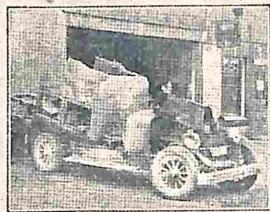


Temperance - Alcohol - Physical Effect



MOTOR ACCIDENTS

Like the above are occurring on our highways every day. Many of them are the direct result of liquor.

MOTOR DRIVERS ATTENTION!

Don't Collide with Scientific Facts

When one meets an emergency in driving an auto, what takes place is briefly this:—an image of the obstacle is formed on the retina of the eye and an impression is conveyed to the brain. It is interpreted, and a judgment of the situation is formed. An impulse is given through the motor nerves to the muscle of the arm and hand. The adjustment of brake, clutch, steering gear, etc., is then attempted. Scientific measurements make it clear that the mental process, with a man in normal condition, takes about one-fifth of a second.

Experiments under The Medical Research Committee of England, reported by Dr. A. Vernon Stocks, establish the fact that when a man has taken as much alcohol as is contained in two ounces of whisky this process takes from two-fifths to three-fifths of a second.

A drink or two of liquor means a loss of two-fifths of a second in an emergency. When it is recalled that a car going at 35 miles an hour will travel between 20 and 21 feet in two-fifths of a second, one sees how seriously the margin of safety is impaired. Your own life and the lives of others are at stake.

"After drinking it is impossible to drive carefully" —Magistrate Browne of Toronto

DON'T TAKE THE RISK

Temperance Education Council, 1207 Bay St. Toronto

This blotter is through the courtesy of the highways department of Ontario, being distributed with each set of motor markers given out in the province. It is interesting to note that while the province itself permits and promotes the sale of liquor its own highway department is doing its best to induce people not to drink the liquor which the government provides.

AN ALCOHOL WARNING TO MOTORISTS

THE POLICE DEPARTMENT of Berlin, Germany, is circulating a card containing a table giving the number of feet per second that a motor car travels while going at different speeds from 10 to 45 miles an hour. At 10 miles it covers 14.66 feet per second; at 45 miles, 66 feet per second. The following warning is also given:

"1. The arduous and responsible calling of the motor driver makes it necessary for him to abstain completely from all alcoholic beverages (beer, wine, spirits, etc.), both before and during his work.

"2. The smallest quantities of alcohol are injurious for the motor driver. It is a widespread error that small quantities have no deleterious effect. On the contrary, they cause at first an increase of self-confidence, followed by premature fatigue, and thus weaken his capacity for swift discrimination and reaction in the presence of danger.

"3. A large proportion of motor accidents are due to the consumption of quite small quantities of alcohol.

"4. Larger quantities of alcohol increase the danger, and lead finally to intoxication and rash and foolish actions.

"5. The license will be refused in all cases to persons inclined to intemperance.

"6 Driving while under the influence of alcohol is strictly forbidden. Any driver found to be in a state of intoxication during his work will be placed under arrest and his car taken in charge by the police. If he is proven to be drunk, his license will be withdrawn.

"7. The most serious accidents occur in the case of so-called 'joy-rides,' in which alcohol regularly plays a part. In these cases, the driver is liable to a heavy penalty and the withdrawal of his license.

"8. Every driver who does not totally abstain from the use of alcohol is not only a danger to himself and to his fellows, but brings misfortune on his family."

Beer addicts who fiercely proclaim the non-intoxicating qualities of beer can get some valuable information by writing to the Police Department of Berlin, Germany, the reputed domicile of the malt cult. Experience has taught that drinkers can get upset by the alcohol in beer as well as the alcohol in decayed grapes or fermented barley.

The translation of this warning in followed in *The Clarion Call*, January, 1, 1930, by this slogan:

"We are living in an age when the distance between a man and death is measured—not by miles, nor yet by years—but by split seconds!"

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