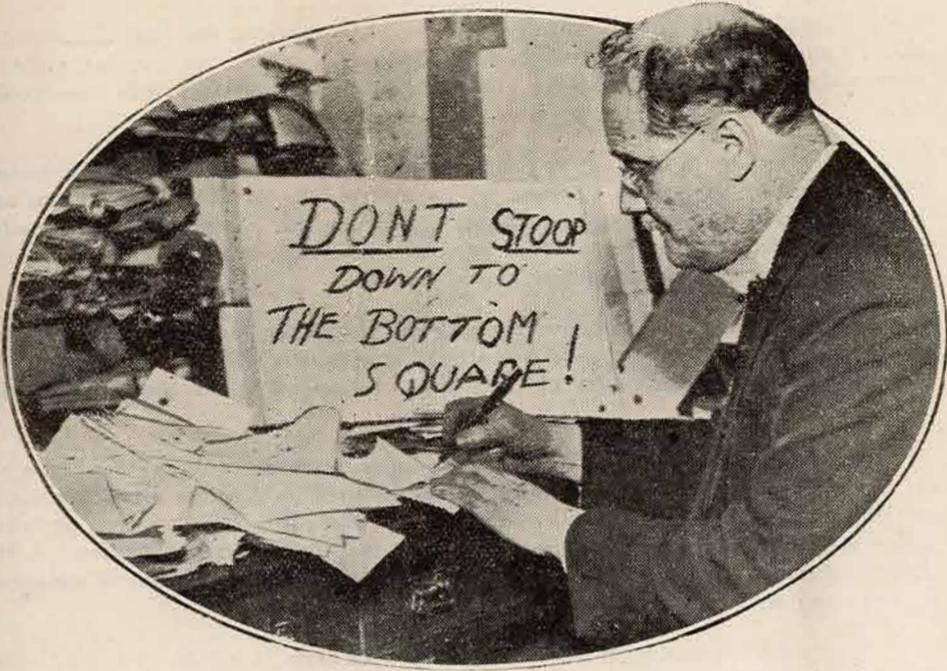
AUSTRALIA

*With the grateful remembrance
of the author.*

Robert B. S. Hammond



Reprinted from
various Sydney
Daily Newspapers
and other Journals



A FOREWARD

REGARDING THE REASONS FOR AND THE OBJECTS OF THE "PERSONAL CHAT"

SERIES OF ADVERTISEMENTS

ALSO

A RESUME OF SIGNIFICANT INCIDENTS OF THE CAMPAIGN.

Opposed by Liquor Exploiters unhampered with scruples and with immense funds, and armed only with a few hundreds of pounds with which to fight them, the Prohibition Party had no alternative but to endeavor to pit Truth and Science against Unrighteousness and Brute Strength.

The writer, to whom was delegated, almost at the eleventh hour, the control of the Prohibition Publicity Campaign, therefore decided to publish in the Press a series of "Personal Chats" with various sections of the community in turn. It seemed the best way to secure a maximum result from the meagre funds available.

The idea was, that as the Prohibition issue affected the views and interests of so many different citizens in so many different ways, it would be better to sectionalise them, and appeal to them direct in terms that would have intimate applicability to their respective places in our social and economic system.

That these little "bullets" in the newspapers would unerringly "find their mark" was made evident within a very few days of the opening of the series on Wednesday, August 1st. A large Sydney firm of advertising agents has since stated that the opening "personal chats" were so potent that the Liquor Exploiters immediately committed themselves to a tremendously increased newspaper advertising campaign involving an additional expenditure of £30,000. In fact, to use the words of the Melbourne "Herald," "newspaper advertising canvassers began to think that Paradise had come to earth."

On the second day of the fight proper, Mr. W. A. Holman addressed a meeting at the Sydney Town Hall, in which he showed himself still to be a protector of the liquor interests. A "personal chat" on the following day sent him scurrying for cover until the end of the campaign, from which point he "sniped" at us when it was too late for us to haul him out of his "dug-out." The "S.M. Herald" refused to publish this "chat."

In the papers of August 6th Mr. George Crowley, managing director of one of the city insurance companies, a director of the "Catholic Press," and a well-known newspaper controversialist, inserted expensive advertisements in the form of a letter attacking me in connection with my statement that insurance concerns regarded the liquor business so unfavorably that they always "loaded" the premiums of publicans.

A "personal chat" the following day did what nothing else had ever done before to the irrepressible Mr. Crowley—silenced him in one round. To this "chat" he made no reply.

A little later came our famous "Challenge," in which I offered to donate the sum of £100 to the Children's Hospital if I could not prove that the statistics given in the Liquor Party's half-page advertisements the previous day were absolutely not true. The only condition was that they should donate a similar sum to the same institution if they were proved wrong. Did they accept the challenge? Not they!

This abject failure to stand up to the truth marked the first milestone in the Liquor Exploiters' widespread campaign of atrocious misstatements—obviously uttered with the sole view of stampeding the electors into voting against Prohibition.

So gravely did I view the position created by their unscrupulous mishandling of facts that I caused to be inserted in all the metropolitan and provincial dailies a sworn declaration regarding the lies which I had nailed down, and counselling the electors to view with grave suspicion all statements emanating from the liquor propaganda bureau.

Then, with only two days to go to polling day, our enemies launched simultaneously a series of huge advertisements which will go down to history as one of the most unscrupulous acts ever attempted in the annals of British Democracy.

In the various Sydney daily newspapers, with an aggregate circulation of over half-a-million copies, there appeared great half-page advertisements, which, to use the words of the Chief Electoral Registrar, were certainly calculated to give the impression that it was the official direction of the Electoral Administration to voters to put their X in the bottom square—thus voting against Prohibition.

The advertisements bore no imprint whatever to show that they were issued by the Liquor Trades Defence Union, but showed simply the Government Coat of Arms, the name and official address of the Chief Electoral Officer, Mr. Harkness, an injunction to vote under pain of a penalty of £2, and a direction in huge black letters right across the page to "Put your X in the bottom square." To make the advertisement even more like an official document, there were added at the bottom certain official details as to voting by absent voters and a statement regarding the closing time of the poll.

Apart from the striking direction to "Put your X in the bottom square," there was not a single statement in the advertisement that could be construed by any stretch of imagination to indicate that the advertisement was issued by anyone but the Government Electoral Department, and this led to a widespread impression that the advertisement was a definite official direction as to "how to vote."

The Chief Electoral Registrar remonstrated with the liquor people, and a high legal official in the service of the Government described the advertisement as "iniquitous," but the damage was done, more especially as it was utterly impossible in the scant time left before the poll to overtake the hundreds of thousands of newspapers containing the scandalous deception which had permeated the length and breadth of the State.

We wound up our campaign with a most beautiful picture entitled, "You cannot vote for what you cannot pray for. . . . You cannot pray for the continuance of the Liquor Traffic," superimposed on a striking half-tone picture of the Saviour. The "S.M. Herald" refused to sell space for this advertisement.

The poll, as was expected under the circumstances, went against us, but it was only our "Retreat from Mons," and just as the Huns, though elated at the time, were finally forced to "toe the carpet" at Versailles, so will the Liquor Exploiters finally have to bow before the Onward March to Prohibition's Christian Soldiers.

Robert B. Hammond

Sydney, N.S.W.,
Australia, September, 1928.





a personal Chat with the Public Generally

Fellow Citizens:—

You are on the eve of one of the greatest crises in the history of New South Wales. I refer to the Prohibition Referendum to be held on September 1st next.

You will then be called upon to determine a vital question concerning the national, moral and physical welfare, not only of yourselves, but of your children and your children's children.

On behalf of the Prohibition Party, I will endeavour to put our case to you from day to day in the principal newspapers, by means of these short "Personal Chats."

Unlike the Liquor Party, we haven't got hundreds of thousands of pounds to "blow up" in advertising and stunting on their gigantic scale. Our campaign will be a modest appeal to your own commonsense and judgment.

All I ask of you is to keep an open mind, and make your own decision, based on your own knowledge and powers of deduction. Banish from your minds any effect created up to the present by the veritable "niagara" of biased newspaper matter that has been belching forth for months past from the poisoned smoke stacks of the Liquor Party's propaganda bureau.

Anti-Prohibition figures may confuse you, and their statements may perplex you, **BUT THE FACT REMAINS** that 32 States in U.S.A. have been "dry" for from 10 to 70 years, and the whole nation there has been "dry" for eight years, and is to-day drier than ever.

My next "Personal Chat" (No. 2), which will really be the first of a series of concrete arguments, will be addressed to **THE BREWERS**. It will appear to-morrow in the afternoon newspapers only.

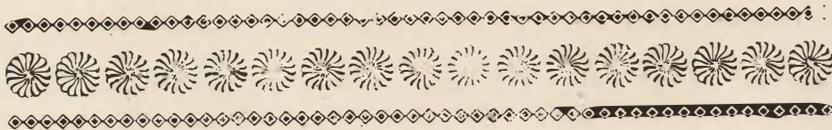
Thanking you in anticipation of a patient hearing,
I am, yours faithfully,

Robert B. S. Hammond

Put your X in the TOP square

P.S.—Of course, you know that **BOTH** the two great parties in U.S.A., the Republicans and the Democrats, have just recently officially declared in their respective platforms that they are determined to maintain and enforce Prohibition? After eight years' nation-wide experience of Prohibition, this doesn't look like failure, does it?





a personal chat with the Brewers.

Gentlemen:—

When little David met Goliath, the giant had great size but little else, whereas David had a very small stature but a big cause behind him.

In the present Referendum Campaign, you have huge fighting funds behind you but little else, whereas we have very little money but a great big principle behind us.

The public are beginning to ask themselves where you got all those enormous reserves and fighting funds. Out of their pint pots, it seems. Even the publicans themselves are commencing to kick; however, let me first dissect your greatest argument.

You are screeching all over the countryside that Prohibition has failed in America, and that the people of U.S.A. don't want it, though the State of Maine has been "dry" since 1858, and no less than 32 States have enjoyed Prohibition for from 10 to 70 years, and the whole nation has now been "dry" for eight years.

The fact is YOU ARE WRONG, and you know it. In U.S.A., which comprises over 114,000,000 people, they have two great political parties—the Republicans and the Democrats, just as in Australia we have the National Party and the Labor Party.

The great Presidential election is shortly to be held there, and BOTH parties, for the first time, have officially declared in their respective platforms that they are DETERMINED TO MAINTAIN AND ENFORCE PROHIBITION!

This is a simple statement of fact that not even your oceans of propaganda matter can dispute. Now let me put a simple question to you. Does it not prove without the slightest shadow of a doubt that nearly the whole of the people of the Great Republic are quite satisfied that Prohibition has conferred great benefits on them?

Suppose, for instance, that both the National and the Labor Party of Australia were to place officially in their respective platforms a plank to the effect that they BOTH stood for the maintenance of the existing Arbitration Act, or some other great national measure, would it not indicate decisively that that particular measure had the almost unanimous support of the people of Australia?

You have a concrete instance in the case of the "White Australia" Policy. Both the National Party and the Labor Party have it included as one of the foremost planks in their respective platforms, which means that probably 95 per cent. of our 6,000,000 people are in favor of it. Is not that so?

Just fancy anyone having the impertinence or thick-headedness to argue that the people of Australia don't want the "White Australia" policy! And yet you brewers are trying to bluff the people here that Prohibition, which, after eight years' of nation-wide experience, has the official endorsement of both of the two great parties in the United States, is a failure and is not wanted by the people there!

In the face of this proof, your oft-repeated assertion that Prohibition is a failure, brings all your other statements under grave suspicion. The FACT REMAINS that your fight is in self-interest against the public good.

Well, I'll have to close now, as space is short (and terribly dear, too), and I must go and get another little stone ready for my sling.

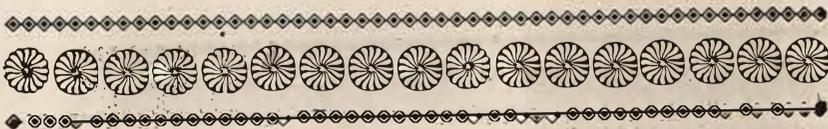
To-morrow's "Personal Chat" (No. 3) will be to "THE PUBLICANS." It will appear only in the morning papers.

Yours more in sorrow than in anger,

Robert B. S. Hammond

P.S.—Of course, you know that Kansas (U.S.A.) carried Prohibition in 1881 by a majority of 8000, and confirmed it 25 years later by a majority of 406,000 votes? Does that look like failure?

These "talks" are appearing in co-operation with the N.S.W. Alliance.



A personal chat with the publicans

Dear (very dear) Publicans,

A little bird has been whispering lately that a number of you are going to vote secretly for Prohibition, the reason being that times are bad, profits hard to make, and the exactions and impositions of some of the breweries more than many of you can bear nowadays. The little bird adds that you have come to the conclusion that you would rather get compensation and get out of the business.

This rumor, of course, only applies to a minority of your trade, and as it is to the great majority that this letter is being addressed, we will say no more about it.

My word, it is stiff luck that you're engaged in such a rotten sort of business. This is not a personal reflection, but I say it advisedly, for the simple reason that **NO** insurance company will insure your lives unless they "load" you about 12 years. That is to say that, no matter how healthy you may be, or whether you are a drinker or a total abstainer, if you are, say, 30 years old next birthday, and you are engaged in the liquor trade, they will charge you a premium as if you were 42 years old! In effect, when you are 58 years, they regard you as having reached the allotted span of "three score years and ten"—in other words, they regard you as "good as dead" at a time when men in other avocations are in their prime!

The average yearly premium for a "whole life" policy on the life of an average normal man of 30 years of age in an ordinary occupation, is about £2/9/- per £100, which means that on a £1000 policy he would pay £24/10/- per year. **YOU** would have to pay £34/10/-!

THE SAD BUT PAIN FACT IS THAT ALL THE GREAT INSURANCE COMPANIES THROUGHOUT THE WORLD, LOOK UPON ALCOHOLIC BEVERAGES AS ONE OF THE GREATEST POSSIBLE MENACES TO ANY MAN'S HEALTH!

However, to get back to the subject of the coming Prohibition Referendum, do you remember when the last Local Option Poll was being taken, what a hue and cry you chaps raised because there was no provision for compensation for dispossessed publicans and liquor trade workers? It was your one great battle cry then, and the absence of compensation provisions undoubtedly won you a lot of votes.

This time you haven't got that battle cry, have you? because elaborate protection is provided for all of you who might temporarily suffer through Prohibition being carried. Of course your Big Bosses, the Brewers, have found another "Aunt Sally" for you—they can find them as easily as public men can find hiding places for money.

However, it won't be half a bad thing for you when Prohibition comes, for you will be able to invest your capital and undoubted personality in a more useful industry, where you will employ more hands, where you won't have to make slaves of your wives and families for sixteen or eighteen hours a day, and where you won't have to make your body a sink for the reception of the thousands of unwanted drinks per year that "touchy" customers press upon you nowadays.

When the people lowered your closing time from 11 p.m. to 6 p.m., you all said you were dashed glad of the respite, and you'll probably be a lot gladder still after September 1st next.

When Prohibition is carried, and in due course of time your bar is closed, you will feel like a man who has had a carbuncle removed from the back of his neck, **AND THE FACT REMAINS** that the legitimate part of your hotel business—the accommodation department, will remain, and you won't then be worried about bringing up your family on booze premises, as so many of you decent chaps have to do now.

Anyhow, what will you have? How about a little "Compensation Tonic"?

My next "Personal Chat" will be addressed to "the Wives of Commercial Travellers." It will appear in Sunday's papers.

I remain, your friendly enemy,

Robert B. Hammond

P.S.—Of course, you know that of the 278 Inebriate Hospitals in U.S.A., before Prohibition, only 42 are now operating? Does that look like failure?

These "talks" are appearing in co-operation with the N.S.W. Alliance.

a personal chat

With the

Hon. W. A. HOLMAN, K.C.

Dear Mr. Holman,—

You will remember that in the early days of the War the liquor evil was one of the most insistent problems the leaders of the World were called upon to face.

You were the Premier of New South Wales then, and very wide awake to the grave danger the Empire was facing.

While, in a splendid spirit of patriotism, you sacrificed your life-long political associations with the Labor Party in the interests of the Empire, you were not prepared to sacrifice your personal views on the beverage use of alcohol.

We approached you then with a request to give us "6 o'clock closing"—surely a modest request under the circumstances.

YOUR REPLY WAS: "I WILL GIVE YOU 10 O'CLOCK OR NOTHING!"

The Liverpool Riot, however, precipitated the question, and in the vote for 6 o'clock closing that followed THE PEOPLE TOLD YOU THAT YOU WERE WRONG!

No public man was ever told so more emphatically than you were. 1,045 people voted for YOUR hour of 10 o'clock. 374,494 people voted for 6 O'CLOCK closing!!

You now oppose Prohibition with all your splendid gifts, and once again lend your talents for the protection of the Liquor Exploiters!

The ridiculous figures and statements attributed to you in the "S.M. Herald" report yesterday might confuse the people here, but they would only provoke a smile if uttered in America.

I can now see what the Liquor Party's Publicity Manager (Mr. Gerrand) meant when he quoted Dr. Charles Mercier, M.D., F.R.C.P., in the "S.M. Herald" of July 26th last, as follows:

"The effect of moderate doses of alcohol is to . . . stimulate those faculties which some think the highest—such as IMAGINATION, FANCY, PICTURESQUE IMAGERY—the artistic faculties, as we may call them. I point to the fact that there has never been one distinguished ORIGINATOR in any branch of Art who did not take alcohol."

While this statement ignores Edison, Burbank and Steinmetz, yet it enables me to understand how some of the Liquor Party supporters get hold of all those weird and wonderful figures and arguments to hand out to people like your good self to use.

They must surely have a few lagers, and then IMAGINE that Prohibition is a failure in America, and that the people of U.S.A. don't want it.

Then they have a couple of whiskies, and FANCY they have succeeded in bluffing the sane, level-headed people of New South Wales into fancying the same thing.

Then they have a couple more, and the PICTURESQUE IMAGERY rises before their glassy eyes, of the whole grief-stricken American nation, bowing Mahomedan-like at sunset every night, praying earnestly for the repeal of Prohibition.

Then, on September 2nd next, they will wake up with that "morning-after-the-night-before" feeling, only to find that the effects of alcohol were only too true, and that they themselves were undoubtedly the DISTINGUISHED ORIGINATORS of the art of spreading spurious and specious and self-interested arguments.

WHAT ARE THE REAL FACTS, MR. HOLMAN? As a politician "par excellence" nobody will appreciate better than you the extraordinary significance of the fact that—

BOTH OF THE TWO GREAT PARTIES IN U.S.A.—THE REPUBLICANS AND THE DEMOCRATS—AFTER EIGHT YEARS OF NATION-WIDE PROHIBITION, HAVE, FOR THE FIRST TIME IN THEIR HISTORY, OFFICIALLY INSERTED A "BONE-DRY" PLANK RIGHT IN THE FOREFRONT OF THEIR RESPECTIVE PLATFORMS.

Does this look as if the people of U.S.A. look upon Prohibition as a failure?

THE FACT OF THE MATTER IS that in connection with the coming Presidential Election in America BOTH parties realise that to succeed at the elections they must officially declare their intention to MAINTAIN PROHIBITION, simply because the vast majority of the citizens of U.S.A. are more than satisfied that Prohibition has conferred great benefits on them. Could proof be more positive?

Personally, I am sorry to find that you are wrong in the matter of Prohibition, as you were in regard to "6 o'clock closing," but you may find some comfort in the remembrance that it is in the hands of the people to correct your error in judgment on September 1st next, as they did in 1916.

Yours sincerely,

Robert B. S. Hammond
Put your X in the TOP square

P.S.—You know that politicians do not defy public opinion, and yet you reiterate the statement that Prohibition has been a failure, when those who live under it have so emphatically impressed upon the politicians their approval of it.

These "talks" are appearing in co-operation with the N.S.W. Alliance.

a personal chat with the wives of Commercial Travellers.

Ladies,—

Of course no nice Lady ever goes through her husband's pockets, but, really, there is one letter that your hubbies have received, which could not possibly have been shown to most of you.

It is an amazing communication, and how the Committee of the C.T.A. could ever have lent itself to such a flagrant abuse of its position, I cannot comprehend.

The letter is dated July 9th, and is signed on behalf of the Committee by the N.S.W. Secretary, "Mr. H. S. Piesley." It has the effrontery to urge upon individual members that—

"THE PROHIBITION MOVEMENT MUST BE SERIOUSLY AND THOROUGHLY COMBATED."

What right has the Committee to butt in with directions to individual commercial travellers and Association members on this highly-contentious public question?

As a matter of fact, there are many travellers who are total abstainers, and many more who wish they were! There are many more still who comply with custom and take a "spot," but who believe in Prohibition and will vote for it. These members strongly resent the impertinent advice in the Committee's letter. As a matter of fact, a number of them have come to me personally and told me so!

If there is one class more than another that will profit by Prohibition, it is the valuable and oftentimes over-worked commercials. I know, because in the course of my own journeys, in the country particularly, I have had every opportunity of noting the irregular hours they have to work, the wretched climatic and other conditions they oftentimes have to face, and the money out of their own pockets they have to spend on drink.

They are forced by custom to "shout" for others in order to get business, and make sinks of their own stomachs in the process, while at the same time impoverishing their pockets at the expense of their wives and families.

How many firms recompense their travellers to the full amount of the money spent on "shouts" expended for the sole purpose of getting business? I know the position. You've often "birded" poor hubby for spending so much of his own salary on this drinking business—an imposition inflicted on him much against his own will or desire.

Ladies, you know the whole story of Drink's deprecations on many a good fellow's pocket far better than I do, for you know the sufferers, and this is said with the greatest respect for these jolly good fellows. It's not altogether what they drink themselves—not by a long way—it's the money that the prevailing custom compels them to spend on drink for others.

There is another very important aspect. In very many country hotels under present conditions, the accommodation provided for your husbands is not nearly as good as it should be. It is a well-known fact that the country publican thinks far more of the bar trade than he does of the accommodation part of his house. He loves the "good spender"—that is, the generous-hearted "mug" who fritters away his money in the bar "shouting" for others.

Bung often turns up his nose "on the quiet" at the traveller who only wants nice sleeping accommodation, good food, and writing-room and sitting-room comforts.

Just ask any Australian who has travelled extensively through America since Prohibition, and he will tell you that the accommodation for "commercials," especially in the country towns there, is immeasurably better than it was in the days of the Liquor Exploiters.

Might I suggest that you have a heart-to-heart talk with hubby first time he comes home?

He will tell you that he has, from time to time, lost a jolly good order for his firm simply because the store-keeper was carrying too many book debts due to the impecuniosity of hard-drinking customers, and the consequent restrictions on his own purchasing power.

THE FACT REMAINS that when Prohibition diverts our annual drink expenditure of £13,200,000 into other channels of expenditure, hubby will get some dandy orders.

Vote in the TOP square on September 1st next, for the sake of hubby's health, hubby's pocket, hubby's firm, hubby's business prospects, and the happiness of your own home!

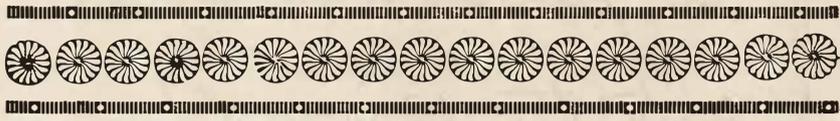
Believe me, your sincere wellwisher,

Robert B. Hammond

Put your X in the TOP square

P.S.—Of course you know that the dairy farmers in U.S.A. are selling 45 per cent. more milk per annum than in the year before Prohibition?

These "talks" are appearing in co-operation with the N.S.W. Alliance.



a personal chat
“Educating Mr. Crowley”

DEAR MR. CROWLEY:—

I suspect you really know more about other insurance institutions than your well-known modesty permits you to acknowledge.

You say that you (Mr. Crowley), “DO NOT KNOW NOR ARE YOU INTERESTED IN WHAT OTHER INSTITUTIONS DO.”

Well, really, the people’s judgment is not influenced by the man who frankly confesses that “HE DOESN’T KNOW.” The public are not usually impressed by any single opinion, but are rightly influenced by the consensus of opinion of those whose wide range of experience enables them to speak with authority.

Mr. William Bingham, Managing Director of the SCEPTRE FUND OF THE EAGLE STAR AND BRITISH DOMINIONS INSURANCE COMPANY Ltd., says “that of 54 (fifty-four) great insurance concerns replying to his direct question as to proposals for whole life assurance by publicans 9 (nine) declined to take publicans at all; 9 (nine) others charged £2 per cent. extra; 4 (four) charged £1/5/ per cent. extra; 27 (twenty-seven) charged £1 per cent. extra; and 1 (one) charged 10/ per cent. extra; while 4 (four) of them had no fixed rule.”

Mr. Bingham says “how severe these extras are will be realised if the non-profit rate for a person aged 25 years is taken, when it will be seen that these offices charging £2 per cent. extra, would issue to an ordinary assurer a policy for materially more than £2000 for what would be the cost of £1000 policy to a publican.”

Your company with its comparatively modest little assets of £5,000,000 takes a publican “PROVIDING ALWAYS THAT HIS FAMILY AND PHYSICAL CONDITION WILL WARRANT ACCEPTANCE,” and, further, you significantly safeguard yourself by saying that “YOUR COMPANY WILL TAKE AS AN A.1 SELECT LIFE THE PROPRIETOR OF AN HOTEL WHOSE PERSONAL HISTORY IS ALL THAT IT SHOULD BE.”

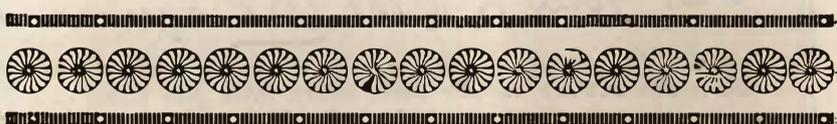
The Prudential Society of England, with invested funds of £150,000,000 (1924) is only one of the great offices which charges £2 per cent. extra on the sum assured by publicans. Perhaps that partly accounts for its financial strength.

Naturally the public will acknowledge that my statements were justified when our own great A.M.P. SOCIETY, with invested funds of about £70,000,000, bears out my contention.

I am sorry I have not the funds to indulge myself in continuing your education.

Yours truly,

Robert B. Hammond





A personal Chat

(No. 7.)

With Liquor Trade Employees.

Ladies and Gentlemen:—

I address myself to you with the very greatest respect, and I am sure that, next to the question of the great principle at stake, the public are more concerned regarding your fate under Prohibition than they are about any other phase of the Referendum issue.

Perhaps the Breweries and Publicans have already explained to you the provisions made for compensating you in the event of Prohibition being carried. Perhaps they have NOT spent any portion of their mammoth fighting fund in so keeping you posted with the real position. If they haven't, just drop me a line, and I will have it all explained to you.

America has proved indisputably that the stoppage of the liquor trade means increased and better avenues of employment in other industries.

There is not another industry where so few people are employed in proportion to capital invested, as in the hotel trade.

One bar hand easily serves, say, four drinkers together, and is free to serve a couple of others before the next round is called for. When these six chaps, under Prohibition, buy food, clothing, or furniture, they each require one salesman's whole attention. When the £13,200,000 now spent annually in drink—giving employment to comparatively few—is spent in other directions, it will require an enormous addition to every retail staff. This is just one illustration of the increased opportunities for more and better jobs that Prohibition always guarantees.

Don't for one moment think that you are all to be thrown out on to the street on September 1st if Prohibition is carried. The Act will not operate for 20 (twenty) months, and most generous compensation and ample time are provided for the gradual transfer of those directly engaged in the handling of liquor to other and better avenues of employment. We don't want YOU to pay all the price of Progress. The State will do this.

No cook, waitress, housemaid, or other person employed in the accommodation portion of an hotel need lose his or her job. America's experience is that Prohibition has provided more such jobs than ever before. Did I tell you of the chap in New Zealand who complained that I had put his brother out of a job? He told me his brother was a barman when No License was carried. I asked him what his brother was doing now. He replied, "Working in a mine." I then asked him why he had never written and thanked me, since he had surely found out that it was more profitable to get his living out of quartz than out of pints!

Whatever temporary dislocation follows Prohibition, THE FACT REMAINS that in the 32 (thirty-two) States in U.S.A. that voted as we are to do on September 1st, NO UNEMPLOYMENT PROBLEM followed the coming of Prohibition.

Don't fail to write me if you desire any information about compensation provisions. I will probably address another "Personal Chat" to you after I have received your letters. "R. B. S. Hammond, Sydney," is sufficient address.

My next "Personal Chat" will be with the "Beer Strikers of Kandos." It will appear to-morrow in the afternoon papers ONLY.

Yours very sincerely,

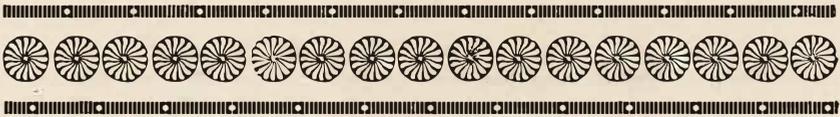
Robert B. S. Hammond

Put your X in the TOP Square

P.S.—Of course, you know that Capital invested in liquor, when liberated, will provide a much greater amount of employment?

(These talks are appearing in co-operation with the N.S.W Alliance.)





A personal chat with the Beer strikers of Kaudos.

Dear Boys,—

The other day I met a travelling door-to-door salesman named Dick Heddle. Years ago he was the central figure in that world-famous Australian troupe of aerial acrobats, the "Flying Jordans." I have often run across him in the country and several times he has loaned me his little street platform to speak from.

This time, however, Dick was all smiles when he met me. It appears that immediately he heard there was an earnest beer strike on in your town, he slipped straight up with his old rattle-trap of a motor filled with his wares—principally clothing. The fine old athlete told me that he had the time of his life.

Many of your womenfolk told him that during this strike, as in similar strikes elsewhere, you chaps took them home lollies and fruit on pay nights, quite apart from the extra money you handed to them, instead of to the publicans.

There have been quite a number of beer strikes in Australia at different times, and even although some of them only lasted two or three weeks, the improvement in the financial relationship between the storekeepers and the housewives was little short of astounding, because the beer strikers' wives, with the help of the extra money given them by their husbands while the strike lasted, were able to greatly reduce their indebtedness to the local trades people, which made things better for everybody in the town, except, of course, the publicans.

The foregoing is just a simple statement of fact that cannot be controverted, even by the hundreds of full-page advertisements (actually paid for by you) that the Liquor Exploiters are frantically shooting all over the countryside in an attempt to bluff you into giving them another "charter" to continue selling you their oceans of ruinously high-priced booze, mostly glass at the bottom, froth at the top, and trouble in between.

In conclusion, although I have never yet in my life advocated strikes by unionists, I now urge you, with all the emphasis at my command, to start another beer strike at once, and I'll come up and agitate for you for nothing, and show you how you can make it a permanent booze strike by voting for Prohibition on September 1.

You all know the Liquor Exploiters' slogan. Well, my advice to you chaps is—"To your wivs and kids be fair; put your X in the TOP square," and never mind about the rhyme.

My next "personal chat" will be with the RETAIL SHOP KEEPERS. It will appear to-morrow in the morning newspapers ONLY.

Yours Cordially,

Robert B. S. Hammond

Put your X in the TOP square

P.S.—Of course you know it is better to be neat and tidy, than tight and needy?

These talks are appearing in co-operation with the N.S.W. Alliance.



a personal chat
with the Commissioner
of Police

Dear Sir:—

I say, Mr. Commissioner, isn't it about time you had something to say to these Liquor Interests?

They are spending thousands of pounds in all sorts of propaganda, telling the people that if they (the people) constitutionally decide on Prohibition on September 1 next, the authorities (meaning YOU), won't be able to enforce it!

This is an unwarranted reflection on the ability and intelligence of the average Australian—moreover, it is an open insult to the great Police Force of which you are the Head.

Just because U.S.A. has had some difficulty in enforcing complete Prohibition amongst her 114,000,000 of dense polyglot, many-nationed, many-tongued population, is that any reason for declaring that you, with your magnificent force, will fail to carry out the people's order amongst the comparatively small and scattered, intelligent, well educated, law-abiding, and democratic citizens of Sunny New South Wales?

Further, these Liquor Exploiters say that YOU won't be able to stop the drink from crossing in from the borders of Queensland and Victoria.

Well, Mr. Commissioner, I'm quite prepared to trust YOU to keep it out ABSOLUTELY if the Government, at the people's behest, directs you to do so, but I am even more confident that our people themselves, being traditionally law-abiding subjects of His Majesty, will resent any attempt to thwart the ends of justice, and in our enlightened State, the bootlegger and rum-runner won't have any more chance of defying the Law than the "drug trafficker" or any other law-breaker.

I have no doubt that when some newspaper readers peruse this letter they will say, "What rot; why you can even now get a drink in any pub. after hours."

If this is so, then it only proves that the publicans as a class are utterly unfitted to hold a trading license in the present juicy monopoly if they have so little regard for the Law which protects them.

Nowadays, whenever the publican strikes a nasty "snag" in his bar (made nasty by his own booze) he rushes for the telephone like a scalded cat to 'phone up the police, and down your officers come—often in a patrol car, to his assistance.

They know you have never failed to protect them, AND THE FACT REMAINS that you will not fail when Prohibition comes to protect the State from any illicit booze-purveyors that think they can defy the law and make easy money from degenerates.

Mr. Commissioner, the Liquor people are treating you pretty scurvily by "slinging off" about your inability to enforce the coming Prohibition laws. Why not have something to say about it?

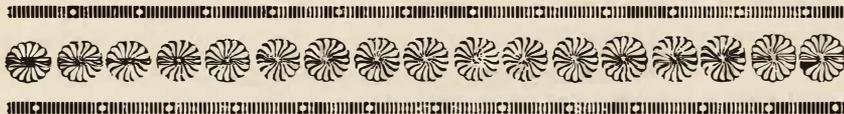
Yours respectfully and admiringly,

Robert B. S. Hammond

Put your X in the TOP Square

P.S.—It will interest you to know that Judge Thomas, after 17 years as Judge in Alabama, says:—"Prohibition is the greatest single agent for the promotion of law, order and justice, and I say, without reservation, it can be enforced as well and as easily as any other law."

These "Talks" are appearing in co-operation with the N.S.W. Alliance.



*a personal chat
with the wives with
steady husbands.*

Dear Ladies,

You were pretty lucky when you picked your Life Partner, for your choice fell upon a decent, clean living, honorable and steady man.

But doubtless you know many women who are not so fortunate. There's poor little Mrs. ——. You are always pitying her, and just longing to do something for her. She herself tries her hardest to do the best she can in her home for her hubby and children, but HER man, quite a decent sort of chap in the ordinary way, often comes home with more than sufficient liquor aboard, the cost of which makes such inroads into his moderate wages that poor little Mrs. — never has enough to go round; and you will remember the rotten spin she had when he lost his job.

The tradesmen who serve her are always waiting for their money (which worries the life and soul out of her), the children are neither properly clothed nor properly fed, and altogether her home life and conditions present a pitiable contrast to yours.

Ladies, the great opportunity for you to help her has arrived! On September 1st next, when the Prohibition Referendum is to be held, it will be open to you to place alcoholic liquor beyond the reach of her husband.

Never you mind about the specious arguments and mis-statements that are being screeched at you from a thousand posters and papers by the Liquor Interests. You may well distrust the wealthy liquor sellers, who never think of anyone but themselves.

It is the hard-earned money of Mrs. —'s husband and the thousands of other husbands like him that is being used by the Liquor Exploiters to pay for these very posters and advertisements—urging you and them to give a further lease of life to the iniquitous Drink Traffic.

THE FACT REMAINS that it is not a drop in the husband's wages that a wife has to fear so much as the little "drop" he has after he gets his wages.

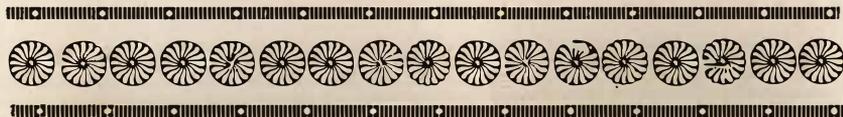
The plain simple truth is that you earnestly want to help little Mrs. ——. Now is your golden chance. Vote YES by putting your X in the TOP square.

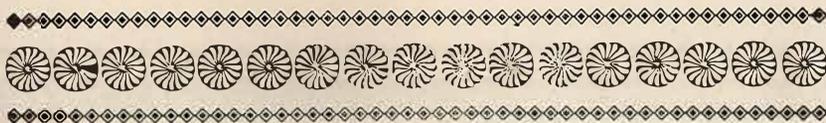
Thanking you in anticipation, I am, yours faithfully,

Robert B. S. Hammond

Put your X in the TOP square

P.S.—Of course you know that when Prohibition comes in by and by, all the people will be able to buy and buy.





A personal chat with the Captains of Industry

Gentlemen:—

I will ask Sir William Vicars, as a recognised and trusted Captain of the Clothing Industry—"Wouldn't you : Il more cloth if the citizens were to cut out all their expenditure on liquor? Wouldn't you have to employ more men and women as a result?"

To Mr. C. E. D. Meares (uncrowned king of the Dairying Industry)—"Wouldn't you sell far more milk, butter, cheese, etc.?"

To Mr. J. B. Cramsie (chairman of the Meat Board and one of our greatest authorities on the meat question)—"Wouldn't you vastly improve and increase your already gigantic turnover, with a consequent immediate addition to your staffs?"

To the Hon. Thorby (Minister for Agriculture)—"Wouldn't the bigger purchases of bread, flour, cakes, etc., under Prohibition, give a much needed fillip to the Wheat and other Primary Industries under your control, with an obvious increase in employment in the rural districts?"

To "Old Gold" MacRobertson (the outstanding figure in the "lolly" trade of the World, not only of Australia)—"Wouldn't you sell a tremendously greater amount of sweets, and wouldn't you have to add materially to your already mammoth staff?"

To Sir Alfred Meeks (chairman of the great A.M.P.)—"As the average life policy holdings in U.S.A. have increased from 368 dollars per head before Prohibition to 712 dollars per head to-day, doesn't it show that the menfolk are better able to provide for their dependents under Prohibition? Wouldn't such an increase here mean a bigger staff in your office?"

To Mr. Fruitgrower (the man without a really great Leader)—"Wouldn't the phenomenal increase in fruit sales that would most assuredly eventuate under Prohibition solve many of your present troubles, and give added employment in your Industry?"

To Mr. W. H. O'Malley Wood (N.S.W. State Savings Bank Commissioner)—"As the savings bank deposits in U.S.A. increased from 144 dollars per head before Prohibition to 211 dollars per head after Prohibition, doesn't it go to show that the ordinary citizen is better off under Prohibition? Wouldn't such an increase here mean more staff in your magnificent new building, and also mean more and bigger loan advances to farmers and home builders?"

To Mr. Stuart Doyle (King of the Moving Picture World)—"Wouldn't you like to divert that golden stream of money from the Pubs to the Pictures? Would not that mean an increase all round in your various staffs?"

To Sir Arthur Rickard (the Big Home Builder with the Big Vision)—"Wouldn't more people be able to own their homes under Prohibition, and wouldn't the building of these homes provide work for thousands more artisans and laborers in the building and allied trades?"

To Sir Mark Sheldon (Chairman of Anthony Horderns', one of the world's greatest retail stores)—"If our men spent nothing on drink, wouldn't the womenfolk have a lot more money to spend on clothes, etc., and wouldn't that mean big additions to your already huge army of employees?"

Gentlemen, you've all got a chance in this campaign to do a big thing for the Country that has been dashed good to you. Will you step out into the open like the great Henry Ford, or are you going to steal away into your tents simply because the brewers and publicans are your customers? Ford didn't stay silent because publicans bought his cars—he knew they only bought his cars because they were suitable. You can take up the same stand with advantage to your country and honor to yourself.

Whatever your personal or social habits may be, THE FACT REMAINS that you are big enough to give the weight of your influence to the public good.

Forgive my directness, but the glorious cause of "Prohibition and Prosperity" is very dear to my heart.

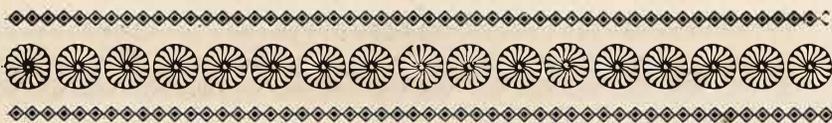
My next "Personal Chat" will be "WITH THE CITIZEN WHO DOES NOT LIKE INTERFERING WITH THE OTHER FELLOW." It will appear to-morrow in the afternoon papers ONLY.

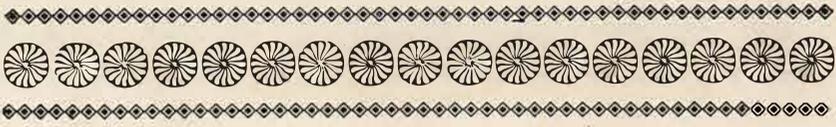
Yours faithfully,

Robert B. S. Hammond

Put your X in the TOP Square

P.S.—Of course, you know that in the first five years of nation-wide Prohibition in U.S.A. Savings Bank depositors increased by 23,000,000 persons? Does that look failure?





a personal chat

WITH THE CITIZEN WHO DOES NOT LIKE INTERFERING WITH THE OTHER FELLOW

Fellow Citizens,—

About the only argument of the Liquor Exploiters that SEEMS at first glance to have anything to recommend it, is the assertion that Prohibition will interfere with the personal liberty of the subject.

We Britishers are very touchy about Liberty—the liberty of the subject, of the Press, and of speech. We resent restraint, and can work up a fine show of indignation when our liberty is threatened. We have an inherent right to eat and drink what we like; say and do what we like; wear what we like; and to walk where we like.

Of course, this is gloriously true; but, alas, the only place where we can enjoy this inherent right is on an UNINHABITED ISLAND!

In the midst of the complications and perversities of modern civilisation, we are at once confronted with the Meat Inspector, the Nuisance Inspector, the Pure Food Act Inspector, and we are strongly impressed with the fact that we are not free to keep a pig in the back yard, sell or consume tubercular beef, purchase watered milk, or prussic acid.

In the exercise of our dearly-bought right to say what we like, we are rudely confronted with various libel and defamation Acts. If we have little regard for these deprivations, we have only to write some undoubted truth, and find every paper refuse to exercise the "freedom of the Press."

A few people have presumed to wear what they liked, and been escorted to gaol; and most of us have greatly desired to walk where we liked, only to find a policeman at our elbow crowding us "to the left."

The motorist is very hampered in his style; tail lights and head lights, number plates, and horns, license papers, and parking notices, silent cops, and cops that won't be silent—all combine to convince him that the one thing he has NOT is the liberty to go where he likes at the pace he likes. At least he can have a drink! Alas, through this cause he is often deprived of his license to drive at all, and finds himself with perhaps a thousand pounds' worth of car on his hands, and not free to run it one yard!

Listen to this gem from a full-page advertisement issued by the Liquor people:—

"It has taken revolvers and guns to enforce Prohibition in other countries. GOOD laws do NOT have to be enforced by armed officials."

Rubbish! Piffle that wouldn't even bluff a third-class school kid. Why, every policeman in New South Wales is provided with a baton and a revolver to see that our "good" laws, as well as our "bad" laws, are enforced.

If the "personal liberty-lover" does not like to "go to the mat" with the meat, nuisance, or pure food inspectors, perhaps he would like to test out his "personal liberty" theory by simply "spitting on the footpath." Under the law, this would render him liable to arrest, or have his name taken for summons purposes. If he refuses to give his name, he not only defies the policeman who detects him, but he automatically stacks himself up against constituted authority, which means the whole of the police force, the Army, and the Navy of the British Empire!

Should a man desire a little cocaine, or morphia, or opium, the moment he commences to exercise his "personal liberty" to buy it, he finds that PROHIBITION is in force against it, for the very simple reason that the majority of the people have decided that the drug habit, though comparatively rare, is injurious to the health and welfare of individuals as well as of the community generally.

This is just what the great democratic Republic of the United States of America thought about the Drink Traffic, so the Americans put it on the "prohibited list," which means that, by law, the personal liberty of the individual is curtailed.

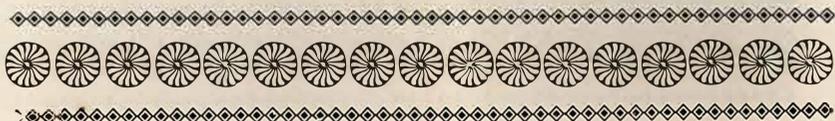
Of course, some bootlegging goes on in that vast, densely-populated nation of many nationalities, just as there is still some drug selling going on in Sydney, and some "spitting on the footpaths," too. but, by Heavens, we didn't take it "lying down," and say: "Oh, what's the use of putting in Prohibition in the drug traffic, because we won't be able to enforce it if we do."

No, Sirs, when Prohibition comes, the bootlegger and the rum-runner, being never more than "one jump ahead" of the policeman, won't have any more chance of contaminating a decent citizen than a yellow dog with wax legs would have of catching an asbestos cat in Hades.

At any rate, they won't have any more chance than the drug trafficker has at present of defying the laws of the land.

Robert B. S. Hammond

Put your X in the TOP Square





A personal Chat with Retail Shopkeepers.

Dear Sirs or Mesdames,—

There are nearly 600 hotels in the Metropolitan area of Sydney alone. There are about 2000 more in the State outside Sydney.

I ask you point blank—"Won't you sell ever so much more stuff—whatever line you trade in—the moment the enormous expenditure on drink is diverted from the bars of the hotels to your shops?"

Just think of it! Last year New South Wales spent £13,200,000 on alcoholic beverages! Under Prohibition, where else can most of this money go but into your cash registers?

Never you mind about the Liquor Exploiters' spurious and specious arguments and fanciful generalisations as to compensation payments, extra taxation burdens, cost of enforcement, etc.

The main concern of every retailer is to increase his turnover, isn't it? I will give you just one instance of what has happened in the retail trade in U.S.A. under Prohibition. There are thousands of others, particulars of which you can have by simply writing to me, but just take the following as an example:—

"THE MAN WITH A THOUSAND PARTNERS." OWNER OF 900 RETAIL SHOPS IN U.S.A.

Mr. J. C. Penney's rise to eminence in the business world as head of a company doing an annual business of 150,000,000 dollars (£30,000,000) is one of the epics of the present generation.

He started with a capital of 500 dollars in 1902, opening his first store in Kemmerer (Wyoming), adding new stores until to-day there are 900 stores in the chain through the States.

His original partners in the enterprise are still his associates to-day as executives of the J. C. PENNEY COMPANY.

Because of his policy of making executives and store managers shareholders in the business Mr. Penney is referred to as "THE MAN WITH A THOUSAND PARTNERS."

LISTEN TO WHAT MR. PENNEY HAS TO SAY ABOUT PROHIBITION.

"While I am a Prohibitionist on moral grounds, I also support Prohibition as a business man. Economically and financially it is sound. It is a fact generally known that savings bank accounts have multiplied and increased almost beyond comprehension since Prohibition was enacted. With scarcely an exception my banker friends tell me that in their opinion this condition is due very largely to Prohibition."

Prohibition has withdrawn money from the till of the saloon-keeper and placed it in the channels of legitimate trade.

IT HAS INCREASED THE PURCHASING POWER NOT ONLY OF THE WORKING MAN, BUT OF EVERY OTHER MEMBER OF SOCIETY. Less money for booze has made more money for shoes.

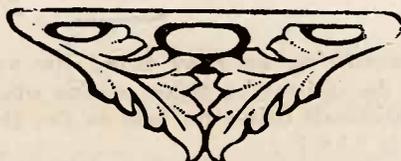
The fact remains that, no matter what your line is—whether it is foodstuffs or clothing, radio sets, sporting goods, books, jewellery, or other luxuries or comforts or amusements, YOUR TURNOVER IS GOING TO JUMP the moment some of those millions of pounds at present spent on alcoholic beverages are diverted from the pubs to your places of business. As in the case of every other appeal I am making I leave it to your own common sense and judgment.

Yours for bigger and better business,

Robert B. S. Hammond

Put your X in the TOP Square

P.S.—The last retailer in U.S.A. with any doubts about the business value of Prohibition became an enthusiast for it when, "by-and-bye," everyone began to "buy and buy."



a personal chat

No. 10

with the Moderate drinker

Dear Sir,—

You are the hardest man to address, and yet the easiest!

Hardest, because one naturally doesn't like to ask a decent moderate chap like yourself to make a sacrifice.

Easiest, because you are quite obviously a man to whom drink doesn't matter much one way or the other, and therefore you can be appealed to, to vote from a big, broadminded standpoint in the interests of the tens of thousands of others less fortunate than yourself.

Just as in politics, where the third, or "moderate" section dominates the position at every election by swaying either to Nationalism or Labour, so you "moderate" drinkers have a very serious responsibility cast upon you in connection with the Referendum to be taken on September 1st next.

For this reason I look upon this "Personal Chat" as probably the most important of the whole series, more especially so because I am going to appeal to you on the highest moral and humanitarian grounds, to throw your weight behind the Prohibition Party.

Being a man who, ipso facto, keeps his head clear, you are quite able to size the matter up for yourself; but I suggest that, in studying the problem, you may reasonably view with grave suspicion the maze of speciously-arrayed figures with which the Liquor Party hope to stampede you into protecting their monopoly interests.

It is always valuable to test the credibility and disinterestedness of those who appeal to you.

Regarding your own personal position, since you have often gone quite a while without a "spot," and have never hesitated to say that you did not miss it, I naturally appeal to you with great confidence to cut it out for the sake of the "other fellow." You know that it impairs the other fellow's efficiency, which means loss of earning power, which means financial embarrassment, which means—plain HELL!

And look at this aspect of the question: the other fellow's folly, if he is a motor driver, may easily involve you in a serious accident whether you are a motorist or a pedestrian (there were 591 fatal, and 10,010 other serious motor accidents in Australia last year). His earning power, if you are his landlord, or if he deals with you in any way and owes you money, is a matter you can't afford to lightly ignore!

You are therefore involved in the other fellow's welfare, as well as your own.

Please don't say: "Why don't these other people drink in moderation, like I do?" You know perfectly well that they simply can't do it, and that's all about it.

The easiest way for you to protect yourself and also the thousands of less fortunate fellow-men who drink too much, is to remove the temptation altogether.

The opportunity presents itself to you now to do **ONE OF THE BIGGEST THINGS IN YOUR LIFE**—an act that I feel sure you will never regret in the years to come, when you will have the privilege of seeing all round you the glorious result of the vote you gave for Prohibition on September 1st, 1928.

THE FACT REMAINS that if you, the "moderate drinkers"—the powerful "third party" that always swings the great pendulum on polling day, vote for **CONTINUANCE**, yours will be the responsibility of maintaining in existence the greatest single evil in our midst to-day.

My next "personal chat" will be with the "Captains of Industry." It will appear to-morrow, in the morning papers only.

Thanking you in anticipation of your vote for **PROHIBITION AND PROGRESS**,

I am, yours earnestly,

Robert B. Hammond

Put your X in the TOP Square

P.S.—If it would be an easy thing for you to give up your "spot," do it for the sake of the other fellow. If it would be a difficult thing for you to do, then **DO IT FOR YOUR OWN SAKE!**



A Personal Chat

(No. 13)

With Athletes and Their Sporting Followers

Dear Sirs,—

This is "Chat" No. 13. The "Devil's Round," they call it in the Boxing Ring. The world-famed unlucky number!

What an unlucky day it is for the athlete in training when he starts to take even one nip of intoxicating liquor?

To be perfectly fair with a body of athletes like yourselves, one has to admit that here and there world's champions have been known to take a little stimulants, but they are rare exceptions.

In the great majority of cases—in fact, the vast majority of cases, world's champions are either total abstainers, or they do not touch alcohol in any shape or form during training. Drinking—even moderate drinking—is absolutely fatal to continued success.

Does not this prove indisputably that from a physical health standpoint, every man and woman in the land would be better off without stimulants? I cannot conceive of any more convincing proof. Sport owes nothing to booze.

Health comes before wealth—a painful fact that we all find out sooner or later, and, in any case, it is a pretty difficult job to achieve wealth if one hasn't got health, or, having amassed the wealth, it is often an impossible task to retain health, if the body has been sapped through indulgence in strong drink.

Sporting followers who admire a champion in their own particular line of sport, could not do better than follow his example in the matter of drinking.

A vote in the TOP square on September 1st next will put the temptation of drink right beyond the reach of the coming generation of athletes and their sporting followers.

Of course, many of you "sports" are going to have a "spot" when you have read this "Personal Chat," but just because you are good sports you will vote for Prohibition because you know it will take the unfair handicap off many a jolly decent little woman and give a chance to the kiddies—those sunny little boys and girls who make an irresistible appeal to all of us men.

THE FACT REMAINS that while Drink has started thousands of fights, it has never won one yet.

Yours for a fair go for all who claim it at our hands,

Robert B. Hammond

Put your X in the TOP Square

P.S.—Of course you know that Colorado obtained Prohibition by a majority of 11,000 in 1914, and retained it at the Poll of 1916 by a majority of 85,000? Does that look like failure?

These "talks" are appearing in co-operation with the N.S.W. Alliance.



a personal chat
with the Chap in a
decent job

Dear Sir:—

I'm not going to beat about the bush with you. You've got just as much or more intelligence than I have, so that there's no need whatever for any camouflage.

You've got a decent screw, say anything from four or five hundred a year upwards. You are steady, you are self respecting, you have a nice little home, and you always see that your wife and children don't want for anything—BUT, you have your regular "spots," don't you?

Quite probably, it is almost necessary for you to go into hotels for the sake of business. Your clients often expect it of you—many of them would look askance at you if you suggested a visit to one of Mockbell's coffee rooms when the "sun was over the yard arm," although you will find plenty of bankers and other professional men there nowadays.

Now, be candid, wouldn't you be a darned sight happier if there were no drink bars in the hotels? Ten shillings per day doesn't go far in the bars in these times, does it? You take, say, two clients into the Australia, or Usher's, or the Carlton, and before you've been there five minutes, a couple of other decent chaps join the party, which means the best part of 5/- per shout, and, simply because all the boys insist on taking their turn at the "shouting," you imbibe two or three more drinks than you have any desire whatever for.

The point I want to stress is this:—It's not a case of 10/- per day, or 5/- per day, or only 2/- per day, it is what your drink bill runs you into for the whole year.

The following table shows what it probably costs you "gentlemen in decent jobs" per annum:—

2/- per day in drinks means £31/6/- per year.

5/- per day in drinks means £78/5/- per year.

10/- per day in drinks means £156/10/- per year.

Even the "two-bob" a day drinker spends enough in a year to pay the interest on a £500 first mortgage to enable him to buy a home.

The 5/- per day drinker spends enough to pay the whole of the interest on an £1100 home.

Of course, the Liquor Exploiters will no doubt retort that the money spent on picture shows and such things, if saved, would achieve a similar result, but these items of expenditure provide uplift, instruction, education, and recreation. Booze is no good to you at all, and you know it. Some of it certainly gives you an "uplift" for half-an-hour or so, and then it drops you down with a thud.

Most of you know what "the morning after the night before" means. Well, the game's no good, is it, whichever way you look at it, either from the standpoint of pocket or health?

The Liquor Traffic has ever been the same. It respects no laws if it can possibly help it, and we are satisfied that like the leopard it cannot change its spots, though it has often changed the price of its "spots." THE FACT REMAINS that you have nothing to lose and everything to gain by voting Prohibition.

Put your X in the TOP square.
Yours truly,

Robert B. S. Hammond

Put your X in the TOP square

P.S.—Of course you know that the U.S.A. Government Census Bulletin (8-5503. 1926) states that the commitments for all crimes have decreased by 37.7 per cent. under Prohibition? Does this look like failure?



A personal chat with Racegoers.

Boys,—

How do you like the quality of the drink they serve you in many of the racecourse bars? Pretty crook, eh?

How do you like the prices they charge you? Pretty hot, eh?

How many times have you left it too late to back your fancy through lingering over drinks in the bar? Scores of times, eh?

How many times have you missed seeing a race altogether from the same cause? Many a time, eh?

How many times have you "lost your block," or should I say, how many times has your judgment "gone to pot," because you have had too many "spots" during the afternoon, and found yourself taking notice of "tipslingers" who know no more about the horses in the race than a cat knows about its grandfather? Many a time, eh?

Do your friends, the bookmakers, "spot up" during the afternoon while they are "calling the odds?" Not on your life, eh? No, they know too well that booze is no good whatever to a man with serious business on hand.

One of our biggest bookmakers said last week:—"I have always had a bottle of lager for lunch, and a bottle of champagne for dinner, but nine months ago the doctor made me cut it out. I am now feeling fine. I believe that the whole State would feel as I do if Dr. Prohibition insisted upon our cutting it out, AND THE FACT IS I am voting for Prohibition."

Did you ever see any of those trim professional "urgers" "spotting up," even with their clients, during the afternoon? Rarely, eh? No, Sir, they've got to keep a clear head for their game, and booze clouds the brain always.

Did you ever try to reckon up what it costs you for booze on the racecourses during the course of the year? You haven't, eh? Well, think it over—it's worth while, quite apart from the bad effect it has on your brain, your judgment and your health.

Do you know what happens to jockeys who booze? Too true, eh? The jockey who starts to drink, automatically signs his own death warrant as a horseman, doesn't he?

Gentlemen, as you may probably guess, I personally don't attend race meetings, so that what I have said in the foregoing paragraphs I have gleaned from reliable friends who do know something about the business first hand. What I DO know is that you would be much better off in body, brain and pocket under Prohibition.

Racegoers in Australia are proverbially known as fine, generous-hearted chaps. I believe this is quite true, and I may reasonably hope that they will be generous hearted towards the great number who would be both happier and better off if they all put their X in the TOP square on Sept. 1st next, when the Prohibition Referendum is to be decided.

The young colt "Prohibition" is a determined horse if ever there was one. He'll come, and come, and come again, for he is absolutely sound in wind and limb AND he has a heart. Booze is a bitter old crock, puffed and bloated, and overfed. He'll try to "savage" Prohibition all the way down the "straight," but the colt will never stop trying till he reaches the judge's box first. Take a tip, put your money on this colt.

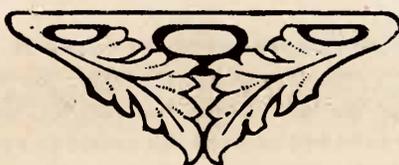
Yours faithfully,

Robert B. S. Hammond

Put your X in the TOP square.

P.S.—Of course you know that Washington obtained Prohibition in 1914 by a majority of 18,000, and confirmed it in the Poll of 1916 by a majority of 215,000? Does that look like failure?

These "talks" are appearing in co-operation with the N.S.W. Alliance.



*a personal Chat
with the "Man on the Land"*

By The Rev. Robert B. S. Hammond.

Gentlemen,—

In an attempt to win the votes of farmers the "Liquor Exploiters" are circulating a statement to the effect that prohibition will increase the burden of taxation.

If there was one reason for such a statement I would frankly admit it. In this campaign I have no axe to grind. My only interest is my interest in the welfare of my fellow citizens.

At present much of the taxation paid by farmers goes to pay the cost of trying to regulate the liquor traffic in this State.

Who pays the salaries of the Police, the Magistrates, the Doctors, and the cost of the Police Motors which are used to convey drunks to the city Police Stations, and all the expense of cleaning up the social mess which the Liquor Traffic makes?

Who pays? YOU pay all this when you pay your taxes.

I have closely investigated prohibition in U.S.A., I have visited farming centres in that country which are much like the centres where you live and I have seen the result of prohibition first hand.

I say, emphatically, that Prohibition has proved of great benefit to farmers, and the States in U.S.A. which are strongest for Prohibition are the great agricultural States. The Liquor advocates know that this statement is simple truth and they cannot produce any reliable evidence which disproves it.

I have a right to ask my farmer friends to accept my word. For 25 years I have spent myself in trying to salvage the wreckage of the drink traffic, and I unhesitatingly say to you that those who tell you that Prohibition will increase your taxes are trying to frighten you and they are hoping that you will, on their word, put material things in the scale of your judgment against the welfare of human beings. Get rid of the drink traffic and you will rid yourself and your children of one of the most costly and harmful things in our social life.

Let me repeat: If there was any evidence that Prohibition would increase your taxes, I would tell you so.

REMEMBER: Every Advertisement issued by the Liquor advocates is issued in an attempt to safeguard the financial interests of the drink traffic. I believe you will vote Prohibition because "sons and daughters are of more value than brewery shares."

Robert B. S. Hammond

Put your X in the TOP Square

P.S.—You will have noticed that the United States of America reduced taxation by £40,000,000 this year, this being the third reduction since Nation-wide Prohibition was adopted.



A personal chat with Society people

Ladies and Gentlemen:—

Most of the arguments about Prohibition, whether FOR or AGAINST, hold little interest for you, because as a class you are comfortably situated, and, being free from the ordinary economic worries of the wage-earner, and having the wherewithal to indulge in any liking for alcoholic beverages, you are naturally not affected by the financial or economic ravages of the habit, and in most cases, I should say, your social standing and prestige ensures that you do not "overdo" the thing to your detriment in the eyes of other people.

What I appeal to you to do, at this vitally important crisis in the Country's history, is to sit down calmly for a little while and consider sympathetically the welfare of the hundreds of thousands of our people who are lower down on the "social scale" than yourselves.

This will involve a self-sacrifice on your part, but isn't it a rock-bound British tradition that people in your station of life have ever been ready immediately to make ANY sacrifice whenever the national welfare has been at stake?

The history of our proud race is replete with innumerable instances of valiant self-sacrifice in the hour of need.

Right down through the centuries, whenever the bugle blew, exquisitely clad men have rushed straight from the ballrooms of society to the bloodstained rags of the muddy trenches. Self-sacrifice! The eyes grow dim as the pictures of history float before the mind—"The Defence of Rorke's Drift," "Major Wilson's Last Stand," "The Sinking of the Birkenhead," "The Landing at Gallipoli" and a hundred other epics. All self-sacrifice!

Nor are these characteristics confined to warfare. Do you remember reading how "That Gallant Gentleman," Captain Oates, of Scott's Antarctic Expedition, walked out into the night into Eternity so that his comrades might last a little longer on the scanty food supplies left? Self-sacrifice in Excelsis!

Think of the British medical scientists who have lost their hands, their arms, and even their lives through their research work in connection with X-Rays.

Think of Digger Jack Chalmers and the other heroes of the Surf—all of them shining examples of the Briton's preparedness to efface himself in the time of need!

Society People, I urge you with all the sincerity at my command to think of the thousands of less fortunate ones who need saving from that greatest shark of all—the Liquor Habit.

The charm of your home and the enjoyment of your hospitality depends on YOU and not on the decanter on your sideboard, AND THE FACT REMAINS that you are capable of making the social and personal sacrifice that thousands ask of you, and doing it with the bigness and niceness that marks the well-bred.

Put your X in the TOP square on September 1st next, and, by doing so, you will achieve something that will redound to your credit, be approved of conscience and bring you peace of mind in the years to come, when in the twilight of life's allotted span you will be able to see the fruits of the glorious work that you set in motion "when you voted for Prohibition" in 1928.

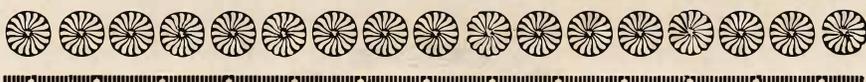
Yours faithfully,

Robert B. Hammond

Put your X in the TOP square

P.S.—Of course you know that Evangeline Booth, Head of the Salvation Army in U.S.A., says—"Prohibition has reduced the sufferings of the families of the common labourer by 80 per cent."





a personal chat with the Clergy.

Dear Fellow Ministers,—

No one knows better than I do the splendid service you render the community, the discouragements you have to face, the sacrifices you so unobtrusively make, and the brave, patient way you almost daily help the victims of drink.

While we have the right to a drink, ours is the higher privilege of denying ourselves for the sake of the weaker brethren. During the first six months of last year there were 3661 convictions for drunkenness at the Central Police Court in Sydney alone; in the last six months of the year the number rose to 4875. I am confident such people will not look in vain to you for the encouragement of your example and the protection of your vote.

Without presumption I hope I may say: "Brethren, by the mercies of God" let us lead our people to vote against the thing that has so often defeated and humiliated us! And as Prohibition definitely provides for the Sacramental and Medicinal use of Alcohol, we may exercise the spirit of our religion, which is consideration for others, and vote against the "beverage" use of alcohol.

It is unthinkable that anyone could pray for the success of the drink business, and surely we must advise our people to vote against what they cannot pray for? No one is proud of the deplorable evils associated with drinking, and it is reasonable to ask our people to vote against what they are not proud of.

If people ask us why we won't leave the drink traffic alone in the pulpit, we can assure them we will do so when it leaves us alone in the pews!

As we pray "lead us not into temptation," surely we will not defy our own petition by holding open by our vote the 2500 "temptation doors" that our liquor bars have always proved to be?

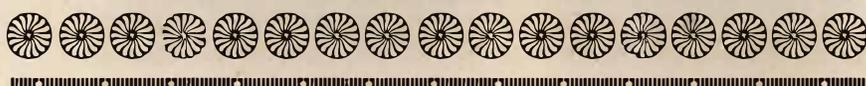
Prohibition was conceived in the heart of devout people and nursed by the prayers of the faithful, and is certified to by the vast body of sincerely religious people wherever it has been tried.

For the sake of the slaves of habit, in the interests of the victims of drink, for the children who follow after us, let us clergy lead the way in the fight against that which is incapable of helping the cause of Christ, and which has invariably been a stumbling block to so many!

Yours fraternally,

Robert B. Hammond

Put your X in the TOP square



a personal chat
with all parents

Dear Parents.—Loving your little ones as you do, it goes without saying that there is absolutely nothing on this earth that you wouldn't do for them. Bone of your bone and flesh of your flesh, you would sacrifice almost anything if by doing so you thought you would help them to grow up fine, steady, honorable, men and women and a credit to their family and their race.

Napoleon used to say that every French soldier "carried a Field Marshal's baton in his knapsack."

Who knows but what in your family of children to-day there may be a budding genius like the late Professor John Irvine Hunter, the brilliant twenty-six-years-old medical scientist (son of a Cessnock storekeeper), who dazzled the surgeons of the world at the great Medical Congress in Paris only a few years ago?

Who knows but what you may have another Melba in the cradle, or an Eadith Walker, or an Aeneas Gunn, or an Ellis Rowan, or an Ethel Turner, or an Eleanor Mackinnon?

Who knows but what you may have romping about your house to-day a future Victor Trumper, or a Dally Messenger, or a Gerald Patterson, or a "Boy" Charlton, or a Bobby Pearce?

Who knows but what you are to-day rearing in your own home the Farrars, the Alexander MacCormicks, the Lindsays or the Adrian Knoxes of the next generation?

Who knows but what the giant financial and commercial enterprises of the future may be controlled by the future Denison Millers, Hoskinsons, Vicars, MacRobertsons, Arnotts, Delprats, Bucklands, Alfred Meekes, and Trethowans, whose boyish laughter is to-day ringing through your homes?

But whether or not your little family shelters a genius-to-be, you are determined to set them out upon the stormy sea of life with as good a chance as—and, in most cases, a better one, than—you yourselves had.

If this is so, you will naturally hope that your little ones will grow up strong and healthy and good; and in your heart of hearts you would rather see them go through life without touching strong drink, wouldn't you?

I do not for one moment wish to argue the point with you. The average Australian parent will let his or her heart and brain dictate the proper course of action on September 1 next, when the Prohibition issue is to be decided, regardless of all outside influences and considerations. But I do want to put one proposition to you.

As you all know, I maintain, with overwhelming evidence to support me, that alcohol as a beverage is bad for present-day grown-ups and disastrous for the youths and girls coming on.

I ask you, as fathers and mothers, would you not prefer to see your boys and girls grow up total abstainers in any case?

This would be easier and more likely if drink were almost impossible to get and very costly.

Surely you will help them to attain a high standard of moral and physical fitness by making it easier for them to do right and harder for them to do wrong?

Don't say, "Oh, well, if my boy hasn't got the strength of will to leave it alone or drink in moderation I can't help it."

You don't say that about opium, cocaine and morphia, do you? No; the authorities (meaning the people) by prohibiting these drugs are stamping them out with a vengeance. They don't trust to the strength of will of the young people to avoid the drugs—they simply prohibit them.

The difference between drugs and booze is only a matter of degree. The Liquor Trade can continue only by involving in the dangerous drink habit the young, who must take the place of the older drinkers who die so much earlier than they ought to. Is the Liquor Trade to have any of your children?

The fact remains that no child of yours will become a victim of the Liquor Monopoly with MY consent, and it is much less likely that they will do so with YOUR consent.

Vote in the TOP square and remove temptation from your children's paths!

Yours earnestly,

Robert B. S. Hammond

Put your X in the TOP square

P.S.—The most inspiring sight to me when in the United States, was not the Grand Canyon of Arizona, or Niagara Falls, but 1000 young people in a college in the great Prohibition State of Kansas, who all assured me that THEY HAD NEVER SEEN AN INTOXICATED PERSON IN THEIR LIVES!

A personal chat
with "Mr Booze"
on the
Cost of Prohibition

Dear (shockingly dear) Mr. Booze,

YOU ARE PERPETRATING THE BIGGEST LIE IN THE HISTORY OF NEWSPAPER ADVERTISING IN AUSTRALIA.

You are screaming out in huge black letters in full page advertisements in nearly four hundred (400) N.S.W. newspapers that PROHIBITION WILL COST THE STATE OVER £8,000,000 PER YEAR.

This great lie would be comic if it were not so terribly tragic in its influence on the non-thinking voter.

LET US GET RIGHT DOWN TO FACTS—TO "TRUTH IN ADVERTISING," by analysing the matter in the simple, truthful language that the general public understand.

New South Wales at present spends £13,200,000 per year on alcoholic beverages. As there are in the State approximately 500,000 families, it will be seen that the average drink expenditure per household per year is £26. More than half the families spend nothing at all on drink, which makes the real average in "drinking" homes more than £52 per year. But let us take the statistical all-round average of £26 per family.

YOU, MR. BOOZE, ARE TRYING TO RAM DOWN THE THROATS OF THE HOUSEHOLDER THE IMPUDENT BLUFF THAT IF HE CEASES TO SPEND THAT £26 NEXT YEAR IN DRINK HE WILL FIND HIMSELF £16 WORSE OFF IN POCKET AT THE END OF THE YEAR!!!

How in the name of commonsense could 500,000 families be £8,000,000 worse off every year, simply because they refrained from spending £13,200,000 every year on drink?

You, Mr. Booze, have repeatedly asserted in hundreds of costly newspaper advertisements that one result of Prohibition will be that New South Wales will lose £4,592,812 yearly in Customs revenue. How tired your tongue must be from getting pushed into your cheek so often.

What are the facts? Under Prohibition, **NEW SOUTH WALES WON'T HAVE TO PAY OUT A SINGLE PENNY OF THIS £4,592,812 DUTY TO THE FEDERAL GOVERNMENT.** She will keep this vast sum in her own pockets, and thus show a **HUGE GAIN** instead of a loss.

Then again, Mr. Booze, you say "the State Government will face a direct State loss of License Fees, which, with the 3 per cent. recently re-imposed, will amount to £500,000 annually." Surely you winked when you said that! What about the cost of collecting it? Do you hope that the readers do not know the difference between nett and gross revenue? Is that why you don't say a word about the £3,080,000 that it costs the State Government every year to pay for the upkeep of police and police courts to deal with drunks; gaols to house drink-driven criminals, reception houses and mental asylums to care for poor drink-crazed cases, hospitals for the victims of drunken motor drivers, and institutions and other benevolences for children neglected by drunken parents?

Mr. Booze, your advertisements are as full of lies as a blackfellow's dog is of fleas.

You say "based on American experience it would cost £2,000,000 per year for the upkeep of a Prohibition Army to enforce Prohibition." As a matter of fact, on the American rate of cost per head of population, the cost of enforcement in New South Wales will be under £100,000 per year. **AND YOU KNOW IT.**

Your anguished tears for the men and women who according to you are to be thrown out of work under Prohibition would turn a North Queensland crocodile green with envy. This employment question will form the subject for another "personal chat"—in the meantime let me tell you that, "based on American experience" again, the only industry that will "get it in the neck" under Prohibition is the pawnbroking trade. We will join with you heartily in shedding crocodile tears for **THEM** when the time comes, for the vast working class in U.S.A. nowadays has little need to fly to "Uncle" for help.

Yours faithfully,

Robert B. S. Hammond

Put your X in the TOP Square

P.S.—You know that what are luxuries to our workers are the common possessions of workers in the U.S.A.



A Personal Chat with a Crocodile on the Booze Party's Concern for Our Morals.

Dear Croc.—

Oh, dry those tears! Mr. Booze has collared your job!

The Booze Party has appealed to Mothers and warned them against Prohibition on the ground that it will invade and degrade their homes. Their optimism is sadly mis-placed if they are hoping that the Mothers have forgotten that Mr. Publican has ever urged them "to take a bottle home" and to "ring up—they will deliver free to any home," and every pint they ever sold was carried into some home to outrage it

This hypocritical interest in the home from the greatest home-wrecking concern civilisation has ever known is most nauseating. It is truly amazing to hear the Booze Party sob over our homes, when they have turned several hundred thousands out of their bars each year, to vomit on the pavement, insult the passerby with blasphemous language, and shock the home with loathsome obscenities.

Mr. Booze has shrieked an appeal to parents to vote against Prohibition on the ground that it demoralises the young. Drink facilities as existing in N.S.W. have been responsible for thousands of first offenders each year. This "anxiety" to protect the young from whom they have recruited all the present drunks and degenerates, is truly something to make the devil snigger.

It is a huge joke to find the Party that has ever chanted "Another little drink won't hurt you" urging drinkers not to vote for Prohibition because the Liquor people say "there are, in U.S.A., more drunks than ever," and more drink would not be good for them.

It will be a wonderful sight when Prohibition is carried to see the booze tribe in their new found enthusiasm for the morals of the young competing for positions as Sunday School teachers.

THE FACT REMAINS that the great moral teachers and their religious organisations have overwhelmingly endorsed Prohibition after long trial because of the moral protection it affords the young.

In the study of Prohibition made in 1927 by the National Federation of Settlements assisted by social workers in different parts of the U.S.A., Martha Bensley Bruere says her summary is based on 193 reports from Humanitarian and Social agencies, and she concludes by saying "the reports do show that all of the things hoped for by the advocates of Prohibition are being realised in some places, and that even where the law is least observed some of them have come true."

Robert B. S. Hammond

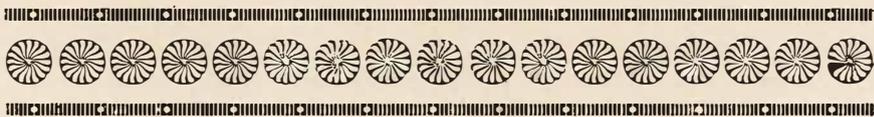
Put your X in the TOP Square

P.S.—Liquor exploiters were unpardonably wrong in the figures they used in their effort to mislead parents, and in response to my challenge they acknowledge they were wrong but without apology. They did not pay the £100 I challenged them to pay to the Children's Hospital as a small compensation for being wrong.

They are still unpardonably wrong in quoting figures about intoxication, when the Chief of Police, Major E. B. Hesse, says intoxication was not an offence before July 1st, 1923, in Washington, D.C.

3 They are equally wrong in taking no account of the phenomenal growth in the population of Washington, D.C. No wonder their self-interested advertisements are under grave suspicion.





A Personal Chat

with Maj.-General Sir Neville R. Howse,
V.C., K.C.B., K.C.M.G., F.R.C.S.
(England), M.H.R., and Federal Minister
for Health, Repatriation, and Home
and Territories,

AND WITH

P. H. Coates, Esq., Hon. Secretary, Citizens'
Rights and Liquor Reform Ass'n.

1. Dear Sir Neville,—

As a Fellow of the Royal College of Surgeons, and a medical man with a vast experience of Western New South Wales, I know that you were greatly distressed when you informed the Federal Parliament that the percentage of rejections of medically unfit persons for admission to the Senior Cadets last year was 28.9 per cent., and to the Citizens Force was 33.6 per cent.

Of course, no one knows better than you do the vicious part that Alcohol (called "Racial Poison" by the famous Dr. Saleby, Chairman of the Birth Rate Commission in England) plays in lowering vitality, undermining health, predisposing to disease, and robbing the child of adequate nutrition.

When in Kansas State, U.S.A. (where they adopted Prohibition by a majority of 8000 votes in 1881, and confirmed it 25 years later with a majority of 406,000 votes), I was introduced to a gathering of 1000 children, all born under Prohibition, NOT ONE OF WHOM had ever seen an intoxicated person in their life.

It will not surprise you to be told that when the United States came in to the War and instituted compulsory enrolment THE STATE OF KANSAS PROVIDED THE SMALLEST PERCENTAGE OF PHYSICAL REJECTS IN THE WHOLE UNION OF 48 STATES!

Yours admirably,

ROBERT B. S. HAMMOND.

"Brother" Coates, Hon Sec., Citizens' Rights and Liquor Reform League

Dear Brother "Reformer,"—

I thank you for your "perlite" kicks. That they are "below the belt" is beside the mark, since they are from one reformer to another.

This note is really to express my sympathy with you in your being forced to play the part of the chap who believed in neither Heaven nor Hell. When he died, an old friend, on seeing him in his coffin, began to laugh—it seemed so funny to see him "all dressed up and nowhere to go."

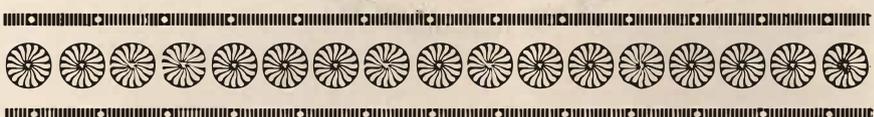
You repudiate with splendid scorn any suggestion that the Brewers are helping you while you do their work. You emphatically have no association with Prohibitionists—so there is no place for you in a Referendum that only provides for a vote for either the Unspeakable Liquor Business or Humane Prohibition.

You are neither hot nor cold, and—well, you know the scriptures.

Yours, more in sorrow than in anger,

ROBERT B. S. HAMMOND.

P.S.—Since you are not in this straight-out fight we would all appreciate your ceasing to be an "Hon. Mr. Buttinski," AND, as you can't vote for either issues, if they drop on you for that £2 fine, I won't see you stuck, anyhow.





£100 — £100 A CHALLENGE

To the Liquor Trades Defence Union

At great cost you inserted in the "S.M. Herald," "Daily Telegraph Pictorial," "Labor Daily," Sydney "Sun," and Sydney "Evening News," on Friday, August 17th, and in the "Daily Guardian" of Saturday, August 18th, with a view to influencing parents against Prohibition, the following statement:—

DRINKING AMONGST THE YOUNG			
(Records of Police Department, Washington, D.C.)			
Arrests for Drunkenness of Persons under 22 years of Age.			
"WET" YEARS		"DRY" YEARS	
1914	70	1920	74
1915	35	1921	183
1916	36	1922	169
1917	36	1923	224
1918	73	1924	282
1919	140		

Before Prohibition the average arrests numbered only 65 per annum. Under Prohibition they amount to 186.

While I know that much is incorrect in many of your advertisements, in the particular one to which I now refer

I DECLARE THAT YOUR STATEMENT ABOVE IS ABSOLUTELY NOT ACCORDING TO FACT.

I challenge the Liquor Trades Defence Union, to submit this statement by 3 p.m. on Wednesday, August 22nd, to Hon. E. M. Lawton, Consul-General for the United States of America in Sydney, for his decision as to the correctness of the specific statement made by you that "in WASHINGTON, D.C., the years 1917, 1918, and 1919 were 'WET' years."

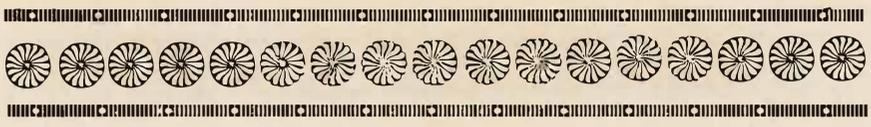
If the decision goes against me, I am prepared to donate the sum of £100 (one hundred pounds) to the Royal Alexandra Hospital for Children, Sydney, on condition that the Liquor Trades Defence Union will agree to do the same if the decision is in my favour.

Robert B. S. Hammond

Put your X in the TOP Square

P.S.—Of course, you OUGHT TO KNOW that, in reply to an inquiry, Major Edwin B. Hesse, Superintendent, Police Department, Washington, D.C., says:—"Prior to July 1st, 1923, it was not an offence to be intoxicated in the District of Columbia." It should also interest you that the population in Washington, D.C., has increased by about 200,000 since 1914.





Commonwealth of Pennsylvania



Governor's Office
HARRISBURG

Population of State of Pennsylvania Nearly 10,000,000. Population of State of New South Wales—About 2,500,000.

Governor Gifford Pinchot
of Pennsylvania

has

*A personal Chat
with
Robert B. S. Hammond*

Dear Mr. Hammond,—

It has been the greatest kind of pleasure to help you in this fight. My heart is warm for Australia, and I appreciate the opportunity of doing what little I can.

With all good wishes,

Sincerely yours,

Gifford Pinchot

“Prohibition is a Blessing”

(By Gifford Pinchot, written while Governor of Pennsylvania.)

Legally and morally the United States is “dry”; practically most of it is “dry.” The overwhelming majority of our people are for the Eighteenth Amendment and for its enforcement, and that fact is proved conclusively by the increasing majorities which support “dry” legislation in Congress. That is the real test.

The Saloon has no Friends Left
Even the advocates of light wine and beer, who make far more hubbub than their numbers justify, do not stand for the return of the saloon. Nobody wants it, and it will never come back. That is a huge gain. Theoretically, everybody is for law enforcement. Practically a very considerable percentage of the great newspapers, and an equally large percentage of the rich people of the country, are against it. But the mass of the people want the law enforced, and want it more and more strongly.

Quiet Progress Makes Few Headlines
In spite of the bootlegging, in spite of the flagrant failure of officials to

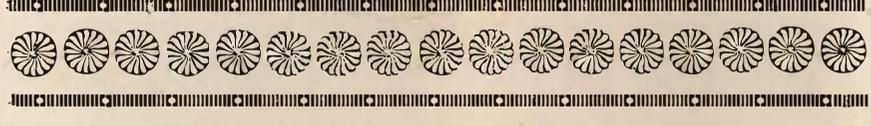
enforce the law and of influential citizens to obey it, in spite of all the talk and propaganda, the total effect of the Eighteenth Amendment in the United States has been vastly beneficial to our people. On the average, our women and children are better clothed and better fed because of it; our towns are more orderly, our prison populations smaller. Notwithstanding all the handicaps, all the treachery, all the lawbreaking, Prohibition is a blessing to the people of the United States.

The Noisy Few
One discontented man makes more noise than a dozen who are satisfied. The opponents of the Eighteenth Amendment who want a change are comparatively few in number, although they make much more noise than the great mass of American citizens who believe in Prohibition and want the law sustained. We are making steady progress, and nothing can be more certain than that Prohibition has justified itself and is here to stay.

NOTE.—Governor Pinchot was elected by the largest majority ever given a Governor. He was elected on a platform providing for the “ENACTMENT, MAINTENANCE, AND ENFORCEMENT OF PROHIBITION.” In his first year of office under Prohibition, Bank and Savings Bank credit balances in his State amounted to \$413,637,539, being an increase of \$28,359,964 on the previous year, and in the same year THE NUMBER OF DEPOSITORS INCREASED BY 444,221 persons. And yet the Liquor Exploiters in N.S.W. say that Prohibition has proved a failure in U.S.A.!

P.S.—Liquor exploiters were unpardonably wrong in the figures they used in their effort to mislead parents, and in response to my challenge they acknowledge they were wrong, but without apology. They did not pay the \$100 I challenged them to pay to the Children's Hospital as a small compensation for being wrong. They are still unpardonably wrong in quoting figures about intoxication when the Chief of Police, Major E. B. Hesse, says intoxication was not an offence before July 1st, 1923, in Washington, D.C. They are equally wrong in taking no account of the phenomenal growth in the population of Washington, D.C. No wonder their self-interested advertisements are under grave suspicion.

Inserted by R. B. S. Hammond.





A great Catholic Prelate's Reasons.

His Lordship, Bishop Morrison, of the Diocese of Antigonish, Nova Scotia, has consented to the publication of his reasoned statement on Prohibition, as follows:—

“On the approaching Referendum as to whether or not the present Dominion Law of Prohibition is to be adopted in the Province of Nova Scotia, depends much that is intimately associated with the social and economic welfare of its people. That the excessive use of intoxicants has been, and still continues to be, a most serious obstacle to the social and economic progress of the Province must surely be evident to anyone who has taken the trouble to note its dire results, whether in the home or in the general community, and it therefore behoves every citizen of the Province to co-operate for the abolition of this alcoholic vice and of the whole traffic in strong drink.

“I should here state that, as a matter of sound principle, voluntary total abstinence from intoxicants is the ideal that should most highly commend itself in this matter. Self-control is a necessary condition to the proper development of true manhood, and this holds true in regard to combatting the vice of intemperance as it is true in combatting any other vice. Our own League of the Cross Total Abstinence Society has given, and continues to give, every possible impetus to this principle, and thereby has accomplished untold good in many of our communities. It is only right to add that many others have lived up loyally to this ideal.

“At the same time there are altogether too many others to whom such an ideal does not appeal, and the experience of generations only too plainly points out that sobriety cannot be established or maintained to the full measure of its value in the community as long as the drinking element has a free hand to keep alive the traffic in intoxicants to the continued detriment of the general community. The situation, therefore, comes to this point, namely, that since voluntary abstention from alcoholic beverages cannot be had through persuasive means in that measure demanded by the public welfare, it becomes a necessity to enforce abstinence by prohibitory legislation. To this end is the Referendum proposed, and I am convinced that the cause of prohibition, as embodied in this Referendum, should receive the unstinted support of the people.

“The prohibition law, on which the Referendum is to be taken, is not a law in the making but one that already exists on the Federal Statute Books. Its provisions are well-known, and it nowhere infringes on religious liberty or religious convictions. It makes for the best welfare of the people, and in the Referendum vote it should receive the overwhelming support of the Province.

“If Prohibition, rightly enforced, does not completely abolish the drink traffic it surely will lessen it close to the vanishing point, and it is no argument against it that it will not completely abolish the traffic. There are prohibitory and penal laws against theft, homicide, and scores of other wrongs, and yet these things do happen, but this is no reason why such laws should not be enacted and supported by the public conscience. The same principle holds true in regard to the law of Prohibition, and in view of the disastrous results of strong drink, also, in this Province, the public conscience should rally to the support of this measure.

“In conclusion, let me say once more that the adoption of the prohibitory law has my strongest word of approval, and let us all hope that it will be given a fair trial in this Province.”

Robert B. S. Hammond

Put your X in the TOP Square

NOTE.—Mr. Hammond will make a further reference to Bishop Morrison's statement during the course of his address to be broadcast on Wednesday night, 29th inst., at 8 p.m., through the courtesy of Station 2UW.

This advertisement inserted by R. B. S. HAMMOND.



A personal chat with the Taxpayers.

Ladies and Gentlemen,

We must first try and get a proper perspective of this State's financial might and economic resources.

Let me remind you that just 10 years ago (1918) the Commonwealth Government raised in that year the 6th and 7th War Loans, totalling £87,017,000. Of this huge amount, subscribed for the purely unproductive work of keeping the Germans out, New South Wales contributed approximately £35,000,000!

For four years (1914-1918) this State maintained, and maintained well, an average army of 100,000 soldiers—the cream of our wealth-producing manhood—while they were engaged on the glorious but unproductive work of fighting.

In the face of these facts, are we going to quail at the comparatively small cost of transferring a few thousand Liquor Trade employees to other and better trades, since it is so easily within the capacity of this enormously wealthy State to find the few millions required for the task?

PROHIBITION GUARANTEES REDUCED TAXATION.

In company with noted economists, who have no axe to grind like the Brewers, I believe that a Prohibition victory will, like all economies, lighten our financial burden.

The fact is those who believe that Prohibition will mean an enormous increase in taxation have forgotten that only three months ago the U.S.A. Treasury reduced taxation by £44,000,000 (see Sydney "Sun" and other papers), and since nation-wide Prohibition was adopted in 1920 the Great Republic has reduced taxation altogether by £2,000,000,000 (pounds, not dollars). This is without precedent.

Last year New South Wales contributed to the Federal Government £4,592,812 in Customs and Excise revenue. The Liquor Party asserts that YOU will have to make good this loss every year. The real truth is that New South Wales under Prohibition wouldn't have to pay a single penny of this huge sum to the Federal Government—this State would simply keep the £4,592,812, with the huge balance formerly spent on drink, in its own pockets instead, thus showing a great GAIN, not a loss. This money will be spent on food, clothing, furniture, homes, luxuries, most of which already carry a customs tax and no fresh taxation will be necessary.

DON'T BE AFRAID OF WHAT YOU SAVE.

Don't forget the tremendous increase in prosperity and wealth that Prohibition will bring in its train here, just as it has in America, where, in the first five years under Prohibition, the number of Savings Bank depositors increased by 23,000,000 persons, and trade and industry generally simply leapt ahead.

THE DRINK-IMPOSED BURDEN.

Another item quoted by the Liquor Party is the "£500,000 that New South Wales will lose in license fees, etc." Yes, but what about the cost of administering this department, and what about the £7,000,000 that it costs New South Wales every year to pay for police, etc., to deal with drunks, drink-driven criminals, reception houses and mental asylums to care for poor drink-crazed cases, hospitals for the victims of drunken motor drivers, and institutions and other benevolences for children neglected by drunken parents? HERE AGAIN THE STATE would show A PROFIT INSTEAD OF A LOSS.

The Liquor Party blandly puts the immediate cost of compensation down at "about £20,000,000." Needless to say, the State is not going to buy the Brewers' assets at THEIR valuation, which, of course, the Award Court will not accept.

AN AUTHORITATIVE ESTIMATE.

Level-headed people will prefer to take the estimate of one of the most eminent actuaries and accountants in the State, Mr. H. C. Brierley, F.F.I.A., F.I.C.A., Chairman of the New South Wales Division of the Federal Institute of Accountants for 22 years, and President of the New South Wales Justices' Association, who has made an exhaustive study of the Prohibition Compensation problem—in fact, he is the only recognised authority who has, up to date, presented a really comprehensive statement on the question for the benefit of the public.

Allowing for a sum of £885,577/3/- already in the Government's hands per medium of the operations of the present Licensing Reduction Board, Mr. Brierley estimates the total cost of compensation at £5,614,423, and says that "the probability is, however, that even this sum will be considerably reduced upon investigation."

The interest, therefore, on the immediate cost of compensation would be approximately £300,000 per annum, NOT £1,000,000, as stated by the Liquor Party.

PROHIBITION A CASH GAIN—NOT A LOSS.

Surveying the whole position, we find a yearly interest bill of £300,000 to meet, but we have a gross saving of at least £4,500,000 in connection with Customs and Excise payable to the Federal Government. The loss of license fees is offset over and over again by the immense savings in police court, gaol, hospital and asylum administration, etc.

Regarding the cost of enforcement, I have it on the authority of one of the most highly-placed and efficient police officers the State of New South Wales has ever known, THAT PROHIBITION CAN CERTAINLY BE ENFORCED, AND THAT THE EXTRA COST WOULD BE INFINITESIMAL, for the simple reason that our existing police, freed from the most exacting part of their present duties, viz., watching day and night the large number of licensed places and all that emanates from them, will be well able to handle the situation under Prohibition with very little extra assistance.

The cost would only be about one shilling per head per year, even on the Liquor Party's own extravagant basis of arguing, and not even one penny per head per annum, according to our recognised police expert's advice.

SO THAT PROHIBITION MEANS A HUGE ACTUAL GAIN—not a loss at all!

Booze is a ruinously high-priced luxury; Prohibition is an economy. ADDED TO ALL THE ACTUAL CASH GAIN IS THE ENORMOUS INCREASE IN GENERAL PROSPERITY.

That settles it! The thinking taxpayers will, therefore, put their X in the TOP square.

Yours faithfully,

Robert B. S. Hammond

Put your X in the TOP square



a personal chat
With
**Good Men, Bad Men, Truthful Men,
And Others**

THE LIQUOR TRADES DEFENCE UNION, SYDNEY.

Dear Sirs:—

I believe in the good, old Australian saying—"Cash up or shut up." After putting up for weeks with your flagrant misrepresentation of facts and figures relating to Prohibition, I definitely challenged you on Tuesday last, Aug. 21st, regarding the actual truthfulness of the alleged facts in your advertisements in the newspapers of Aug. 17th and 18th inst.

Furthermore, I undertook to donate the sum of £100 to the Royal Alexandra Hospital for Children if I could not substantiate my declaration that you were wrong in fact. The only condition was that you should forfeit £100 to that Institution if you were proved to be wrong. You have admitted, though without apology, that you were wrong. Why not pay up like a sport? You certainly would have expected me to.

I am,—not "yours" under any conditions,

Robert B. S. Hammond

CLARENCE R. MOSS, ESQ., SECRETARY, ROYAL ALEXANDRA HOSPITAL FOR CHILDREN.

Dear Mr. Moss:—

No institution needs funds more than yours does, and none deserves it more. Please ring up Mr. Booze. It won't mean more than a drop in the bucket for him to pay over that £100 in connection with the challenge I launched on Tuesday last, but which he dodged ignominiously.

By the way, while less than twopence worth of alcohol per head per annum is used in Prince Alfred Hospital, its use, as specifically required by the medical authorities, is properly provided for under the Prohibition Act.

Yours admiringly,
ROBERT B. S. HAMMOND.

THE MANAGER, "S.M. HERALD," SYDNEY.

Sir:—

You proudly claim to be as particular in your advertising columns as in your editorial ones. My complaint is that some of your advertisements have fallen to the level of your news columns. Perhaps I am doing you an injustice, and perhaps the big half-page adv. of the Liquor Party last Friday just slipped in as the exception that proves the rule.

May I make a suggestion, Sir? In order to wipe this stain from your escutcheon, how about donating to the Royal Alexandra Hospital for Children, as a sort of refund, the price paid you for that advertisement? The amount would be about £80 (judging by what you charge us), and I would be quite prepared to put in the balance of £20, so that the Children's Hospital need not suffer by reason of the Liquor Party's back-down from my challenge.

Yours willingly,

Robert B. S. Hammond

P. H. COATES, ESQ., HON. SEC. CITIZENS' RIGHTS AND LIQUOR REFORM LEAGUE.

Dear Fellow "Reformer":—

Most people like you personally, old chap, just as they do your friend and supporter, Mr. W. A. Holman, but, unlike Dear Old Paddy's "free fight," where everybody could join in, this is a straight-out vote on Prohibition v. Continuance of the Liquor Evil, and you are only "crowding the ring" to the annoyance of both contestants.

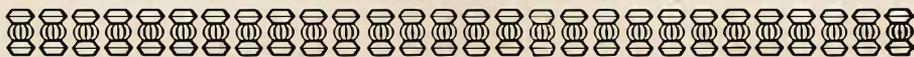
You indignantly repudiate any suggestion that you are associated with the Liquor Crowd—even though you are so willingly doing their job in opposing Prohibition. You equally resent any association with Prohibitionists. In fact, "you are neither hot nor cold and . . ."—see reference in the Book of Revelations.

By the way, do you ever remind Mr. Holman that when he was Premier of this State for years (at a time when war exigencies gave him much more autocratic power than in peace time), he could have introduced almost any liquor reform he liked, with a mere scratch of his pen? If you have never done so, how about twitting him about it now? I advise you to do it over the telephone, for safety's sake.

Yours expectantly,

Robert B. S. Hammond

Put your X in the TOP Square





£100 ——— £100

**A WARNING TO VOTERS
AN EVADED CHALLENGE**

(Statutory Declaration before a Justice of the Peace)

I, Robert Brodribb Stewart HAMMOND, Clergyman of the Church of England, of St. Barnabas' Church, Sydney, in the State of New South Wales, do hereby solemnly and sincerely declare as follows:—

Being sorely worried in my mind regarding what I knew to be inaccurate and misleading statements appearing in official advertisements issued in hundreds of newspapers by the Opponents of Prohibition, I decided, in the interests of the people generally, to issue a specific challenge. This I did in all the Sydney dailies of August 21st and 22nd inst.

I definitely declared, in these newspapers, that the Liquor Trades Defence Union's advertisements giving figures relating to WASHINGTON, D.C., of the United States of America, were absolutely untrue in fact.

I furthermore undertook to donate the sum of One hundred pounds (£100) to the Royal Alexandra Hospital for Children, Sydney, if I failed to substantiate my charge, on condition that the Liquor Trades Defence Union undertook to donate a similar sum to the same Hospital if I were proved right, and I demanded that they accept the official records in the possession of the Consul-General for the United States of America in Sydney, in order to decide the question.

The Liquor Trades Defence Union failed to accept my challenge, but a partial correction in their amended advertisements acknowledged they were wrong, but without apology, and without sending a donation to the Children's Hospital.

I HEREBY WARN THE VOTERS OF THE STATE OF NEW SOUTH WALES THAT MANY OF THE LIQUOR PARTY'S ADVERTISEMENTS, ESPECIALLY THOSE WHICH CONTAIN ALLEGED AMERICAN STATISTICS, AND ALSO ESTIMATES REGARDING THE ALLEGED COST OF COMPENSATION, THE ALLEGED COST OF ENFORCEMENT, AND THE ALLEGED LIKELIHOOD OF AN UNEMPLOYMENT PROBLEM ARISING, ARE EMPHATICALLY AND CONVINCINGLY DISPROVED BY UNCHALLENGEABLE FACTS BY THE HIGHEST AUTHORITIES. NOTHING THAT CAN BE SAID AGAINST PROHIBITION CAN HAVE ANY SIGNIFICANCE IN THE FACE OF THE EXPERIENCE OF KANSAS. THIS STATE OBTAINED PROHIBITION IN 1881 BY A MAJORITY OF 8,000 AND DID NOT VOTE AGAIN TILL 25 YEARS AFTERWARDS, WHEN THEY RE-AFFIRMED THEIR BELIEF IN PROHIBITION BY A MAJORITY OF 406,000 VOTES. AND I COUNSEL THE ELECTORS TO VIEW WITH THE GRAVEST SUSPICION ALL STATEMENTS MADE AGAINST PROHIBITION.

And I make this solemn declaration conscientiously believing the same to be true and by virtue of the provisions of the Oaths Act, 1900.

Subscribed and declared
at Sydney this 24th
day of August, 1928,
before me

A. E. BOND, J.P.

Robert B. S. Hammond





A great Australian Nerve Specialist has a personal Chat

The Internationally-known Nerve Specialist of
Collins-street, Melbourne, Dr. Mackeddie, speaking
in Melbourne on December 10th last, said:—

“Well, I am a more ardent Prohibitionist than ever, because of
what I saw in America.

The Morphia Myth.

“I went to the hospitals in New York, and I was prepared to find
the benefits of Prohibition recorded there; but, I can assure you, I was
perfectly astounded at the extraordinary diminution of the cases directly
or indirectly traceable to alcohol. In Bellevue (corresponding to the
Melbourne General Hospital) the space required for such cases is less
than a tenth of what it was before Prohibition. Out here we are led
to believe that their places are now occupied by degenerates who have
taken to drugs instead of alcohol; but this is not so; the figures have
been grossly exaggerated. And this diminution of alcoholic cases has
been going on right through the country. There are now about 5000 to
6000 beds in the U.S. hospitals available for other cases than those due
to alcohol.

How Medical Science Regards Alcohol.

“While in Chicago the editor of the journal of the American Medi-
cal Association handed me a copy of the latest resolutions of the Council
of the A.M.A., to the effect that as a beverage alcohol has no value, as
a therapeutic agent—that is, as a drug—its use is to be discouraged.
This is a tremendous statement from a sane, judicial body like that—
and I may add, that of the doctors who were given the right to prescribe
alcohol only a quarter availed themselves of it.

The Two Dread Plagues.

“But there is being fought all the world over a battle with two
great scourges. I refer to the White Plague and the Red Plague. Now,
alcohol and a tubercular lung are impossible associates. Tubercular
disease gets new life, and simply jumps ahead in the presence of alcohol.
Therefore, it will not surprise you to know that there has been a drama-
tic fall in T.B. cases in America since the coming of Prohibition. As
regards the Red Plague, Saleby, the eminent English authority, who
describes Prohibition as the greatest health measure of modern times,
after touring the United States, making a special study of the effect
of Prohibition on the Red Plague, reports to England that she need not
attempt any serious measures, or dream of any success against the
Red Plague until she has tackled the question of alcohol!

“I went to America with an open mind. I am a Prohibitionist,
but I am not a bigot, and, after careful investigation, I say that the
reports of its failures we receive here are extraordinarily misleading
and unreliable; on the other hand, I say that, without a single excep-
tion, I found everywhere in America a great and striking evidence of
the success of this wonderful Act.

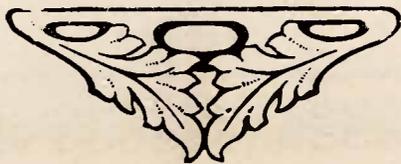
“I say that when the day dawns for Prohibition in Australia it
will be the beginning of almost unbelievable things for this young land
of unlimited opportunities.”

Robert B. S. Hammond

Put your X in the TOP Square

NOTE.—Mr. Hammond will make a further reference to Dr. Mackeddie's
statement during the course of his address to be broadcast
on Wednesday night, 29th inst., at 8 o'clock, through the
courtesy of Station 2UW.

This advertisement inserted by R. B. S. HAMMOND.



a personal chat

with

P. H. Coates, Esq.,

Hon. Secretary, Citizens' Rights & Liquor Reform League.

Dear Brother "Reformer,"

I thank you for your "perlite" kicks. That they are "below the belt" is beside the mark, since they are from one reformer to another.

This note is really to express my sympathy with you in your being forced to play the part of the chap who believed in neither Heaven nor Hell. When he died, an old friend, on seeing him in his coffin, began to laugh—it seemed so funny to see him "all dressed up and nowhere to go."

You repudiate with splendid scorn any suggestion that the Brewers are helping you while you do their work. You emphatically have no association with Prohibitionists—so there is no place for you in a Referendum that only provides for a vote for either the Unspeakable Liquor Business or Humane Prohibition.

You are neither hot nor cold, and—well, you know the Scriptures.

Yours, more in sorrow than in anger,

Robert B. S. Hammond

Put your X in the TOP square

P.S.—Since you are not in this straight-out fight we would all appreciate your ceasing to be an "Hon. Mr. Buttinski," AND, as you can't vote for either issue, if they drop on you for that £2 fine I won't see you stuck, anyhow.

You must have forgotten that I very definitely stated that no money was promised or sent from U.S.A. Perhaps the briefness of this reply, which might have been so long, will impress upon you the fact that there is neither a Brewery nor U.S.A. money behind me.

Since you are not in this fight I would suggest that while your undisclosed reform, for which you stand, is incubating, you might put in your spare time informing Henry Ford, Thomas Edison, Evangeline Booth, Archbishop McCarthy, Bishop Manning, and the vast majority of the leaders and people of U.S.A. how foolish they are in not having yet discovered the failure of Prohibition.

You might also tell the two great political parties there—the Republicans and the Democrats of your discovery—it would be a tip they would appreciate, and no doubt they would immediately remove this Front Plank from both their respective platforms immediately they heard from you.

Inserted by R. B. S. Hammond.



A personal Chat With the Returned Soldiers

Dear Diggers,—

Dinki-di, "Old Man Booze" has more hide than Jessie, at the Zoo. It makes my blood boil to see one particular poster on every publican's window.

It displays the words: "WE FOUGHT FOR LIBERTY HOLD IT!" with a picture of a Digger in the centre of the poster.

Just what do these birds mean? Do they mean that THEY, the publicans, fought for Liberty? If so, it makes me think of the soldier song that dear Old Tom Dawson—I think it was—used to sing years ago:—

Foes?—too right,
We were right in the thick of the fight,
I marvel I'm alive to tell the tale,
They charged us left and right,
Yes, they charged with all their might,
**AND THEY CHARGED US EIGHTPENCE A PINT FOR
FOURPENNY ALE!**

That's about the only charge that the publicans, as a class, ever took part in.

Were they as willing to placard recruiting posters, etc., on every window while you chaps were away fighting for Liberty?

"WE FOUGHT FOR LIBERTY HOLD IT!" Who the devil is WE? If it is the soldiers to whom Bung is referring as WE, then it's like his dashed cheek having the impertinence to speak on behalf of nearly a quarter of a million returned soldiers, NOT TO MENTION THOSE 60,000 BRAVE YOUNG KNIGHTS AND PALADINS WHO PROUDLY SLEEP IN THE CALM AMNESTY OF DEATH!

At the moment of penning these lines, my heart is too full to adequately voice my utter detestation of this foul use to which the honoured names of our living and dead crusaders has been put by the Liquor Exploiters, but before I close, I must ask you Diggers this: "What right have they to use you to protect the trade that never did you a single good turn?"

"Old Man Booze" takes the price of a pint from a man as long as he can stand, and when penniless he is AT LIBERTY TO WANDER ON TO THE STREET, and be taken care of by a parson or a policeman.

Booze insists that there should be no spot in the State where a mother is at liberty to rear a family out of range of his menace.

That's the patriotic Liquor Trade's conception of the LIBERTY that you men fought to obtain for the people of New South Wales!

I must close hurriedly now, boys, because I want to go outside and be sick.

Yours faithfully and gratefully,

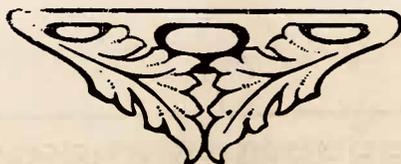
Robert B. S. Hammond

Put your X in the TOP Square

P.S.—Liquor exploiters were unpardonably wrong in the figures they used in their effort to mislead parents, and in response to my challenge they acknowledge they were wrong, but without apology. They did not pay the £100 I challenged them to pay to the Children's Hospital as a small compensation for being wrong.

They are still unpardonably wrong in quoting figures about intoxication, when the Chief of Police, Major E. B. Hesse, says intoxication was not an offence before July 1, 1923, in Washington, D.C.

They are equally wrong in taking no account of the phenomenal growth in the population of Washington, D.C. No wonder their self-interested advertisements are under grave suspicion.



A personal chat
WITH GOOD MEN, BAD MEN, TRUTHFUL
MEN & OTHERS

THE "MILK-OH."

Dear Milkman,—

I think you'd better seize the opportunity of getting that beautiful yodelling voice of yours touched up a bit while the Italian Grand Opera Co. is here, for when Prohibition comes there will be a much bigger demand for milk. In 1919—the year before nation-wide Prohibition, U.S.A. consumed 22 gallons of milk per head per year. Four years after Prohibition, she was consuming 44 $\frac{3}{4}$ gallons per head per year, which provided a tremendous amount of extra work, and extra profit for "Milk-OH's," dairy farmers, dairy workers, and those engaged in transport and distribution generally, quite apart from the health advantages that accrued to the general populace.

Yodel away, old chap—it's good to hear you (but not too early).

Yours cordially, ROBERT B. S. HAMMOND.

THE PAWNBROKER.

Dear Sir,—

You provide the only point on which I thoroughly agree with Mr. Booze, when he says that Prohibition destroys industries. It certainly has nearly ruined yours in U.S.A., because pawnbroking thrives on the financial embarrassment caused by drink.

However, I'm not worrying about you, because your proverbial ability, shrewdness and astuteness will enable you to do really well in whatever other line of trade you choose after Prohibition comes in.

Good-bye, Mister.

Yours cheerfully, ROBERT B. S. HAMMOND.

THE "CASUAL" WASHER-LADIES.

Dear Ladies,—

When I say "casual" washer-ladies, I refer to that band of brave little women who go out washing one or two days a week in order to help their husbands with the upkeep of their households. Many of you, of course, are forced to go out in this way because of the death or invalidity of the breadwinner, AND MORE POWER TO YOU, but I deeply regret to state that from my own personal observations in my mission work, I have found that the household purse in many cases is so depleted by the husband's regular expenditure on drink, that the poor wife simply MUST go out washing. I can assure you that Prohibition—from my own personal investigations on the spot in U.S.A., led to the emancipation of these harassed wives. This led to a tremendous increase in the manufacture of electric washing machines—thus again providing more work for skilled workers.

Ladies, I devoutly hope that the hour of your emancipation in New South Wales is at hand.

Yours very sincerely, ROBERT B. S. HAMMOND.

**THE BIG BREWERS AND IMPORTED WHISKY
AGENTS OF N.S.W.**

Dear Sirs,—

When the proposed increased tariff on imported whisky was being debated in the Federal Parliament just three years ago, you sent an army of propagandists to Melbourne to try and prevent it.

What for? Was it to encourage the distilling of whisky in the existing Victorian distilleries, thus giving more work to the Australian workers you are so solicitous about just now? NO, SIRS. YOUR troubles about the Australian workers THEN. Did you do it to help the Federal Government to get more revenue from the extra duty on the huge quantities of imported brands run by you? NO, SIRS! YOUR troubles about the loss of revenue THEN. The leopard can't change his spots, but upon my word YOU can, and I am told you intend to change the price of your "spots" (UPWARDS, of course), as soon as the Referendum is over.

I am, NOT yours on any conditions, ROBERT B. S. HAMMOND.

THE COMMISSIONER OF POLICE, SYDNEY.

Dear Sir,—

The Liquor Exploiters have just placarded all the poor publicans' windows with a huge poster portraying a handsome policeman, added to which is an awe-inspiring (?) shriek that "Under Prohibition the citizen's home could be searched at any hour day or night."

They forget that the law is only a terror to evil-doers.

Isn't it a fact that your men can search any man's house at the present moment under our existing laws, whether they are looking for John Brendon Parker, an unlicensed revolver, an unregistered dog, a tin of opium, or a pair of stolen silk stockings, or for any one of a hundred other reasons?

Yours Respectfully, ROBERT B. S. HAMMOND.

Robert B. S. Hammond
Put your X in the TOP square



A personal chat
on
Deathbed Confessions

1. With JOHN T. DONNISON, Esq., Campaign-Director, Liquor Trades Defence Union.

Dear Mr. Donnison,

So the truth is out at last! In your official advertisement in the daily papers to-day, you state in big letters,

"THE GOVERNMENT COLLECTS IN TAXATION:

3d for every pint of beer,
4d for every bottle of beer,
4/10 for every bottle of spirits."

So the "drinker" gets it in the financial neck, as well as in his poor stomach—you get him "coming and going" with a vengeance.

That's just what I've been telling people, especially the workers, for years past.

Every time a man, whether he be rich drinker or working-man drinker, lifts a glass to his lips, HE PAYS A TERRIFIC TAX for the free protection, free education, and free government, etc., OF THE HUNDREDS OF THOUSANDS OF CITIZENS WHO DON'T DRINK!

If a citizen is burning with a desire to contribute to the customs revenue, let him buy a nice English Woodrow felt hat, on which a duty of 12/- has already been paid by the merchants.

Of course, he can help the revenue to this extent by buying and consuming 48 pints of beer, and then, of course, it won't matter whether he has a hat at all.

Yours cordially,

Robert B. S. Hammond

2. With Hon. W. A. Holman, K.C., c/o Citizens' Rights and Liquor Reform Association.

Dear Mr. Holman,

It cost the Liquor Reform Association, which engaged you, nearly £75 to insert in the Sydney daily newspapers your long "Open Letter" covering 20 "points" on which you apparently desire information from me. Well, let me say that I have covered the whole ground in my public addresses and utterances many times during the past month, but while you are better informed, you are apparently no wiser. Had you been sincere in your desire for information, YOU WOULD SURELY HAVE SUBMITTED YOUR 20 POINTS EARLIER IN THE CAMPAIGN, AT A TIME WHEN THEY COULD HAVE BEEN ADEQUATELY ANSWERED, and when your questions and my answers could have been disseminated throughout the State, including the out-lying portions which are so often neglected.

There is not one of your points that could survive the cross-examination of a tyro!

It is truly pathetic to see you agitating for LIQUOR REFORM, considering the fact that when you were Premier for so many years you could have instituted any liquor reform you liked, almost by a simple scratch of your pen!

Why, you did your level best, when Premier, to block the only decent liquor reform we ever got while you were "on deck," viz., SIX O'CLOCK CLOSING. In the interests of the Liquor Exploiters, you at that time moved Heaven and Earth to keep the pubs open till 10 p.m., but the public "ruled you out" with a bang in the Six O'clock Closing Referendum which you were forced to hold.

I am, yours faithfully,

Robert B. S. Hammond

3. With MESSRS. PRENTICE, CCATES & CO.

Dear Sirs,

Having done your expensive best to ensure the continuance of the Liquor Traffic, I would now remind you that from January 1st to June 30th, 1927, at the Central Police Court of Sydney alone, there were 3651 convictions for drunkenness, and from July 1st to December 31st, the half-yearly number of convictions had grown to 4875.

If you are successful in defence of the Liquor Monopoly that is responsible for this state of affairs, what about turning your Reform zeal on to these drunks and contributing a few hundreds from your wealthy organisation to make up for the 15½ years since the last Referendum, in which you have utterly failed to reform anything?

Yours without expectation,

Robert B. S. Hammond

PUT YOUR X IN THE TOP SQUARE.



A personal chat

ON UNEMPLOYMENT

Dear Breadwinner,—

Anything that may threaten your job or the other fellow's job is of the greatest importance and interest not only to you but to all of us, hence this "chat" about the effect of Prohibition on jobs.

There are only 12 breweries in N.S.W., and they only employ 1247 people (see Commonwealth Government Official Year Book, No. 20, 1927, page 816).

Prohibition makes necessary the reinvestment of these Brewery Millions, giving work to from three to five times as many people.

The few who lose their jobs when Prohibition is carried get 20 months' notice, and then six months' compensation should they be unable to find employment.

But the greatest effect of Prohibition is to increase the spending power of the people.

The only reason why a few thousand are directly engaged in manufacturing and retailing booze is because we spend in N.S.W. £42,000 per day on it. Under Prohibition we will spend this in both necessities and luxuries providing jobs for from three to five times as many as it took to manufacture and retail booze.

Prohibition always provides far more employment than it displaces. Anyhow, you would not have kept the war going simply to save jobs for munition workers. nor was there any attempt to stop the introduction of trains in order the keep Cobb and Co.'s coachdrivers, grooms, harness makers, etc., in jobs.

Prohibition is an economy, not an extravagance, and your pocket can't suffer by what you save.

AN OUNCE OF FACT IS WORTH A TON OF THEORY

Mr. O. F. Thum, formerly President of the State Federation of Labor, and afterwards the Commissioner of Property, in Denver, Colorado, spoke to me personally as follows five years after the carrying of Prohibition in the State of Colorado:—

"I always hoped Prohibition would do all the good it promised; now I know that it is better than its promise. We looked forward with some anxiety to the closing of 600 saloons in Denver in one day. The musicians, landlords, telephones, lighting plants, cigar sales, the carters, bottle makers, and, last, but not least, the bartenders, all loomed up as ruined and unemployed. There were 14 saloons in one block, and their closing would make the block look like a man who had lost all his teeth."

Mr. Thum then ran me round the City in a fine Packard car, and NOT ONE of the 600 old drinking saloons was "to let," not an empty shop in the City! He said:—

"Formerly in the winter there had been an unemployment trouble, and the City had had to take care of many men, feeding, housing them, and starting relief works.

"Since Prohibition it is probable that many of the dyed-in-the-wool liquor sellers and their women had left for the few remaining 'wet' places elsewhere.

"NO RELIEF had been necessary, and the big demand for labor in every direction, due to the better directed spending power of the people, had left the city without unemployed."

The above facts and opinions have been unmistakably endorsed by the people of Colorado themselves.

Denver City, Capital of Colorado, when that State went "dry" by a majority of 11,572 votes in 1914, had 600 drinking saloons, equal on a pro rata basis to four times as many as Sydney has to-day, and yet, so infinitesimal was the resultant unemployment and dislocation of trade, and so great were the benefits that accrued immediately from Prohibition, that when the question was put to the people again eleven months after Prohibition came into operation, it was confirmed by a majority of 85,792!

THE PLAIN TRUTH IS NO UNEMPLOYMENT PROBLEM HAS EVER FOLLOWED THE ADOPTION OF PROHIBITION. PROHIBITION ALWAYS PROVIDES MORE AND BETTER JOBS.

Don't stoop to the bottom square to keep the capitalistic monopoly going, but **PUT YOUR X IN THE TOP SQUARE FOR MORE AND BETTER JOBS.**

Yours faithfully,

Robert B. S. Hammond

Put your X in the TOP Square



A personal Chat with Prohibition Sympathisers

Dear Friends,

Napoleon said—"An army fights on its stomach," which meant, of course, that no matter how great the Cause was that they were fighting for his men had to be fed properly in order to win.

It is somewhat the same with Prohibition. It is a great Cause, but without money we have no hope in the world of putting the real, true position properly and thoroughly before the people of this "far-flung" State.

You see, the Liquor Interests are, and always have been, very valuable customers of the newspaper proprietors in the ordinary course of business. It is only natural, I suppose, that the paper should have a "leaning" toward the continuance of the wine, spirit, and beer business.

With the advent of the Prohibition Campaign, there came a huge increase in the Liquor Interests' advertising expenditure, by way of special campaign advertising.

It is no reflection on the purity of the mental attitude of many of our great journals when I say that the financial support of the Liquor Trade has to some extent influenced the support of the Press generally.

It must be remembered by us that the Prohibition question is by no means a one-sided one in the minds of the people—if it were, there would not be the sharp division of public opinion that exists to-day. What I DO say is that we can honestly and truthfully claim that we have by far the stronger case, but so far we have not got sufficient money to enable us to put our case before the people, especially those in the little country towns and far-off scattered districts that are not reached by most of the Metropolitan newspapers, AND WE ARE JUSTIFIED IN URGING THOSE WHO ARE IN SYMPATHY WITH THE FIGHT FOR PROHIBITION, PARTICULARLY THE "MODERATE DRINKING" CLASS, TO MAKE A SACRIFICE IN ORDER TO ACHIEVE THE REALLY GREAT BENEFITS WHICH MOST EMPHATICALLY HAVE BEEN REAPED BY THE PEOPLE GENERALLY IN THE UNITED STATES OF AMERICA UNDER PROHIBITION.

True, for every voluntary worker that the Liquor Interests can enlist, we can muster a hundred or more ardent voluntary Prohibition workers, but IT TAKES CASH to adequately advertise our case and effectively disseminate our Prohibition literature throughout the State.

The Liquor Interests commenced the campaign with a huge fighting fund of, I am told, well over £100,000, built up automatically for years past by means of levies on the beer sales of the publicans, and by other means.

With this money to pay for the cost of thousands of conspicuous newspaper advertisements, with the utilisation of countless hoardings and hotel walls for "placarding" purposes, and with the help of a big section of the newspapers in their ordinary news columns, the Liquor Party towers over us with a terrific advantage in "height, weight, and reach," as the boxing scribes would put it.

On the other hand, while we have Truth, Right, Justice, and Humanity behind us, WE are desperately short of the actual money necessary to enable us to tell the people "the truth, the whole truth, and nothing but the truth" about the WONDERFUL SUCCESS Prohibition has proved itself in America.

If we had one-twentieth of the fighting funds that the Liquor Interests have, we could do it easily, but you see we haven't even got that much.

This "personal chat" is a STRAIGHT-OUT APPEAL FOR FUNDS, directed to our Prohibition sympathisers. A sum of £5000—surely a most modest amount when the nature of our Cause and the great number of our supporters is considered—will enable us, even at this late hour, TO CARRY OUT A CERTAIN EDUCATIVE PUBLICITY PROJECT, which, I am convinced, will turn a risk of defeat into a brilliant prospect of victory.

I venture to say that even our opponents, among whom there are thousands of jolly good fellows, would not begrudge us the right to put our case properly before the whole of the people of the State.

I appeal to you to send immediately all the financial help you can afford for this great work. By doing so, you will achieve something that will redound to your credit, be approved of your conscience, and bring you peace of mind in the years to come, when, in the twilight of life's allotted span, you will be able to see the fruits of the glorious work you set in motion "when you helped to win Prohibition for your country" in 1928.

"He gives twice who gives quickly."

Yours expectantly,

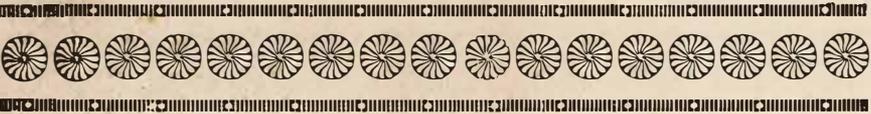
Robert B. S. Hammond

PUT YOUR X IN THE TOP SQUARE
AND CROSS YOUR CHEQUES

R. B. S. Hammond, Macdonell House, Pitt Street, SYDNEY.

P.S.—Of course, you know that Evangeline Booth, Head of the Salvation Army in U.S.A., says—"Prohibition has reduced the sufferings of the families of the common laborer by 80 per cent."





A final personal Chat with my fellow Citizens

Ladies and Gentlemen,

The hour is at hand for your emancipation from the greatest Slave Driver of modern times—The Great Liquor Monopoly!

Your course is clear.

The Liquor Exploiters have had every conceivable opportunity to put their case before you.

I ask you—"what is their case?" They have spent money like water in telling you all the alleged **BAD THINGS** about Prohibition. In hundreds of newspapers, and from a thousand hoardings, at a cost of tens of thousands of pounds, they have screamed their denunciation of Prohibition.

BUT, have they had **ONE GOOD THING** to say about **THEIR OWN LIQUOR BUSINESS**? No, Ladies and Gentlemen—this is the most remarkable feature of the whole campaign.

Just cast your mind back over the last few weeks and see if you can trace in the newspapers **ONE CONCRETE VIRTUE** that they claimed for their vicious trade!

The thinking man or woman, when he or she finally goes to the Poll on Saturday next to exercise that dearly won privilege of voting, will surely realise that it is better to vote for a Great Humanitarian Measure for which so much is claimed by the very greatest leaders in the country where it has been tried, and where they are satisfied it has fulfilled its promises, than it is to vote for the continuance of the Drink Traffic, in favor of which not even its own sponsors can say a good word.

Look around you! How many homes have been broken up through Wine?

How many decent chaps have lost their jobs through Whisky?

How many women have received black eyes through Beer?

How many bankruptcies have been caused through Champagne?

How many working men's wives have to go out washing one or more days per week through their husbands' love for Rum?

How many children have to go without proper clothing and food through their fathers' weakness for strong drink?

NOT EVEN THE LIQUOR EXPLOITERS DARE ACCUSE PROHIBITION BEVERAGES OF SUCH OUTRAGES.

Ladies and Gentlemen,—Booze is a ruinously high-priced extravagance; Prohibition is an economy in the case of the State and therefore a big **CASH GAIN**, just as it is a money-saver, a health-saver, and a conscience-saver in the case of the individual citizen.

Mr. Booze could not find a single word to say in favor of his greedy, grasping monopoly.

HOW COULD HE, IN THE FACE OF THE FACT THAT SINCE WE LAST VOTED ON THE QUESTION IN 1913 THERE HAVE BEEN 425,576 CONVICTIONS FOR DRUNKENNESS IN NEW SOUTH WALES?

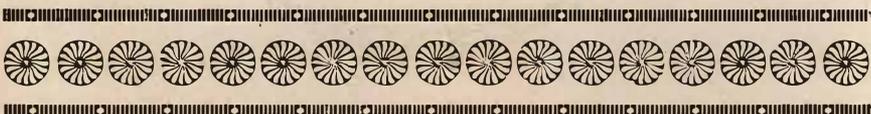
The Prohibition Party, which is a genuine crusade against the most intolerable of all the exploiters of human life, **GAVE YOU THEIR POLICY**, supported by comprehensive and authoritative statements on every aspect of Prohibition—the simplicity of its enforcement, the ease with which it could be financed, the rapidity with which displaced employees could be transferred to other and better employment, and the immense advantages that would accrue to the people of this State through its adoption.

Even if you don't know enough about Prohibition to be enthusiastic about it, **YOU DO KNOW ENOUGH** about the evils associated with the Liquor Traffic as it exists here to-day, to be quite sure you will not vote for its continuance. Your intelligence, your moral sense, your appreciation of noble ideals, your confidence in your own country's great future without alcohol, will therefore urge you to put your **X** in the **Top Square**.

Yours faithfully,

Robert B. S. Hammond

Put your X in the TOP Square



A Personal Chat
with my fellow "Contemptibles"
ON LIQUOR REFORM

Ladies and Gentlemen.—

In 1914, England's little army of "Old Contemptibles" intervened to protect Belgium from the ruthless Hun, but disaster followed disaster. Reinforcements then came from the ends of the Earth, and the World soon learned that while a battle had been lost, the War had not been ended, and Victory had only been postponed.

The tremendous odds against the valiant little band were against them only for the moment, and, their Cause being right, they fought doggedly on to ultimate triumph.

To-day, the Liquor Exploiters are elated, just as the Huns were after Mons; but, despite our serious setback, the anti-Liquor War is still on.

One thing at least consoles us: We will be able to say "Thank God, this is not with my consent!" when we are forced to observe, as we assuredly will be, the continuance of the shocking reports in the Press of drink-induced brutality, motor accidents, and home-wrecking, and all the other concomitants associated with the Drink Traffic.

Our first State-wide poll has not been any more disastrous than any similar first poll in any other part of the World.

I urge the 340,000 of my fellow-citizens who voted YES to remember that the only reason why our numbers were not large enough to win was because others did not know what we knew, and we did not have the necessary funds to carry the REAL TRUTH into every home.

WE ARE RIGHT. It is now our patriotic business and our bounden duty to set out on the great undertaking of informing others of all the facts, and to **ORGANISE AT ONCE** for Victory.

If you really desire to help in this great and patriotic work, it is essential that you keep yourself well informed regarding this ever-changing vital problem, and there is no other means by which you can be fully informed than through "GRIT," the only paper of its kind in Australia. During its 22 years' existence, it always has been, and still is, game to tell the whole truth about the liquor menace. As well as being an educative medium, its pages are well illustrated and varied. "Grit's" original cartoons have been reproduced in no fewer than 32 foreign newspapers. With your help in the future its value will be increased by the inclusion of new features.

A SPECIAL OFFER

If you will send along a cheque or postal note for 15/-, I will send you, post free, a copy of "Grit" every week for a year, and in addition I will send you, gratis, a neat book containing a full set of my 35 "Personal Chats" (which excited so much interest and discussion in the recent campaign), together with a fine half-tone enlargement (size 24 x 10, suitable for framing) of that beautiful picture entitled "YOU CANNOT VOTE FOR WHAT YOU CANNOT PRAY FOR"—regarded by recognised judges as one of the most striking appeals that has ever appeared in an Australian newspaper.

Those who desire only the book of "Personal Chats," with the picture given in gratis, will please send postal note for 5/-.

WE WILL ASSIST LIQUOR REFORM

The present Government was only pledged to give us the long-overdue and oft-postponed Referendum. It has now volunteered to give us some reform of the Liquor Trade—a traffic which no one has been prepared to defend. I will give my heartiest support to any real reform which includes:—

1. The closing of all wine shops.
2. The refusal to grant any fresh licenses for 10 years.
3. The immediate elimination of all hotels that are just drinking places, and afford no accommodation for the travelling public.
4. The opening of the hotels at 9 a.m., and strict closing at 6 p.m.
5. The closing of all liquor bars at 12.45 p.m. on Saturdays, the same as other retail places.
6. The reduction of the alcoholic content of all drinks.
7. The maintaining of the 3 per cent. levy on the Trade, as a "Self-Insurance Fund," to eventually be paid them when voted out.
8. The placing of the private stamp of the hotels on all bottled goods sold by them, with a view to imposing a very heavy penalty for selling potent stuff to those under the influence of liquor, and also to aid in the detection of "after-hour" selling.
9. The removal of the "Bona-fide Traveller's" provision, which is now so much abused.
10. All door or window screens to be removed from the bars.
11. Railway Refreshment Rooms to be prohibited from selling by the bottle, and no liquor to be sold on Sundays.
12. That all convictions against a licensee be without exception registered against the hotel.
13. The employment of barmaids to be immediately discontinued, with suitable compensation.
14. Better accommodation and better sanitary arrangements to be provided at all hotels.
15. The cancellation of all Grocers' Licenses.

I expect the next Parliament to restore our right to a Triennial Poll, to be decided on a bare majority, without compensation.

Thanking you for your splendid support, and hoping that you will see your way clear to subscribe for the purpose of enabling us to immediately commence teaching on a scientific plan throughout the State, the benefits of Prohibition, and its logical feasibility.

I am, yours faithfully,

Robert B. Hammond

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