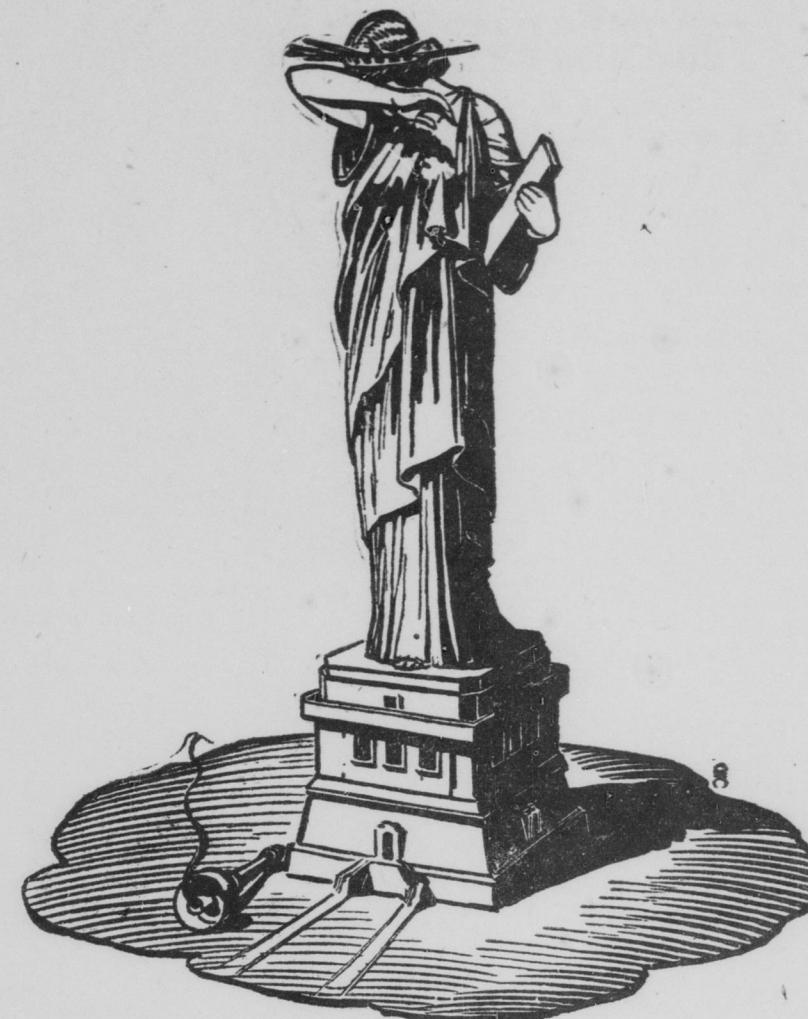


How long will we put up with it?



Prohibition must go.

Its doom is clearly written in the editorial trend of the most influential publications of the country.

It is doomed surely because its greatest protagonists can no longer close their eyes to its colossal failure.

It has failed because it is a law for the other fellow, and a law for the other fellow is a law for nobody.

Where is that Utopia that was to have come with Prohibition?

Our jails are crowded to the point of riot.

Arrests for drunkenness are steadily on the increase.

Deaths from alcoholism have mounted.

Public officials have been corrupted.

Murder has become a commonplace.

Prohibition does not prohibit!

New York has 30,000 speakeasies in the place of

16,000 licensed saloons before Prohibition, by police admission, and Chicago is at the mercy of the beer-running racketeer.

Do you honestly think that Indianapolis is a better city to live in now than it was before Prohibition?

The farmer is worse off because he has lost a great market for his grain.

The tax-payer is worse off because the total estimated annual cost of Prohibition, for enforcement and loss in revenue, is \$936,000,000, while the total revenue received by the Federal Treasury from individual income taxes in 1928 was \$882,727,114.

That money comes out of your pocketbook and ours.

We paid a lot of it on March 15 and there is another instalment due in June.

How long is this farcical hypocrisy to continue?

Why be irrevocably committed to a futile law when

the very tools to change it are in our hands?

Two million men who were too busy to vote in 1918 are asking if it isn't about time they had a voice in the matter. Twenty million men and women who have come into their majority since the Eighteenth Amendment want a chance to speak also.

If the inspired document on which this nation was founded means anything, we are entitled to "life, liberty and the pursuit of happiness."

LIFE, the magazine, would therefore like to see a return to that mellowness and joy of living which Ambassador Bryce once characterized as "the kindly neighborliness of American life."

That's why LIFE asks for a return to Temperance.

That's why LIFE says, "Let's go!"

What about you?

If you agree with these sentiments, let's clean house!

►►► WHILE THERE'S LIFE THERE'S HOPE ◄◄◄

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Advertising is the most powerful weapon that can be used to strip the blindfold from the eyes of the American people and bring about a speedy repeal of the Eighteenth Amendment.

This advertisement, which appeared in metropolitan newspapers throughout the country, brought immediate and enthusiastic response. Already enough voluntary contributions have been received to present this appeal to the more than 72,000 readers of The Indianapolis Times. We want your help in carrying this work still further.

Do you realize what a nation-wide advertising campaign similar to this can accomplish? Can you visualize the effect on your legislature if millions of people support this great campaign?

The mighty wave of protest from coast to coast would soon sweep the Augean stables clean and put an end to this hypocrisy.

LIFE wants your help

Such a gigantic advertising campaign is easily possible if you will help. Send one dollar (as much more as you like) to the LIFE War Chest. Every penny thus received will be used by LIFE to buy similar publicity throughout the United States.

Don't put this off or wait for the other fellow to do it. Tear out the coupon now and mail it with your contribution as soon as you get a chance.

P. S. Tell all your friends about it, too.

IMPORTANT!—MAIL THIS TODAY

THE LIFE WAR CHEST
In Care Life Publishing Company,
919 N. Michigan Ave., Chicago, Ill.

S. H.—22

Dear LIFE; I agree with your sentiments on Temperance. Enclosed find _____ dollars, my contribution to the good work. While there's LIFE there's hope.

Name _____

Address _____

City _____ State _____

Send \$1 (as much more as you like)

This advertisement is sponsored by Life Publishing Company, 598 Madison Avenue, New York