

SOMETHING TO THINK ABOUT

The Liquor Traffic the Enemy of Rochester's Welfare

The Waste in	{	I. Life.	IV. Opportunity.	VII. School and intellectual life.
		II. Health.	V. Wealth.	VIII. Churches and moral life.
		III. Strength-Efficiency.	VI. Home.	IX. As foe to all reforms.

Waste of the Liquor Traffic in Health in regard to

1. Personal hygiene.
2. Sanitation.
3. Predisposing to disease and accident.
4. Direct cause of disease.
5. Retardation of recovery.
6. Insuring fatal result.
7. Early loss of strength for work.
8. Direct effect upon the human body of wine, beer, whiskey, gin, brandy, absinthe.

The Waste of Economic Resources by the Liquor Traffic in Rochester as seen in

1. Life insurance business.
2. Real estate and building trades.
3. Demand for our manufactures.
4. Volume of our retail trade.
5. Employers—Time, efficiency, reliability.
6. Labor Interests—Trade by trade; dangerous trades and accidents.
7. Cost of hospitals, insane asylums, courts and penal institutions.
8. Demoralization of youth on whom Rochester's prosperity must depend.
9. Cost to taxpayers of Rochester.
10. Total cost of traffic to Rochester.

Do these suggestions concern your welfare or the welfare of your city?

Comparative Cost to the People of the United States

CHURCHES	\$ 165,000,000
POTATOES	205,000,000
SILK GOODS.....	230,000,000
SUGAR & MOLASSES.....	295,000,000
EDUCATION	310,000,000
BOOTS & SHOES.....	435,000,000
FLOUR	435,000,000
WOOLEN-WORSTED GOODS	460,000,000
COTTON GOODS.....	650,000,000
MEAT	1,500,000,000
INTOXICATING LIQUORS...*	1,750,000,000

* This figure is certainly too low, probably by from 250 to 500 millions for 1914.

Do these suggestions appeal to you? If so will you help by distributing these cards, by having a word on the subject with your neighbor, and taking a stand whenever and wherever the opportunity offers for total abstinence and the doing away of the traffic?

Address or call for cards,

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