

**DO
YOU
KNOW**

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Do You Know —

— that Ontario has a population of 3,271,000? Almost one half of our people live in the following twenty-eight cities:—

	<i>Date of Incorporation</i>	<i>Latest Population</i>
1. Toronto	1834	618,000
2. Hamilton	1846	143,129
3. Ottawa	1854-55	125,496
4. Windsor	1892	70,031
5. London	1854-55	69,742
6. Kitchener	1912	30,274
7. Brantford	1877	29,440
8. Oshawa	1924	25,550
9. St. Catharines	1876	25,347
10. Fort William	1908	24,635
11. Sault Ste. Marie....	1918	22,844
12. Peterborough	1905	22,487
13. Kingston	1846	21,616
14. Guelph	1879	20,393
15. Port Arthur	1908	20,092
16. Sudbury	1930	20,063
17. Stratford	1885	18,909
18. Niagara Falls	1904	18,539
19. Sarnia	1914	17,003
20. St. Thomas	1881	16,856
21. Chatham	1895	16,441
22. East Windsor	1929	16,203
23. North Bay	1925	15,978
24. Galt	1915	13,752
25. Belleville	1877-78	13,443
26. Owen Sound	1920	12,778
27. Woodstock	1901	10,898
28. Welland	1917	10,141

Do You Know —

— that Ontario has 122 liquor stores, 105 brewery warehouses and 52 wineries? Permit holders are entitled by law to purchase liquor from any one of these 279 liquor shops.

— that the total income of the Ontario Government in 1930 will be approximately \$58,000,000 or just a little more than the gross income of the Ontario Liquor Commission? The Government receives \$18.00 per capita and the Liquor Commission \$17.00.

— that Ontario's liquor bill for 1929, including liquor permits, amounted to more than \$56,000,000? On these gross sales, Ontario made a net trading profit of almost \$10,000,000.

— that in 1929, Ontario had 416,185 resident liquor permit holders? This is almost one for every four adults, and more than one for every second home. The average amount spent by each resident liquor permit holder is approximately \$121.00.

— that Ontario has 600,000 boys and girls between the ages of six and sixteen and 200,000 between the ages of seventeen and twenty-one? The young people of to-day must be the future patrons of the liquor stores, or the breweries and distilleries will have to go out of business.

It is the brain that counts, but in order that your brain may be kept clear, you must keep your body fit and well. That cannot be done if one drinks liquor.

—DR. CHAS. MAYO.

Do You Know —

— that about 52,340 young people reached the age of twenty-one in Ontario last year? During the same period 39,346 new names were added to the list of resident liquor permit holders. How many do you suppose were under 25 years of age?

— that alcohol is described by modern science as a habit-forming narcotic drug and that its action on the human body is that of a poison?

— that the Ontario Government authorizes the following to be taught in our public schools? “Since all agree that the excessive use of alcohol is the cause of much crime, disease and misery, and since the effect of even a small quantity is insidious in lessening self-control and will power, it is surely foolish in the extreme to have anything to do with alcohol.”

— that Governments prohibit the use of such habit-forming narcotic drugs as opium, morphine and cocaine? Why should not the principle apply to the use of alcohol, a habit-forming narcotic drug that is the most widely used of any?

— that many eminent doctors consider that alcohol is not essential or desirable as a medicine, that its use in hospital practice has steadily decreased, that it is never a true stimulant but always a narcotic, and that it cannot strengthen or build up the body?

Do You Know —

— that alcohol breaks down the defences of the body against disease, lessening resistance and rendering its user more liable to infections; that it is the ally of cancer; prepares the seed bed for tuberculosis, scatters venereal troubles widespread and is an active agent in the creation of defective offspring?

— that alcohol always tends to paralyze the nerves and brain? It thereby lessens control and slows down both mental and muscular action. For that reason it impairs efficiency and multiplies accidents of all kinds.

— that food performs three functions? 1. It builds up and repairs tissue. 2. It furnishes energy for mental and muscular action and heat for warmth. 3. It is stored as fat for future needs. Alcohol cannot build tissue, cannot be stored in the body. It may furnish in rare cases a small supply of energy, but cannot be properly called a food.

— that there is almost the same quantity of alcohol in a pint of beer as in two ounces of whiskey? Beer drunkenness may be less abrupt and boisterous, but beer drunkenness is a real fact. It is due to the drug effect of alcohol.

I have better use for my brain than to poison it with alcohol. To put alcohol in the human brain is like putting sand in the bearings of an engine.

—EDISON.

1930 Temperance

Do You Know —

— that champion swimmers, runners, weight-lifters, boxers, rowers, marksmen, etc., emphasize the importance of avoiding alcohol when training for a contest requiring skill, endurance, mental coolness and ability to see and decide quickly in critical situations?

— that a motor car travelling at the rate of 35 miles an hour will travel ten feet in one-fifth of a second? A man in normal condition requires one fifth of a second to make the response. After one or two drinks of liquor, the reaction-time is two to three times as long.

— that no one can tell in advance whether he is specially susceptible to alcohol? He only discovers this by gambling with it with his life as the stake. Thousands of able men become its victims. They struggle but are unable to escape. They began as occasional and moderate drinkers, and are now victims of their alcohol habits.

— that abstinence from alcoholic drinks is not a barrier to personal liberty but is a door to the highest form of personal freedom—self-control?

— that in the campaign against alcohol we are fighting for the home, the health, the efficiency and the national well-being of our race,—for the very soul of our civilization?

Leave drink alone, absolutely! He who drinks is deliberately disqualifying himself for advancement. Personally, I refuse to take such risks. I do not drink.

—WM. H. TAFT.

DRINKING then DRIVING



COULD THIS HAPPEN TO YOU?

The wise motorist will not endanger his own life and the lives of others by drinking intoxicating liquor. Even a small quantity makes driving dangerous.

Don't Take the Risk

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*“To thine own
self be true;
and it must follow
as the night the
day, thou canst
not then be false
to any man.”*

—SHAKESPEARE