

LISTEN

A
JOURNAL
OF
BETTER
LIVING



Dick Button

SEE PAGE SEVEN

Do You Know?



America's expenditure for alcoholic beverages for 1949 declined another 3 per cent to \$8,550,000,000, a drop of \$250,000,000 from 1948, and \$1,090,000,000 under the postwar peak of \$9,640,000,000 in 1947. This marks the second straight year in which liquor sales have declined.

The distilled spirits expenditures decreased 6 per cent in 1949. Wine was slightly up and beer slightly down. Brewers claimed that two thirds of American families now buy beer, compared to less than half the families a decade ago. Liquor costs in 1949 averaged approximately \$57.50 for each man, woman, and child in America, or about \$90 for each person above twenty-one years of age.

Fortune magazine claims that the sale of beer in America is five times the combined sale of all soft drinks, and is equivalent to two thirds the dollar value of the passenger automobile industry.

Two Los Angeles doctors have estimated the total cost of alcoholism to the nation at \$750,000,000. This does not include additional colossal expenditures of the so-called "social" drinkers and the borderline addicts.

In 1928, prohibition was the dominant political issue of the Presidential election. The Republican candidate, Herbert Clark Hoover, was an avowed dry. Alfred Emanuel Smith, the Democratic candidate, campaigned for immediate modification of the amendment. Prohibition was sustained by the American people by the election of President Hoover by a majority of 6,423,612 votes. Even several Democratic states in the so-called Solid South returned Republican majorities.

TOTAL EXPENDITURES FOR ALCOHOLIC BEVERAGES

(Millions of dollars)

Year	Total	Distilled		
		spirits	Wine	Beer
1939	3,630	1,510	210	1,910
1940	3,870	1,675	260	1,935
1941	4,555	1,980	325	2,250
1942	5,670	2,685	410	2,575
1943	6,640	3,200	415	3,025
1944	7,865	3,850	505	3,510
1945	8,615	4,400	495	3,720
1946	9,500	5,060	635	3,805
1947	9,640	4,560	525	4,555
1948	8,800	3,900	455	4,445
1949	8,550	3,650	465	4,435

Source: U.S. Department of Commerce, Office of Business Economics.

The American Business Men's Research Foundation reports that since repeal:

1. Alcoholic consumption has tripled.
2. Number of families with dependent children has quadrupled.
3. Crimes of violence have increased 32 per cent.
4. In excess of 94,000,000,000 dollars of American purchasing power has been diverted from regular retail merchandise into alcoholic beverage channels.
5. That 15 billion dollars in the past 16 years has been needed to care for industrial employees made unemployable by alcoholism.—*Foundation Says*, March-April, 1950.

The citizens of twenty-two states at present are not allowed the opportunity of expressing themselves by local option on the subject of the sale of beer in their communities. There are twenty-six states in which voters banned the sale of beer in various areas. In a recent letter from Anheuser-Busch, representative Carroll points out that a state-by-state average of 35.6 per cent of the population have banned the sale of beer by local-option vote.

Washington is soaking up three times as much liquor as the national per capita average, reports the *Washington Star* of March 5. This high consumption "is reflected in ever-swelling arrests, alcoholism, crime, and death," and constitutes "a social problem taxing the resources and ingenuity of Government and private agencies."

Washington liquor consumption in 1948 was 3.91 gallons per capita compared with the national average of 1.17. District arrests for drunkenness climbed from 13,942 in 1930 to 37,463 in 1949. The percentage of jail drunks has increased more than 33 per cent since the war, during which time the population has decreased 1 per cent.

In 1949, more than two thousand persons were hospitalized for physical and mental ailments arising from alcoholism, and 70 per cent of all jail cases, and 77 per cent of the District's criminal court cases, are drunk charges. More than one hundred persons in the city died from drunken driving, homicides, poison alcoholic drinks, and alcoholism.

Liquor licenses in the city in the last five years have increased from 1,962 to 2,393. The number of arrests for drunkenness per year now averages about four times the number of annual arrests in the preprohibition days.—*Washington, D.C., Star*, March 5, 1950.

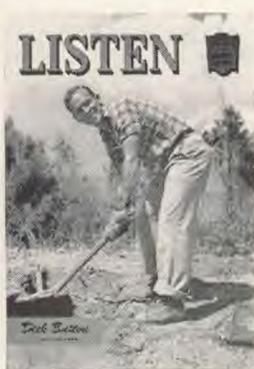
Narcotic and marihuana convictions in the United States, according to the *New York Times*, in 1949 increased 35 per cent over 1948 arrests.

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JANUARY-MARCH, 1951

Volume 4, Number 1



OUR COVER

shows the Olympic and world's figure-skating champion Dick Button keeping in trim in his past summer's role of a construction worker near Colorado Springs, Colorado. This photo was taken especially for *Listen* by Three Lions.

LISTEN, published quarterly, is the voice of the AMERICAN TEMPERANCE SOCIETY—H. L. Rudy, president; W. A. Scharffenberg, vice-president and executive secretary; J. A. Buckwalter, associate secretary; C. L. Torrey, treasurer. Membership in the Society is open to all who are interested in its objectives. Junior membership, \$.25; regular membership, \$1.00 (Canada, \$1.25; other countries, \$1.50); contributing membership, \$5.00; sustaining membership, \$10.00; life membership, \$100.00.

Yearly subscription, \$1.00. Single copy, \$.25. All but junior members will receive LISTEN included in their membership fee.

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Publication Office: Pacific Press Publishing Association, Mountain View, Calif.
Managing Editor: Francis A. Soper Circulation Manager: C. G. Cross

Entered as second-class matter July 16, 1948, at the post office at Mountain View, California, under the act of Congress of March 3, 1879. Acceptance for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, and authorized September 18, 1918.



OUR YEARS OF DESTINY



ALREADY the twentieth century has exploded! The first half of the century that was to have ushered in the vaunted golden age of human achievement crowned with the millennium of peace, has produced, instead, a world upheaval, the colossal proportions of which have precipitated a series of the most crucial crises of the ages. The devil has had a field day, his greatest since the dawn of history.

It was left for the twentieth century to make of the god of war a modern Juggernaut, under whose crushing mechanized cart, in ruthless sacrifice, were hurled civilian and soldier alike, in a mass massacre which has revived the haunting spectacle of the martyrdom of man. Another explosion of the twentieth century could lead to modern civilization's finale.

And now these are our years of destiny!

What fearful paradoxes are these: that our generation should know so much and yet understand so little; should be so educated and yet so ignorant; so progressive and yet so retrogressive; so scientific and yet so hypothetical; so communal and yet so hateful; so statutory and yet so lawless; so democratic and yet so dictatorial; so civilized and yet so barbarous; so Christianized and yet so demonized? Only a great cosmic battle between right and wrong fighting to control the destiny of the human race could account for such contradictions as these.

The battle for freedom is apparently soon to be fought all over again in more than one sphere of human activity, and we in America should act quick to meet the enslaving forces in our own land of the free. If we are to survive and achieve in these our

years of destiny we must be free men worthy of our freedom and able to guarantee the complete liberation of mankind. At the crossroads of the ages not only America but the world faces its years of destiny.

Too many of history's lessons are ignored or unheeded.

One of the great lessons of history is that no civilization has ever made itself strong enough to long endure the fatal inroads of self-indulgence, dissipation, and drunken or semidrunken revelry. Even the iron monarchy of Rome softened and disintegrated in a pleasure-seeking whirl of intoxication that made the bacchanalian and saturnalian orgies of drunkenness the symbols of a fallen civilization. Every nation of antiquity wrote its final chapter in a similar vein.

Today in this hour of destiny we have but to witness the "moderate alcoholic intoxication" of the wine-drinking Frenchmen who are thereby gradually committing racial suicide on the installment plan, to realize the subtle disintegration concomitant with the widespread consumption of alcoholic beverages on the part of any civilization, however advanced.

The crisis of the ages calls for a people of destiny, stalwart and sober, honest and humble, militant and masterly, who with conviction and consecration will first conquer their own souls and master the enslaving cravings of their own flesh, and then lead mankind to the heights of regeneration and the moral stability that can lay a true basis for the kingdom of peace. Are we strong enough for such leadership?

Dr. Stehler's warning of long ago is equally pertinent today: "Since the time when intoxicating drinks were occasionally used, this dangerous life-destroying foe to civilization has been given a thousand years of development by utilizing economic, technical, and social inventions and improvements until now it *restrains humanity like a strait jacket.*"

Today the American giant can ill afford to be rendered even partially impotent by the strait jacket of the alcohol habit. The crippling slavery of alcoholism is as cruel and calloused as any that has cursed the dogged steps of developing civilization. All the nations of the free need to take warning here; for this is one of the several factors that will determine the fate of our civilization. And this is the first year of the second half of the twentieth century. We have now entered our years of destiny!

THE WAY TO REAL



Persons who drink in order to have a good time risk creating a Frankenstein monster in their lives that will wreck not only themselves but also others close to them.

GALLOWAY

POPULARITY

BY DR. NORMAN
VINCENT PEALE

Author of "A Guide to Confident Living"
Minister, Marble Collegiate Church,
New York City

GHAVE always been amazed at the psychology of many people who drink, in contrast to those who do not. Why is it that the man who drinks, and who demands his freedom to do so, in many cases tries to take away the freedom of the man who does not see eye to eye with him on this question of drinking?

The drinker's psychology is a strange thing. A man will say, "Have a drink." You say, "No, thanks." To which the reply usually is, "Oh, come on, what's the matter with you?"

Why do people talk like that? Can it be a part of the very subtle propaganda loosed throughout the country to make drinking "the thing to do"? Or do drinkers have some lingering sense of guilt about alcohol, and as a result try to justify their drinking by forcing it on others? Or is it a combination of both?

Psychologists would interpret this better than I. Yet I have so often heard nonusers of alcoholic beverages described as narrow. In reality the drinker is the narrowest of persons if he will not allow the nondrinking man to do what he wants to do in a free society.

Recently, after I had delivered an address in a thriving town, a group of us were driven to the house of one of the city's most prominent men. A portable bar was rolled into a very elegantly furnished living room. Drinks were passed. When I declined, someone quickly hurried out and returned with a glass of tomato juice. Frankly, I would have preferred simply to talk with some of those gathered, yet evidently the idea of anyone without a glass made the drinkers uneasy.

Later, a man whom I knew as one of the most influential religious leaders in this same community, came up to me. He noticed my tomato juice at once. "I wish I had the nerve to ask for that," he commented.

Truly this was an amazing statement from a spiritual

person of his standing! Yet he is but one of many thousands who believe in a principle, yet are afraid to stand up for it, for fear it will make them socially unpopular.

My husband and I recently moved from a small Ohio village to a larger town in a more sophisticated atmosphere. Our friends are nice people, but God, at least outwardly, is not a part of their lives. My husband and I happen not to drink, and at a recent party our hostess commented on this in a tone which stayed with me. We always try to make our abstinence inconspicuous, and in no way try to foist our views on others. How can I make God's work and His blessings part of my community life and conversation without seeming self-righteous and superior? How can I show others that the many blessings we possess (we have four darling, well-behaved children) are a direct result of taking everything to God? I would like to share our security and blessings with others. How can I become articulate without being offensive?

One of the things that inspired this letter was a statement in a magazine article about hypocrisy, in which I mentioned the fact that the hypocrite used to be the man who tried to appear better than he was; but that in this ultrasophisticated age frequently the hypocrite is the person who tries to appear worse than he really is, thinking it will make him more popular.

This young woman is a part of the great host today who cherish ideals, yet who want to be liked. She feels that she has little company. I wrote to her and told her differently. I told her there are millions like her who for years have been silenced by the dominant paganism of our day. Today these millions are stirring all over the country. No longer do they feel that society has accepted only other ideals and that they are morally alone.

The trend is evidenced by sweeping religious revivals. There is a ground swell of spiritual feeling manifested through book sales, newspaper stories, magazine articles,

and swelling church attendance and activity. People are realizing that the problems of today can only be solved by a sweeping faith—that they have been duped long enough by anti-Christian forces which have been boring like termites into the heart of American society, eating out its moral fiber.

What are the factors restraining people from catching hold of this contagion—this transforming faith? Let us not fool ourselves. The liquor problem in itself is not the only important one. Yet it can and does lead to other evils which in themselves are worse—immorality, gambling, and actual crime.

Alcohol is not, as is often believed, a stimulant. It is a sedative which deadens the senses. It removes inhibitions and enables a person to act on impulse. This sometimes has as disastrous an effect as releasing the brakes of a car on a treacherous grade and so permitting it to careen madly down a steep hill.

Those who drink so that they can have a good time are taking a chance on creating a Frankenstein monster in their lives which can get completely out of control, not only wrecking themselves but also others close to them—including their wives and children. We have case histories to prove this in the religio-psychiatric clinic here in our own Marble Collegiate Church in New York City.

I was much impressed with the story of a young man who told me that despite his fine upbringing he came to the conclusion in his early manhood that everything connected with the church and religion was stuffy. He, like a lot of other cynical people, looked to a materialistic, realistic philosophy for happiness. His crowd of sophisticates centered their fun around drinking and looked lightly on immorality.

During the war this young man found the same type of crowd everywhere he went. At officer club parties married men and women often became disgustingly drunk and mixed flirtatiously with each other's husbands and wives. It seemed the smart, blasé thing to do, but it brought a lot of concealed heartache. Marriages were jeopardized.

In most cases these same people while sober found few interests in common, and were bored with themselves, and with each other. Alcohol was the only means they knew of changing this situation.

Then one day this young man faced a disturbing fact. He had got to the point where, to have a good time, he had to fortify himself with a few drinks. "Is my sober personality so bad, am I such a dull person ordinarily, that I can't have fun without drinking?" he asked himself. "And does drinking



KEYSTONE

Rudyard Kipling's Confession

THE little tragedy played itself out at a neighboring table where two very young men and two very young women were sitting. It did not strike me till far into the evening that the pimply young reprobates were making the girls drunk. They gave them red wine and then white, and the voices rose slightly with the maidens' cheek flushes. It was sickening to see, because I knew what was going to happen.

They got indubitably drunk. At the close of the performance, the quieter maiden laughed vacantly and protested she could not keep her feet. The four linked arms and, staggering, flickered out into the street. They disappeared down a side avenue, but I could hear their laughter long after they were out of sight.

And they were all four children

of sixteen and seventeen. Then, recanting previous opinions, I became a prohibitionist. Better it is that a man should go without his beer in public places and content himself with grumbling at the narrow-mindedness of the majority than to bring temptation to the lips of young fools such as the four I had seen.

I understand now why preachers rage against drink. I have said, "There is no harm in it, taken moderately," and yet my own demands for beer helped directly to send those two girls reeling down the dark street to—God alone knows to what end.

It is not good that we should let liquor lie before the eyes of children, and I have been a fool in writing to the contrary.—Rudyard Kipling, *American Notes*, page 113.

really make me a wittier person, or do I merely think it does?"

He came to the conclusion that certainly he could not go through the rest of his life living in an alcoholic haze in order to have what he thought was fun. A complete reorganization took place in the young man's thinking. The result was that he found his way back to church, decided to stop drinking altogether, and now is a brilliant professional man and the "life of the party" in a crowd which has a wonderful time

together without the need of any narcotizing drink.

One night recently while at a banquet making a speech, I noticed considerable merriment and laughter coming from one of the nearby tables. My first thought was that probably there was a great deal of drinking going on, yet the fun seemed to have a very healthy tone to it. One man in particular dominated the joyful group.

The banquet chairman sitting next to me sensed my (Turn to page 29)



Dick Button

**WORLD'S FIGURE
SKATING
CHAMPION**

Acclaimed "The Greatest Figure Skater of All Time,"

SAYS

"Alcohol and tobacco are not compatible to anyone attempting perfection in sports. That is the reason no athlete striving to reach the top should indulge in either of these habits harmful to health and success in athletic competition."

Richard T. Button, the twenty-year-old figure-skating ace, who on the strength of his reputation as "the greatest figure skater of all time," won the Sullivan award as the outstanding athlete of 1949, was the first American to capture the coveted crown of the Olympic figure-skating championship in 1948. He has maintained top honors as world champion in 1948, 1949, and 1950. Richard hales from the skating club of Boston. In addition to winning the World's Championship for three straight years, he holds five consecutive North American figure-skating championships.

One of his spectacular feats is a "double-double," which consists of two and one-half revolutions in mid-air repeating as soon as his blades hit the ice, both within split seconds of time, while traveling at full speed.

QUEEN of American Figure Skaters

Another artist on ice, whose grace and versatility have made her a top-ranking contender in two world championships, agrees:

"Young athletes with ambitions and hopes of reaching the top in any form of sport should have enough will power and determination to keep away from drinking and smoking. I firmly believe both are harmful to one's wind, stamina, and general health."

Nineteen-year-old Yvonne Sherman is a member of the skating club of New York. Her laurels include North American Lady Champion 1949, Runner-up World Champion 1949, National Lady Champion 1949, and third place in World's Championship Contests 1950.

Yvonne retained her women's senior figure skating title by outscoring Sonya Klopfer of Brooklyn in the final rounds of the National Championship at Uline Arena, Washington, D.C., March 25, 1950.



Yvonne Claire Sherman

TOTAL



Peter Kennedy

"I feel, as a champion, that smoking and drinking have no place in athletics because to get to the top you must be in perfect shape, and that cannot be attained with alcohol and tobacco."

Peter, twenty-two, and Karol, eighteen, World's Pair Championship for 1950. They placed second in the World Pair Contests in 1947 and 1949, and were U.S. Senior Champions in 1948 and 1949, and North American Pair Champions in 1949.

Peter and Karol are members of the Seattle Skating Club.

INTERNATIONAL

The Broadmore Skating Club can well be proud of sixteen-year-old Andro, whose achievements include: Second Highest in U.S. Lady in World's 1948, and Fourth National Senior Ladies 1949, Member of World Team 1950, and winner of the Oscar L. Richards Trophy for 1949 for "the most artistic performance" during the 1949 Nationals at Colorado Springs.

"As far as smoking and drinking goes, I indulge in neither. I suppose that about 80 per cent of all Americans do, though; but mostly those who are over twenty-five years of age. I don't imagine I ever will. So many teen-agers get in a lot of trouble from drinking, and for the life of me I can't figure out what enjoyment they get out of it. Perhaps because someone else does it, they think it's smart. Once a bunch of us kids got together and smoked. I tried a couple of puffs ('drags' they called it, I guess) and became dreadfully sick, and since then I have never tried and never will again.

"Both smoking and drinking, in my opinion, are extremely injurious to athletics. And every great athlete I have ever known or seen does not indulge in either one. Please don't think I'm prudish, though, 'cause really I'm not!"



INTERNATIONAL

Winner of the Oscar L. Richards Trophy

ABSTAINERS WIN SKATING LAURELS

Skaters in this feature interviewed by Robert Roach.

ICE SKATING

The origin of this fascinating sport is buried in the fragmentary history of earliest European times. It is believed to have originated in the Scandinavian countries. "Archaeologists have unearthed skates over two thousand years old." Apparently starting with bone skates, our continental pioneers later added iron runners. By the time of the discovery of America, skates were made entirely of wrought iron. Metal blades were not actually perfected until 1850-1860, and it was not until 1890 that the present-day skating shoe was designed.

The first World Championships were held in Europe in 1896. Women's Championships were added ten years later, and figure skating was first included in the Olympic contests in 1924. It was twenty-four years later before an American won the Olympic Championship in 1948. To Richard T. Button goes that honor. He has held the World Championship for the past three years, 1948-1950.

Fifteen-year-old Sonya Klopfer of the Junior Skating Club of New York in 1949 and 1950 became the Middle Atlantic Senior Champion 1949, the Eastern Senior Champion 1949, the National Junior Champion 1949, and World Team in 1950.

Fifteen-Year-Old Senior Ladies Free-Skating Champion

"I do not think smoking and drinking have any appeal in making one popular, nor do they help in sports. I think it also looks unattractive. I am very happy I have not taken to drinking or smoking, and don't believe I ever will."

Sonya Klopfer

"To get through a full five minutes of strenuous figure skating, one must be at peak physical condition. I believe tobacco and liquor make it impossible to attain that peak. I have neither habit and never will, because I think they are both completely worthless."

FIRST QUARTER



Twenty-three-year-old Holt of The St. Moritz Figure Skating Club holds three 1948 championships, the Fourth U. S. National Senior Men 1948, the Pacific Coast Senior Men's Champion 1948, and a Pacific Coast Senior Pair Champion 1948.

G. Austin Holt



AS A philosopher, I have long been interested in the philosophical aspects of alcoholism. Sociologists have been concerned for years about the social implications of the problem; psychologists and psychiatrists have sought for the answer in a study of the individual and his personal reactions to the problems besetting him. Religious leaders have been concerned with the moral, ethical, and spiritual side of the question. All have made tremendous strides in comprehending this modern scourge which is threatening the very structure of civilization; but, in my estimation, efforts to understand and cure this social cancer are circumscribed by limited approaches to the subject.

True philosophy rises above individual limitations, prejudices, and bias. It is concerned with a study of universal phenomena; and, above all else, with a study of truth. This removes it from the realm of personal bias which might exist in some of the above-mentioned classifications.

Philosophy, someone has said, is resolved in the five questions: Why? How? What? Where? and When? It does not guarantee answers, it is true, but starts the questing mind on the pathway of truth, where the answers are certain to be found. This question-and-answer method

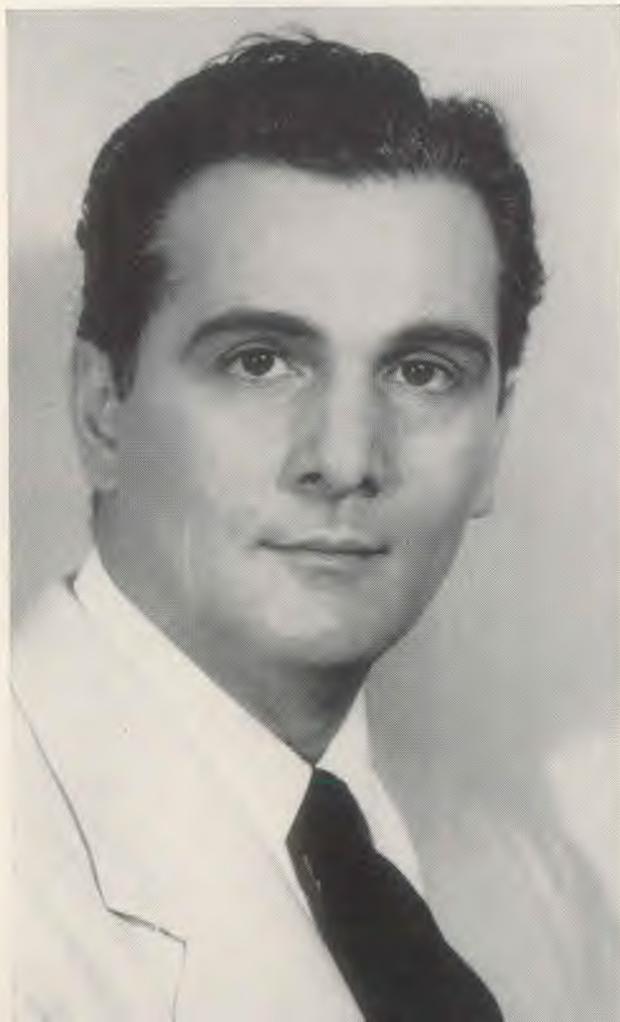
in philosophy is known as the Socratic method, named after the great philosopher Socrates.

To apply this method to the problem of alcoholism, we might begin by asking: "Why alcoholism?" To me, the answer does not reside in the actions of any certain class of society, nor is it due to an individual cause, although surface appearances might belie this fact. I see alcoholism as a phenomenon of mass consciousness, produced by feelings of mass guilt. This is proved by psychosomatic studies in recent years in relation to persons who are accident prone. Such persons may suffer from frustration in love, broken homes, failure complexes, or other neuroses built by feelings of inadequacy, self-consciousness, repressed moral guilt, or numerous other psychic causes. The will to die gains ascendancy over the will to live, and the individual unconsciously directs his body into a path of danger in order to bring about personal annihilation.

As individuals comprise society, the personal acts of each of us contribute to a vast and complicated mass consciousness. This mass consciousness and its effect is seen most graphically in lynchings, at prize fights and other public games, and especially in the patriotic fervor which sweeps through a country in time of war.

A Philosopher Looks at ALCOHOLISM

by **ANTHONY NORVELL**



Alcoholism has risen steadily in the past fifty years. It is no coincidence that in the same period more than thirty million persons have died through violent means. The last two wars have taken a frightful toll; the destructive acts of dictators have poisoned the atmosphere of the world, the mechanical age has contrived to destroy even more human beings than have been killed at war. The threat of an atomic war with its senseless killing of millions more, contributes to the over-all picture of morbidity and guilt. The individual sense of frustration and impotence in the face of these catastrophic disasters has brought about an individual sense of futility and deep moral guilt. This sense of universal guilt has risen so steadily in recent years that the means for race annihilation has been unconsciously sought. Any wonder that atom bombs were so conveniently discovered?

The world is trying to forget the bloodshed and horror of recent years. People are trying to personally escape from the gnawing sense of guilt which they feel. No longer is the individual alone accident prone, the entire race becomes imbued with the destructive will to die which has wreaked havoc upon a blood-drenched world.

In the modern curse of alcoholism we can trace the diabolical pattern which has been set by society. The young emulate the pattern of their elders; the social phenomena of drinking, begin- (Turn to page 34)

LISTEN, 1951

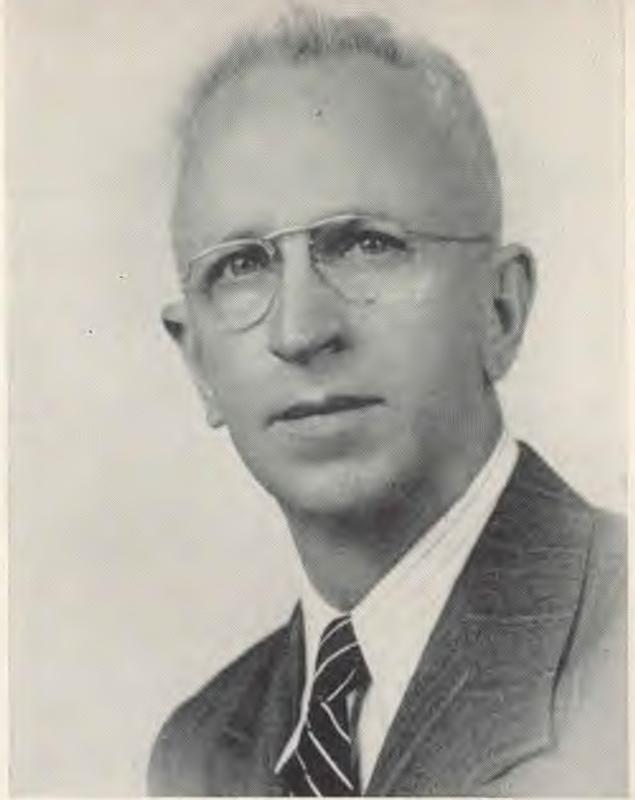


SINCE the repeal of the national prohibition law the liquor interests have violated all the good promises made by them to the American public. One of the many promises they made was that if the sale of liquor was made lawful again, liquor should be brought back only for those who wanted it, and that our youth, women, and military forces should not be exploited to gain recruits for the liquor interests.

But the liquor dealers today are trying to make everybody want liquor. The liquor interests realize that the young people of America are the largest potential source for new customers, and they are employing every channel, and using all means, to exploit our young people, our women, and our military forces to gain recruits for their trade.

They know that our young men and women love sports, and the beer manufacturers have made it a practice to specialize in the broadcast of sports activities such as baseball, football, and basketball, and have sponsored these programs on condition that beer is advertised as a healthful beverage which will make the youth "men of distinction," promoting their success and happiness.

They not only pay for the broadcasting of these sports activities, but pay the players to testify in behalf of the



LICENSED YOUTH EXPLOITATION

merits of their particular beverage as enabling them to excel in the sports. Again and again during the broadcast the listening audience is urged to drink some kind of beer. They get the players to tell how good and exhilarating the drink is.

The radio knows no boundaries; it enters every home to exploit the youth in spite of the protests of parents who have the welfare of their children at heart. It enters into the dry as well as the wet sections of our country, and everyone listening, irrespective of his sentiments or his occupation and profession, is urged to buy alcohol, no matter whether he lives in dry or in wet territory. Many youngsters who otherwise would never come in contact with alcoholic beverages are exposed to these advertisements constantly and are deceived and enticed by the false propaganda they hear over the radio.

Millions upon millions are spent each year to gain new recruits from the ranks of abstainers. The best advertising salesmen and the best artists in the land are hired to make full-page advertisements in the leading magazines and newspapers, soliciting the public to use the advertised products. With great skill and subtleness these ads emphasize that drinking is a mark of distinction.

Impressionable and immature boys and girls who see these colorful and attractive full-page solicitations are deceived by them and lured to become "men and women of distinction" by the alcoholic route.

The consumption of liquor has increased in the same ratio as the amount of money expended for liquor adver-

by Representative **JOSEPH R. BRYSON**
United States Congress

tisements. The amount of liquor sold now approximates \$9,000,000,000 annually. In this country there are now an estimated 3,000,000 people who are considered chronic alcoholics.

The public is continually subjected to allegations in liquor advertisements which are manifestly untrue or at least highly misleading. These fallacious assertions as to the merits of liquor and its stimulating and invigorating effects upon the human mind are captivating the youth of America and are leading many of them into an alcoholic trap from which there is no release.

In their ads the liquor advertisers never hint at or point out the dangers of becoming alcoholic addicts. They present only the glamorous side of indulgence. They care not what evil consequences flow from their trade so long as their coffers are filled with the money that rightfully belongs to the drinker's family.

The liquor dealers claim that if any curb is placed upon liquor advertisements that such restrictions constitute an interference with the freedom of the press. But the liquor interests, which are paying millions upon millions to the various broadcasting companies and independent radio stations for the broadcasting of their liquor advertisements, have influenced some of these broadcasting stations on numerous occasions to refuse the dry forces radio time at the same

(Turn to page 22)



Jim and Kay display perfect balance and muscular prowess as they demonstrate the feats of hand balancing with which they have thrilled hundreds of audiences.

THOMAS

THOMAS

"To Get the Most Out of Life, Keep Healthy, and to Keep Healthy, Don't Drink or Smoke."

—JIM and KAY STARKEY,
"THE VICTORS"

ENTERTAINERS who get by with tawdry night-club jokes may be able to ignore the laws of health, but those who depend on physical strength happily live by nature's rules.

The talented specialists who count on brawn and muscle know that alcohol and acrobatics do not mix. Most of them do not smoke either.

A good example is the Victors, of Los Angeles, who have been thrilling audiences with their feats of hand balancing for several years.

Jim and Kay are husband and wife with three healthy children. As amateurs they began testing their sinews at a spot near Santa Monica, California, which appropriately is called "muscle beach."

Jim and Kay became so expert that a professional invited them to join him to form a threesome act. The war interrupted this relationship, and after Jim left the service he and his pretty wife hit the entertainment circuit on their own.

Because they now have three youngsters, the Victors' engagements have been limited lately to theaters and fairs on the west coast. Recently they turned down offers to tour Hawaii and South America.

What's their attitude toward drinking? They emphatically do not believe in it!

"You just can't keep up the pace if you're not in tiptop physical

shape, and you can't be in shape if you drink alcoholic beverages or smoke. That's our opinion," say the Victors. And for good measure the Victors don't drink coffee either. Milk is the favorite beverage of the entire family.

Loss of stamina and shortness of breath are not the only harmful results from smoking and drinking, declare Jim and Kay. Intemperance, they point out, is fatal to those in their profession because it makes them lose their sense of balance.

This feature by
Donn Henry Thomas.

Milk is the favorite beverage of the entire "Victors" family.





AMERICAN

Mothers

OF 1950

WASHINGTON, D.C.

"Because it is so increasingly evident that the moral regeneration of the world is most deeply needed, all of us must recognize the importance of guarding against specific moral ills. It is my firm belief that the use of alcoholic beverages is a sharp deterrent to the building of a clean, wholesome environment in America. I have always strongly opposed the use of alcoholic beverages in any form because of the easily observed evils inherent in such use. Realizing the significance of a pure, undefiled home as the soundest basis for a rapidly advancing civilization, every woman of high ideals must see to it that the family in her care is taught to abstain from any participation in serving alcoholic beverages in the home or in social contacts. The detrimental effects of such drinks upon the health and safety of the family is a recognized evil, but even more serious is the moral ill. Whenever a drug or drink causes one to lose control of his actions so that he is not responsible for what he may say or do, that drug or drink should be avoided as if it were the plague.

"Upon these and many other generally accepted arguments against the use of alcoholic beverages those of us who

are mothers, who hold most dearly the future happiness of our children, must stand firmly upon our Christian principles, and insist upon the nonuse of these beverages in any form. Only through such forthright thought and action can we look forward to an America of great physical and moral strength."

Mrs. George O. Bullock





IDAHO

"I am very grateful for the fact that I was born and reared by Christian parents in a Christian home where the use of liquor, tobacco, or other stimulants was unknown. I have tried to give our family that same sense of clean, confident living. I know of no better road to happy satisfaction of mind, health of body, and a foundation for useful living."

Mrs. Alfred Budge, Sr.

ILLINOIS

"My husband and I are university and college graduates. Both of us took an active part in the social as well as the educational sides of our schools. Even in our day, there was plenty of drinking on the part of students, but neither of us drank; nor have we since.

"In our home we have never served or used liquors, and our sons have maintained the same standards. They are very successful business and professional men, but have never felt it wise or necessary to use intoxicants themselves or offer them to others.

"Our whole family, young and old, has always been much interested in working with youth, and we have found that abstinence from alcoholic beverages does much toward making young lives go forward in the right direction."

Mrs. John Edward Kemp



WASHINGTON

"I am the mother of eight grown children. I have never served alcoholic beverages in any form in our home. I believe our example has been an influence for good."

Mrs. Floyd L. Perry

VIRGINIA

"Alcohol just doesn't run in our family. To my certain knowledge, no alcoholic beverage has ever entered the home during three generations. To me the alcoholic blight is more destructive to human welfare than the atomic bomb."

Mrs. H. C. Graybeal



AMERICAN Mothers OF 1950



MISSOURI

May Kennedy McCord

"There has been no drinking in my family for generations, so I have no background for it. I am thankful for that.

"I have tried to find one argument in favor of drink. I would like to be fair, but there is not one. The liquor traffic is pernicious in all its facets. It is utterly against the interest of human life, incapacitating to a man's mind and body, repugnant to the moral sense, injurious to peace and order, hurtful to the home with its loves and its blessedness, and antagonistic to all that is precious. I have always been militantly against it. I believe that is the only way to be. There is no middle ground.

"From a very young girl, I vowed that if I ever had a family I would try to shield my precious ones from this curse which has haunted the world since antiquity. And in that, I have succeeded even beyond my fondest hopes. Not alone, but with God's help."

"My husband and I do not use alcoholic beverages and we do not serve liquor in our home. In view of the attempt to 'glamourize' alcohol, we both feel it is the best policy to 'keep aloof,' despite its widespread social use.

"My husband retired from his teaching position last fall. Eighteen years on the campus of the University of New Mexico have absolutely convinced us that we are in grave danger. We are convinced that a stable and lasting civilization cannot be based on men and women whose thinking is even occasionally confused because of alcohol in the blood. The human brain, the instrument of thinkers, is too delicate a machine to tamper with. Alcohol, being essentially a narcotic, should be treated as such."

Grace O. Koch
NEW MEXICO



NORTH DAKOTA

Mrs. Clara T. Bechtle

"I have always felt that I needed alert senses to carry on the activities in which I participate. Because of this belief, I have never used intoxicants in any form and never serve them in my home."



KENTUCKY

Mrs. William V. Sudduth

"My husband and I have always been very much opposed to the use of alcoholic beverages, and have never at any time served them in our home or to any of our six children. We have not been the least concerned in any way about our four girls and two boys as to their using it in their homes."

"Alcoholic beverages are very dangerous to have in the home. Personally, I am an extremist on the subject and people almost read my mind.

"We have never served such drinks in our home. I do not believe it wise even to serve beer or cocktails. We never have anything of the kind in the house. My husband is a physician—one who believes alcoholic drinks have no part in the practice of medicine. He has some friends who have given him some homemade wines, but that I would take in charge and pour down the drain. My children are grown and married, but they have never had any served to them, not even as medicine. Social drinks have been the downfall of many men and women."

Mrs. Clara D. Eley

MISSISSIPPI



NORTH CAROLINA

Mrs. Edgar F. McCulloch

"I can gladly and truthfully say that alcoholic beverages have no place in my home or in my life. I have never found it necessary to serve intoxicating beverages in entertaining friends in my home or elsewhere. My opinion is that this is not necessary, and is a bad influence on those served and on the family life of the home where they are served.

"Every home in a community where strong drink is served has an unwholesome effect upon the entire community. I deplore the seemingly growing tendency on the part of so many to think that it is right and proper to serve alcoholic beverages in the home and at public gatherings. In my opinion this has a tendency to undermine the foundation of the nation we love—America."

Colonel J. MONROE JOHNSON

CHAIRMAN
OF THE
INTERSTATE
COMMERCE
COMMISSION

Says:

"I have always had a good time without drinking, and I have never touched a drop. I saw many who drank alcoholic beverages with bad effects, so I abstained. When I was young I became interested in athletics, and continued my activities even after marriage. I left alcohol alone because I did not believe that it would do me any good, and because I saw too many examples of the bad results of drinking. When I attended parties I always had more fun than anyone else because I stayed sober and could enjoy what was going on.

"You do not have to drink under any circumstances if you do not want to. I was in France during the first war as colonel of the Rainbow Division of Engineers. They told me that I couldn't drink the water because it was bad, and that I would have to drink wine. I told everyone I saw that I preferred water and that I was going to drink water, not wine. I never touched a drop of wine in all my time overseas."



COLONEL J. MONROE JOHNSON

was born in Marion, South Carolina, on May 5, 1878, and secured his education at the University of South Carolina (Columbia, South Carolina) and at Furman University (Greenville, South Carolina). In 1889 he established his civil engineering office at Marion, which he has maintained ever since.

In his civil engineering career Colonel Johnson has ably served both his state and Federal governments. He has been chairman of the South Carolina State Highway Commission and has recruited military engineers for Mexican border service and for overseas duty.

He was promoted to colonel in World War I during the first Argonne offensive.

Among Colonel Johnson's numerous medals and recognitions of meritorious service are:

—A distinguished service medal from the United States.

—The Verdun Medal and Legion of Honor from France.

—The Order of Leopold II from Belgium.

—Certificate of Appreciation from the United States Navy in recognition of meritorious personal service in World War II.

—From President Truman the medal of merit in recognition of his

services as director of the Office of Defense Transportation.

Colonel Johnson served for five years as Assistant Secretary of State from 1935 to 1940, and has been a member of the Interstate Commerce Commission since June, 1940. On January 17, 1949, he was renominated by President Truman for a full term expiring December 31, 1955. Mr. Johnson is chairman of the Interstate Commerce Commission for 1950.

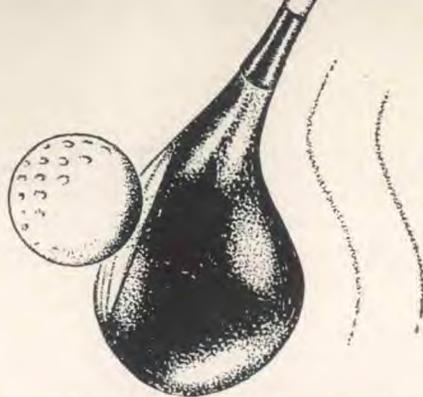
He is a member of the American Society of Civil Engineers and of the Society of American Military Engineers, of which he was national president in 1940, and at present is serving on its Executive Committee.



Martene

Alice

by ROBERT ROACH



Golfing Bauer Sisters TEE Totalers

"Even though I am only sixteen, I know I will never drink or smoke. I cannot tolerate drinking. I don't think that there is any use for alcohol even for people who do not participate in sports. I think smoking is equally bad and harmful."

Marlene Bauer

"I cannot understand why people drink. For myself and those close to me I would always much prefer to have them get the full value and pleasure out of life, without having their sensibilities dulled by alcohol."

"There are so many wonderful things in life. Why not be able to enjoy them to their full extent instead of having to feel the need for a drink to enjoy them?"

Alice Bauer

"Listen" pays tribute to Marlene and Alice Bauer, America's outstanding golfing sisters. Marlene was only three and a half years of age when she started to swing a club; by the age of ten she had captured the Boys' Junior Championship at Long Beach, California, and at thirteen scored her first below par. Marlene scored an upset in beating the Woman's National Champion "Babe" Didricksen Zaharias on the twenty-first hole at Fort Smith, Arkansas, in 1949.

Alice, Marlene's elder sister, started her golfing at eleven years of age. At thirteen years of age she was runner-up in the South Dakota State Women's Amateur Championship and captured the title the following year. At Indio, California, in 1948, Alice, when only fourteen years of age, set a world's record of 69, 70, and 71 for 54 holes in the Women's Invitational. Of all the tournaments she has participated in, her favorite was the "Tam O'Shanter" All-American at Chicago in 1949, which she won.

Dave Bauer, their father, a professional golfer with twenty-five years' experience, who early decided that his girls were going to be outstanding national golfers, has seen his dream realized.

Like true sportswomen of distinction, Marlene and Alice shun the narcotizing, impairing effects of all alcoholic beverages, and adhere to total abstinence as the only safe way for happy attainment.

Parents of the golfing Bauer sisters inspect the clubs which have brought victory and fame to Marlene and Alice.



DURING his stay in England as a student of law, Mahatma Gandhi had realized the failure of restrictions on the manufacture and distribution of alcoholic beverages in eliminating drunkenness. In South Africa he had witnessed the havoc alcohol was causing, especially among the original inhabitants of that country. He had also seen for himself in his own country the insidiousness with which the drinking habit was slowly making its way among classes and castes which had for ages been entirely immune to this particular vice.

Experience of the manifold injuries caused by the alcohol habit extending over decades and in three continents had at last convinced him that only some really drastic measure, going to the very roots of the evil, was likely to prove to be a satisfactory solution of the drink problem. Greatly impressed by the wonderful change for the better following the introduction of prohibition in the United States in 1920, he began to feel that this offered the solution of which he had been in search for so many years.

Knowing full well that a request to India's old rulers to admit the failure of the regulation of the drink traffic and to replace it by a measure calculated to immediately affect the revenue adversely was certain to be rejected without even a hearing, he began to create public opinion in favor of prohibition.

Nor was this task at all difficult, for drinking had all along been regarded as a sin by both Hinduism and Islamism, which are followed by nearly 95 per cent of India's nationals. In addition, except among the few who had imbibed Western vices along with Western ways of living, drinking in India brought social disgrace. His aim was to convert this negative condemnation of drinking into a positive and active force which could be utilized to put pressure on an alien government to compel its acceptance of a distasteful measure.

In the first really serious large-scale clash between the British government and resurgent nationalism, later on known as the Non-Co-operation Movement of 1920-22, Mahatma Gandhi insisted that our old rulers should agree to the introduction of prohibition as one of the terms of the re-establishment of friendly relationships with the ruled.

When the movement was formally withdrawn on account of the outbreak of mob violence among some of his followers, the campaign against drink and drugs was continued, though in a less militant form, right up to the next clash known as the Civil Disobedience Movement of 1930-32. This, too, pe-



World Report

tered out; but there was no intermission in the efforts of members of the Indian National Congress to convert drunkards on the one hand, and to induce the public at large to enter an India-wide demand for the introduction of prohibition before our old rulers.

In 1935, Britain had to grant a large measure of political power to Indians, but only in the provincial, or what Americans would call the state, sphere. Elections were held, and the Indian National Congress of which Mahatma Gandhi was the real leader captured power in seven out of our eleven provinces.

Under the directive of the party executive and with the support of the public, these Provincial Cabinets introduced prohibition in selected areas with the aim of gradually making all India dry. They resigned in 1939 because they did not agree with the British government which had reserved power in all vital matters, on certain policies. The provinces were once again administered by the British officials, and the policy of prohibition was quietly dropped.

The Indian National Congress, the

largest, the most influential, and the oldest of political organizations in India, the reputation of which had been immensely enhanced by the success which had crowned the unselfishness and self-sacrificing spirit of thousands of Congressmen, some rich, some poor, some highly educated, some half-educated, and some even illiterate, but all full of genuine patriotism, took up the administration of India after the British withdrawal and the partition of India. Almost at once, the Congress Cabinets of the different units of our Republic introduced prohibition measures. Some idea of the progress of these efforts is indicated in the following brief outline.

ADMERE-MERWARA—This is a small area under the direct administration of the Central Government which has introduced a five-year prohibition program. The program includes a 10 per cent cut in the amounts of drink and drugs permitted to be sold to the public, an increase in excise duties and other charges, and compulsory closing of shops on Sundays, paydays, and certain festival days.

ASSAM—Opium is more extensively



Gracing the grounds of the Government House in New Delhi is this lovely pattern of inviting walks and formal gardens.

INDIA INFORMATION SERVICES

Progress of Prohibition in the Indian Republic

by

H. C. MOOKERJEE,
M.A., Ph.D.

Vice-President, Constituent
Assembly of India

us and, under the advice of the Congress, has abolished 40 per cent of the shops selling country spirits and 42 per cent of those selling toddy, a beverage obtained by fermenting the sweet sap of the palm, date, or palmyra tree.

MADRAS—The Congress Government of this province was the first to introduce prohibition in 1937 under the leadership of Mr. C. Rajagopalachari, who was then its premier. It has also been the pioneer on this occasion, for it enjoys the unique distinction of being the first province to become wholly dry.

MYSORE — a progressive Indian State in South India, started prohibition in July, 1947, with an annual 20 per cent reduction in the number of liquor shops with a corresponding limitation of liquor supplies. After joining the Indian Republic, five out of its nine districts have gone completely dry so as to have a dry belt in the areas adjoining the province of Madras to which it is contiguous, in order to help the latter in controlling illicit practices.

ORISSA—Opium, which is both eaten and smoked, has been prohibited throughout this province, in addition to which prohibition of alcoholic beverages has been introduced in three of its more important and, comparatively, more prosperous districts.

SAURASTRA—is a viable union formed by the integration of about thirty Indian States, large and small, situated to the west of and adjoining the province of Bombay. The adoption of a common policy in the matter of prohibition has led to the acceptance of a program under which it went dry in April, 1950.

TRAVANCORE-COCHIN — This is a recent union composed of two adjoining Indian States which have joined the Indian Republic. Eleven of its districts are already dry. The whole of this unit of our Republic is expected to go dry in three years.

UNITED PROVINCES—There is total prohibition of drink and drugs in eleven districts which form a dry block in the heart of the province, and the whole of which is expected to go completely dry within three years. The Congress Cabinet has abolished all liquor shops lying within five miles of the dry zone to minimize chances of smuggling and has also raised duties on all intoxicants to the maximum possible limits in order to discourage their consumption.

WEST BENGAL—The partition of Bengal under the Radclyffe Award and the arrival of Hindu refugees from Eastern Pakistan to the number of two

consumed here than liquor. This explains why the Congress Cabinet has initiated measures for the total prohibition of this drug. The question of banning liquor is under consideration.

BIHAR—This overpopulated and poor province has not yet imposed prohibition anywhere within its borders. It has, however, introduced the central distillery system under Government control to limit the output of country spirits and an improved system of licensing shops permitted to sell alcoholic beverages to the public.

BOMBAY—The policy of 25 per cent progressive reduction in the supplies of foreign and country liquor and of intoxicating drugs was inaugurated in April, 1947. The number of trees tapped for toddy is also being reduced in the same proportion. In addition, all excise shops are closed on Wednesdays and Saturdays each week. All this has made Bombay province completely dry from April, 1950.

CENTRAL PROVINCES — The Congress Cabinet of this province took up antidrink legislation with enthusiasm so that nearly half its area, meas-

uring about 40,000 square miles, is now dry. If nothing unforeseen happens, the whole of it is expected to become dry by the time this report is published.

DELHI—This is centrally administered and includes the urban area and the countryside surrounding it. Partial prohibition introduced on and from April, 1948, includes the closing of a majority of country liquor and opium shops, stoppage of sale of alcoholic beverages in railway restaurants, and one dry day in the week with an additional one at the time of festivals and fairs.

EAST PUNJAB — has introduced prohibition in the two districts of Roh-tak and Amritsar. It seems rather doubtful whether in view of its very urgent need for funds and the inability of the Central Government to come to its assistance, the ministers of this province will be able to summon up sufficient courage to further extend the dry area.

HYDERABAD—an Indian State in the south, started with imposing prohibition in the districts bordering on the Indian Republic. Later on it joined



Pandit Jawaharlal Nehru, first Prime Minister of the Republic of India, and his sister, Madame Vijaya Lakshmi Pandit (center), India's ambassador to the United States, visit Mount Vernon, historic home of George Washington.

millions who have to be assisted in various ways have hit this province very hard. This explains the halting manner in which the prohibition policy is operating here. All that has been done so far consists in a gradual reduction in the number of shops licensed to supply intoxicants to the public, increasing duties on them until they have become the highest in the whole of the Republic, reduction in the hours during which only intoxicants may be sold, and making Saturday a dry day so that wages of labor may not be wasted on liquor.

From the above it is abundantly clear that we have so far made substantial progress toward the goal of prohibition to the attainment of which the Indian National Congress under the inspiration of Mahatma Gandhi had pledged itself in 1920, when even the most optimistic among us did not dream that our country would acquire complete independence in less than three decades.

We are quite alive to the fact that the path we have elected to follow is beset with many and formidable difficulties. Nonetheless we are full of hope, for we know that we are doing what is right, and because we feel that we have the support of our people behind this great social experiment which we are determined to put through until our country becomes completely dry.

LICENSED YOUTH EXPLOITATION

(Continued from page 11)

commercial rates as paid by the liquor advertisers.

At Congressional Committee hearings last year testimony was given that a member of a broadcasting company's board of directors also was a public-relations counsel for a large distilling corporation. In view of that fact it is not difficult to understand why the broadcasting company opposed any attempt to refute over the radio station any arguments in favor of the liquor trade. That practice not only amounts to censorship on the part of the liquor interests but to an interference with freedom of speech. Broadcasters are continually warned that they cannot make any reference to alcohol in any terms which might offend the liquor advertisers.

In many instances the liquor interests have obtained a monopoly on advertising the merits of liquor and, indirectly, and in some cases directly, ban any material which would have an adverse effect upon the sales of their product. Even some liquor dealers feel that high-pressure liquor advertising

has gone too far and that steps should be taken to curb the outrageous situation, which is constantly growing worse and is not conducive to decency or the well-being of our country.

The United States is fast becoming the greatest liquor-consuming nation in the world. The liquor bibblers in the city of Washington, our national capital, are drinking three times more than the average rate of drinkers in the entire nation. The 1948 statistics reveal that in the Washington area the liquor consumption was 3.91 gallons per capita as compared with a 1.17 national average. It should be remembered that these statistics are based on static population and do not reflect the huge transient turnover.

The District of Columbia arrests for drunkenness have risen from 13,942 in 1930, when the population was under 500,000, to 37,465 last year. The population of the District of Columbia itself has decreased 1 per cent since the war—from 880,000 to 870,000. Seventy per cent of all jail cases and 77 per cent of the District of Columbia's criminal court cases are on drunkenness charges. More than one hundred persons died

from drunken driving, homicides, poison alcoholic drinks, and alcoholism, all stemming from drinking. Last year 14,151 drunks created a "housing crisis" for the jails in the District of Columbia. The number of admissions for intoxication has more than doubled in five years. The Public Welfare Department of the District of Columbia finds that alcoholism among parents is largely responsible for delinquent and dependent children. The taxpayers have to support a large group of unemployable alcoholics.

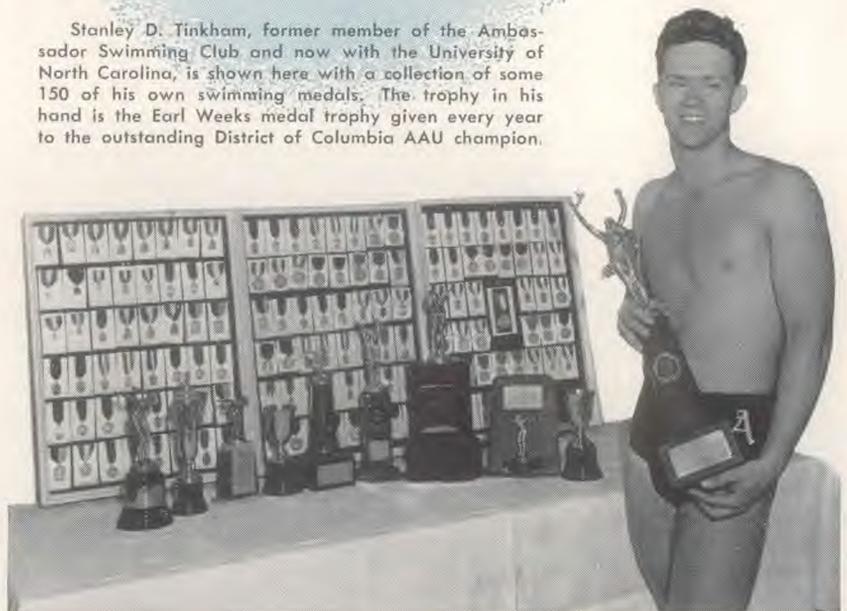
The direct relationship between drinking and crime is reflected in the amount of liquor consumed and the number of liquor advertisements. It is high time that something be done to curb liquor consumption and liquor advertising in order to minimize the evil effects of liquor upon society and the burdens it entails upon the taxpayers. Either a curb should be placed upon this fallacious and misleading advertising of the merits of liquor, or the liquor traffic should be held responsible for the liquidation of the damages caused by the liquor traffic.

STANLEY D. TINKHAM, Trophy Winner, Says—

"I believe that an athlete can do anything he wants to do, if he wants to do it badly enough. This means no smoking and no alcohol, as using either is breaking training. I believe that the use of either will greatly hurt an athlete, and I have never indulged."

Stanley D. Tinkham

Stanley D. Tinkham, former member of the Ambassador Swimming Club and now with the University of North Carolina, is shown here with a collection of some 150 of his own swimming medals. The trophy in his hand is the Earl Weeks medal trophy given every year to the outstanding District of Columbia AAU champion.



ANOTHER LINCOLN NEEDED

IN THE decade prior to the Civil War, one hundred years ago now, men were voicing many conflicting opinions concerning the problem of slavery. The slavery issue was argued from many angles; some of the arguments were so plausible as to seem almost to justify the traffic.

Comparison was made between the slaves of the South and the poor white "drudges" of the factory system of the North—a comparison which seemed to show that the colored slave was better off than his Northern counterpart. Some even advocated that these poor white factory workers be made slaves of those who could give them employment. While many politicians of those times offered compromises, one fact in evidence through all the windy oratory of the day was that no one had been able to analyze the slavery problem on its proper level.

Among the men of the West arose an unknown Mr. Lincoln with an unshakable belief that slavery was a moral problem, and any solution to be lasting must be offered on the moral level. Too long had people tried to justify and save slavery on an economic basis. No satisfactory solution could come on that level.

Lincoln eloquently and effectively urged his views everywhere he went, and, while he did not at first realize that it was necessary to abolish slavery to save the Union, later when circumstances forced his hand, and the Union had to be restored by force, with all the wealth of 200 years of slavery going down the drain, the whole problem began to wheel into focus, and Lincoln saw that slavery was the root of the trouble and that morally the slaves must be freed.

Our Government again needs a Lincoln to analyze the conflicting arguments and opinions concerning America's new slavery—the liquor traffic. We need someone to convince the public that this problem cannot be solved except on the moral level—someone who can perceive the truth and dares to say it—someone whose intelligence and integrity can command national respect.

Lincoln, in 1842, looked forward to

a time when there should be neither a slave nor a drunkard on the earth. How fitting if now, one hundred years later, a leader should arise to fulfill the second half of Lincoln's vision.

There are still many among us who urge the sale of alcohol as an economic advantage even as proslavery men defended slavery on the same grounds. A few weeks ago I attended a hearing

by L. L. NELSON

before our city council held to determine if more liquor outlets should be allowed within the city.

Those who wished these licenses urged that the hearing be kept on an economic level, for they were not prepared to argue the moral issue. Had those who opposed granting these new licenses heeded this request they would have had to remain silent, for they had not come hoping for economic advantage, nor to restrain others from making gain, for their interest was in the moral and ethical values involved.

It is apparent that as yet we are not mature enough nationally to solve the liquor problem on the moral level. We still defend alcohol economically and even try to patch up its effects on the physical level—speaking of its addicts as being sick, when the issue cannot be grappled with on these levels at all.

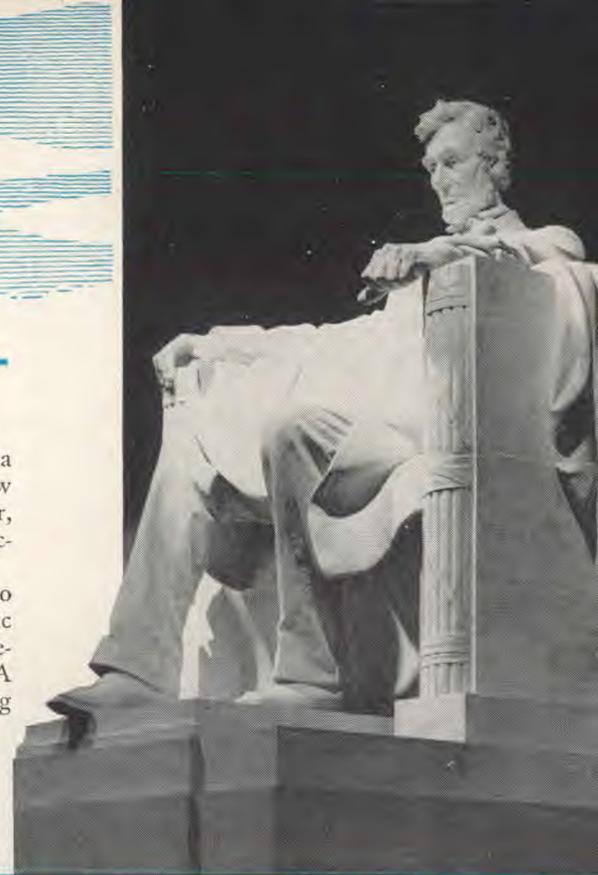
Unfortunately our moral growth has lagged behind our material progress. But, with the shadows of the A-bomb and the H-bomb falling across the world, it behooves us to make moral progress—fast. With liquor making such inroads on our national health and behavior it behooves us to develop some moral strength along this line, too.

It will do no good to lead the people toward emancipation if they are unable or unwilling to follow. No legisla-

tion can be effective which the people do not support. Slavery could not have been abolished by law before 1860. The people were not aware of all its implications. The truth about slavery, epitomized in Lincoln's life and speeches, finally reached the national consciousness. They then were willing to act and the action has stuck. So today we need a Lincoln to keep hammering these moral truths home to the people.

Directors of alcohol education programs say that if a local option election is held within two years after scientific alcohol instruction is given in a community, the average community will vote dry. This fact supports the twofold conclusion: A correctly informed electorate tends to vote dry, and education must be almost continuous. We need a perpetual Lincoln to keep the truth ever before our minds until that day when there shall no longer be "a drunkard on the earth."

Rugged as the slavery problem was, the abolishing of alcohol is a stonier problem still. Law in civilized lands tends to protect people from one another, but who can devise or enforce a law which will protect a man from himself? Only a moral law can do that. Only as we achieve moral stature can we hope to find an adequate solution to the alcohol problem.



ALCOHOL AND CONSCIENCE IN AMERICAN CULTURE

Martin Hayes Bickham, Ph.D.

MOST cultures have developed ideas about conscience as a guide to human personality and a factor in social control. Three aspects of conscience may be observed emerging during the long culture history of mankind.

The early aspects of conscience are rooted in the emotional life of man. Delving back into the earliest existing records of ancient Sumeric and Egyptian cultures, Professor Breasted points out: "We are contemplating the emergence of a sense of moral responsibility as it was gradually assuming a mandatory power over human conduct, a development which was moving toward *the assertion of conscience as an influential social force.*"¹

Within the later Greek and Roman cultures the emphasis was upon the intellectual aspects of conscience. This is seen in the construction of the term itself in both the Greek and the Latin language. The emphasis is upon "Eidesis" or "Scia," that is, knowledge held in common with others.

As the Christian faith became influential in the various Mediterranean cultures, the emphasis upon the moral aspects of conscience became more pronounced. Conscience, as the citadel of personality, assumed an enlarged and more effective voice in the developing cultures of medieval Europe. Conscience was stressed as the most imperative guide of human personality and as the most effective agent for evaluating the various elements and phases of culture.

During this long development of conscience in these many changing cultures, attention was often centered upon beverage alcohol as its production and distribution and consumption became more of a menace to human welfare.

Professor Breasted found this concern about the results of wine drinking among the Egyptians expressed in the *Wisdom of Amenemope*, written a thousand years before Christ. Thus the youth of Egypt were warned:

Be not among the winebibbers, for the drunkard shall come to poverty.



SCHOENFELD COLLECTION, THREE LIONS

Two ceremonial drinking vessels used among the ancient Incas. Portrayed above is a cup of solid gold formed in one piece. Below appears a mug made of clay and fashioned into the shape of a woman's head.



SCHOENFELD COLLECTION, THREE LIONS

Among the Incas, high holidays gave opportunity for extensive drink. On the first day of the high festival of the sun, the Incas presented a vase full of liquor to that celestial body, and invited it to drink. This was the signal for general imbibing.

This same concern about the results of wine drinking was taken up by the Hebrews, and Jewish youth were warned to—

“Look not thou upon the wine when it is red, when it giveth his color in the cup, when it moveth itself aright. At the last it biteth like a serpent, and stingeth like an adder.” Proverbs 23: 31, 32.

Review of the long cultural history of mankind, which space prevents here, shows a continuous and repeated misuse of beverage alcohol in its various forms, and accompanying moral protests arising from the aroused conscience in many different cultures, including our own American culture.

Toynbee, in his recent book, *Civilization on Trial*, points to alcohol as a disintegrating factor in various cultures. Review of current conditions in American culture, that result from the production, distribution, and consumption of beverage alcohol, show that American culture is literally being saturated with alcoholic beverages of various forms. The total result is appearing as a slow process of disintegration of American culture that is moving steadily toward an alcohol crisis.² These emergent conditions call for dynamic action of an aroused personal and social conscience in our American culture.

In our own time, and in our American culture, we face conditions resulting from the widespread use of beverage

alcohol that call upon all who are concerned about the quality and the future of American culture, to seek to arouse both a personal and a social conscience that will apply effective controls to the production, distribution, and consumption of beverage alcohol in all its varied forms.

Recent surveys indicate that since the repeal of prohibition seventeen years ago, the persistent propaganda in behalf of alcoholic drinks has involved fully half of our adult population in the personal use of beverage alcohol in some form. This widespread personal use of beverage alcohol indicates that personal conscience in regard to this custom is weak and flabby.

It is clearly evident that those concerned for the future of American culture must launch upon a program directed to the arousing of a personal conscience among youth and adults alike in every part of our land. Even as the wise men of Egypt sought to save their youth from the beverage wine of their culture, so those who are wise in our American culture are called upon to seek to arouse a dynamic personal conscience against beverage alcohol in the many forms in which it is now being foisted upon our American people.

These drinking customs are being formed and spread under the pressure of a vast and clever liquor propaganda. They must be countered by the arousing of a personal conscience, rooted in



SCHOENFELD COLLECTION, THREE LIONS

This sketch, drawn to illustrate the principle that drunkenness leads to thieving, is by an Aztec artist in “The Mendoza Codex,” a Mexican pictographic manuscript prepared on the authority of Don Antonio de Mendoza, the first viceroy of New Spain, for Charles V, and sent to Europe in 1553.

a sound emotional rejection, a clear-cut intellectual refusal, and an imperative moral reaction to the betraying results of the personal use of beverage alcohol in all its forms.

To develop a strong personal conscience against the use of beverage alcohol, the wisdom of the past and the scientific insights of the present, point to the necessity of the creation of a dynamic social conscience against the production and distribution of beverage alcohol in all its current forms. The concern about the effects of beverage alcohol upon per- (Turn to page 29)



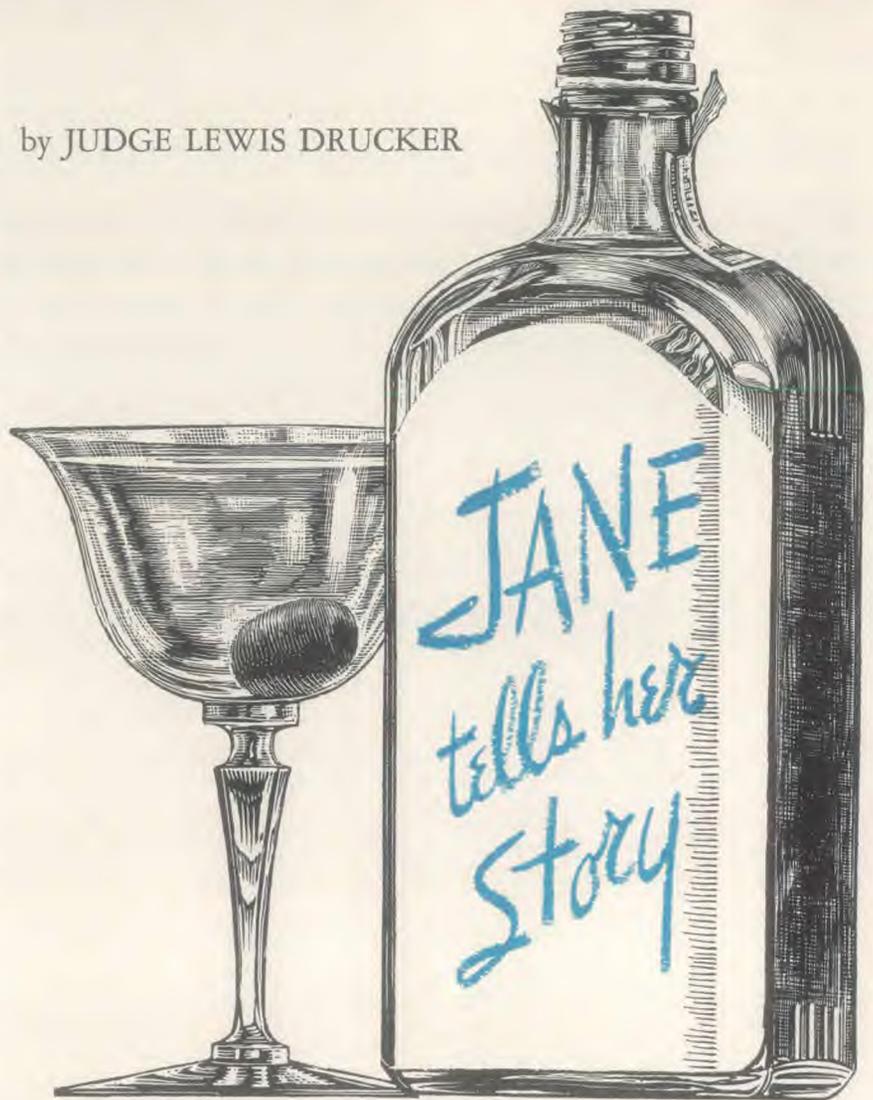
JANE W. looked up when her name was called. Caught off guard for a moment, she suddenly remembered where she was and why, and walked boldly up to the front of the room and faced her audience. Encouraged by their kindly look she managed to swallow the lump in her throat and begin. She was certain, however, that everyone in the room could see her knees shake. What was wrong with her vocal chords? They seemed to have shrunk or collapsed, but she was not going to quit—*not now!* She must tell her story tonight. It would relieve her and it would help others. That was it—she would tell it to help others. She started again.

"My dear fellow members of the A.A.," she began, and now Jane W. no longer saw a mass of faces. She saw the alcoholic who needed guidance, and she was no longer ashamed and hesitant. She began in a low tone to talk about her life at home. She spoke briefly of her father's travels for an English lace factory in the United States and his reasons for selecting Ridgewood, New Jersey, as his American home. She recalled the proud and happy face of her mother as she finished her valedictory at the Ridgewood High School graduation exercise. She told how she was urged to go to college, but she decided to take secretarial training. "Maybe," mused Jane aloud, "that was one of my first mistakes. Following the completion of my course I worked at the office of a casualty company until I was twenty-one. I was highly regarded as a valuable employee.

"Because of the strong religious influence of our home and the attitude of my parents I did not date very much. Unfortunately my first marriage venture in 1930 was an unhappy one. Because of the excessive drinking of my husband it lasted only two years. It was a frightening experience, and I could not understand his alcoholic complex.

"After my divorce I took a job at a hospital at Paterson, New Jersey. It was there that I met John S., who was interning. He was a brilliant young man, and I soon learned that he had graduated from Yale *cum laude*, and also from McGill Medical College. I loved John, but I suffered from an inferiority complex when in his presence, and I felt that I could not keep up his interest in me because of his superior education. I was afraid he might tire of me. I was desperate. I really cared for him, and although my first home was wrecked by drink, at my insistence we began to spend a good deal of our time at a bar, where we both began our

by JUDGE LEWIS DRUCKER



drinking. It was easier for me to hold my own with him when I was 'high.' In 1941 we married. He enlisted in the army two years later. I then came to Cleveland and lived with my sister for two years. I drank occasionally, but soon found I needed alcohol more frequently. In fact I couldn't get along without it.

"In 1943 my husband came to Cleveland. From then on it was one continuous binge after another. We moved from rooming house to hotel, and from one hotel to another. He wouldn't work, and I wasn't sober long enough to look for a job. It wasn't long before we decided to go to the Institute for Family Service and Sick Relief. We still continued drinking up to all hours of the night.

"One night we were both arrested after our usual argument. The probation officer insisted that they send for my father-in-law. There was a long family conference, and we both decided to try Alcoholics Anonymous. By the help of the A.A. I went through several months of sobriety and was working steadily.

"One night my husband came to see me with a good friend of mine, a nurse to whom I had introduced him. They were both drunk. They insisted I divorce my husband so he could marry her. After they left I went on a long spree. I was picked up again, and the police found John drunk in my room. John's father came up from Georgia. There was a long family conference which resulted in my husband going home with his father, and I agreeing to give him a divorce. It was then I realized that I was an alcoholic. My drinking was beyond control. I needed help. I felt that I was licked and that I must have that help now or forever be destroyed. I eagerly agreed to go to the A.A. meetings. God did help me, and I thank God each day as I pray for strength each morning to keep me sober. With God's help I want to remain dry."

Three months later, strengthened by the good will of her group, Jane W. came into court to sponsor Miss A., who had been haled into court for the tenth time. "Judge, I have spoken to



DEVANEY

her. She has heard my story. She knows now she cannot control liquor. She knows she cannot risk taking it. She admits she is helpless, and I think she is ready for the A.A."

Jane was not the same woman I had remembered three months before. Her face was drawn, the skin was blotched; but her eyes were clear. She stood straight, and her shoulders were no longer hunched. I was pleasantly surprised at the change.

"Judge, this young girl whom I would like to sponsor had a year at college. I don't want her to start out with a handicap. She, too, started out as the occasional drinker. She came from a good home. She must realize that good homes can be broken, ruined, by the alcoholic wife. She will learn before it is too late that girls are unattractive when they drink. They cause so much unhappiness in the home. I tried to make her understand that I've prayed and prayed for forgiveness for having brought my mother to an earlier grave by my drinking. Judge, Ada

will learn. I hope before it is too late she will learn that happy homes have been broken up by drinking women who would have otherwise been fine American mothers. Judge, I find so many women drinking. If they only knew the terror that lurks in the cup. Why *do* so many women drink?"

The judge smiled. It was a question which he had answered on other occasions. "Jane, drinking women have similar patterns. Women want to imitate the men. It is partly the influence of the war psychology when the women were taking the place of men at the plant. They were operating lathes, they were running punch presses. They wanted to show they could take it, that they, too, could sit at the bar and shout, 'Bottoms up.' In one sense it may have been an inferiority complex which inspired them to imitate the men in their pleasure-seeking patterns of behavior.

"Then, again, we must recognize that this is an age of tension and unrest. Women, too, have tensions, frus-

trations, inhibitions. They, too, need refuge and escape. They, too, are too ready to seek in alcohol a temporary release which they feel they cannot find in other outlets. There has been a great increase in the number of women who have been drinking. We find that it is no longer limited to women of middle age. Our young women are becoming addicts. Public sanctions are no longer a deterrent. It is no longer regarded as poor taste or bad form for women to be seen in cocktail lounges and bars. They drink with the men, and it has been generally accepted that the female chronic alcoholic is a very heavy drinker.

"Do you know, Jane, that you can be of great help to our young women? Your work ought not to be limited merely to the chronic alcoholic. You have the knowledge, you have had the experience. Why not pioneer in the field of preventive work?"

"There are too many of our high-school girls who are finding it easier to be a so-called 'good sport' and drink along with their dates, and go to the bars and be deluded by the belief that they always can control their drinking. They are fooled into believing they can never reach the status of a chronic, that they will have the will power and the strength to limit their drinking to social occasions and party functions. But they would listen to you. Your experience could persuade them that the large army of chronic alcoholics is recruited from the occasional drinkers. Science has never been able to determine which of the occasional drinkers will become chronic. It is the beginner who is in danger. It is the 'good sport' who is liable to become the addict. The process of education can be made more effective by the conscientious illustration of one who has actually had the experience.

"Jane," the judge continued, "I will have no hesitancy to extend probation to your friend. I have a lot of respect for your sincerity. I have faith in your conscientious desire to be helpful to others. I wish that we could arrange to have you give the high-school girls, the teen-agers, the vast army of girls who are unaware of the lure of the siren call of alcohol, the benefit of your experience. These young girls ought not merely to be warned, but to be made to realize that the drinking of alcohol is an addiction which can become a disease and that they ought to put up the safeguards of understanding. You have my blessing. May you be able to be not merely a crusader, but also a helping hand to the many who need guidance and counsel in solving this problem."

THE ALCOHOLIC'S WONDER DRUG?



by GEORGE A. LITTLE

IS ANTABUSE the alcohol addicts' wonder drug? It has been experimentally demonstrated that it has a place, under scientific supervision, in the removal of compulsive craving for alcohol. Newspapers have publicized its discovery, and high hopes have been awakened not only in the medical profession but among alcoholics and their families. Just how far will these expectations be realized?

"Antabuse" is the trade name of a specially purified brand of tetraethylthiuram disulfide. The discovery of the use of this drug in treating alcoholics was made in 1948 by the two Danish investigators, Jacobsen and Hald. They found that individuals taking tetraethylthiuram disulfide had disagreeable symptoms after imbibing alcohol. The idea flashed into their minds that this drug might be of value "as an adjunct in the treatment and control of patients addicted to alcohol." They conducted careful experiments and reported the results of their investigations. Soon research was done in Sweden, Great Britain, Canada, and the United States. Tests are being made at present in approximately one hundred universities and other research institutions in North America concerned with the study of alcoholism.

The September, 1949, issue of the *Quarterly Journal of Studies on Alcohol* has a twelve-page impartial review of the facts known up to date. The tone of the article is distinctly cautionary. Too much must not be expected

from too little too soon. Antabuse has definite limitations in the treatment of alcoholic addiction.

The treatment is by no means simple. It has to be carried on under strict scientific observation, and hospitalization for one or two months is recommended. Prescription of antabuse is only part of the procedure. A careful case history is required both from the patient and his friends. Exhaustive medical tests are made and the exact amount of the drug to be given has to be precisely determined. Personal counseling is carried on during treatment and the patient is urged to join "Ring in Ring," a Danish counterpart to "Alcoholics Anonymous" on this continent. When a cure is achieved there is no telling how much is directly due to the drug and how much to the other social and psychological aspects of the treatment.

Physically there are many necessary safeguards to the use of antabuse. It is not recommended for asthmatics, for diabetics, for sufferers from severe heart, liver, or kidney ailments, for epileptics, for pregnant women, for alcoholics while suffering from nutritional deficiencies or recent hangovers. There are numerous exceptions, and even a typical alcoholic must be built up with insulin, glucose, and Vitamin B before treatment can begin. Home treatment by lay people is discouraged. Under no circumstances should the drug be administered without the patient's knowledge and consent, and frequent reports

should be made and periodic check-ups taken.

Antabuse apparently conditions the whole body. When taken, a reaction is felt in about half an hour. At first, and perhaps for a number of days, fatigue is experienced. About 50 per cent of the patients suffer temporarily from constipation or diarrhea at least. If alcohol is imbibed there is acute nausea. In one case in Canada where hard liquor was taken twelve hours after a dose of antabuse, the patient, a husky laborer, was unconscious and rigid as stone for sixteen hours. So violent is the reaction that an antabuse identification card is sometimes used. Here is one sample:

TO WHOM IT MAY CONCERN:

The bearer of this card _____ of _____ Tel _____ is taking "Antabuse." The drug alone is harmless. When combined with alcohol, symptoms of marked flushing, perspiration, redness of the eyeballs, difficulty in breathing, odor of acetone in breath, palpitations, vomiting and low blood pressure will be marked. If such a reaction occurs and is severe, please call the _____ Hospital, Tel. No. _____, and get in touch with the doctor on call at the _____ Dept.

The consequences of taking the drug are so unpredictable and sometimes so severe that, according to the *Quarterly Journal of Studies on Alcohol*: "It is advisable to have each patient sign a statement to the effect that, after having

been informed of the nature of 'Antabuse' and its possible dangers, he agrees voluntarily to undergo treatment with it."

Special emphasis is laid on the necessity of warning the patients before treatment as to the reaction they will get if they drink alcohol after taking antabuse. This in itself is a strong deterrent from further social, solitary, or secret drinking, though some alcoholics are so curious that they experiment to discover if what the doctors said was true for them. They think that they might be different, and they find out to their sorrow that they are not.

In addition to the medication for the body there is conditioning of the mind. Even after the full course of treatment has been taken, stress is laid on the need for further observation and psychiatric care.

Antabuse has probably been administered to perhaps one alcoholic out of a thousand in the Western world, and that is too small a sampling upon which to base a final verdict. As interim conclusions it may be predicted that with the above precautions the treatment can be made relatively safe, and that scientific experiments have shown that in some instances it can stop the individual consumption of alcohol even by heavy drinkers.

Antabuse is in quite a different category from insulin. Those who take insulin in daily doses have the mental assurance that they are only supplying artificially a substance that the body has ceased to supply naturally. Antabuse, however, is setting up a physical abnormality to offset another prior physical abnormality. There is no inevitable need for the average person ever to acquire either of these bodily aberrations. The use of antabuse is an admission of a double disability in the area of body chemistry. The psychological attitude of the two classes of patients is radically different. The diabetic is working with nature whereas the alcoholic taking antabuse is working against nature. Antabuse certainly can have a violent backfire.

It may be that for very extreme cases of acute and chronic alcoholism antabuse can be a last resort. It should, however, be used only as a final expedient when every other skill of medicine, psychiatry, and spiritual therapy has failed. At best the use of antabuse is unpleasant and inconvenient and it may be deadly dangerous. There have been deaths from its use. Antabuse should in no case be used to give the green light to the heavy drinker, for the cure is perhaps almost as bad as the disease.

(To be continued)



That SOCIAL DRINK

D. H. KRESS, M.D.
NEUROLOGIST

Six young men stood at the bar of a hotel on a New Year's night. During the week they had been celebrating and having what they regarded as a good time. Suddenly one of them said, "Let us swear off." Another said, "All right, let us swear off." They emptied the glasses they held in their hands.

Only one of the six remained true to the resolve made that night. The rest continued their former life of moderate drinking.

Thirty years elapsed, and that one total abstainer from alcoholic beverages returned to the old town, and in passing through the cemetery on the hillside, in search of his mother's grave, found every one of his old pals under the sod. They had all died at an age when they should have been at their best and of greatest service.

Might not these men have continued to enjoy life many years longer had they stuck to the resolve of that New Year's night? The "social" drink was the cause of their life failure and untimely death. Truly "wine is a mocker: . . . and whosoever is deceived thereby is not wise."

REAL POPULARITY

(Continued from page 6)

thoughts. "That man over there is 'intoxicated,' but not the way you might think," he said to me. "He's intoxicated with the kind of spirit you advocate, and at any meeting he is the life of the party."

Later this effervescent personality came up and gave me one of those shattering handclaps and exclaimed, "Great life, isn't it?"

I knew what he meant—he was referring to the spiritual life which had given him graces of social power, a brilliance of mind, a sharpness of humor, and which had made him one of those leader spirits among men whom all follow with admiration and devotion.

This is the answer to the young woman—and millions like her—who want to be popular and yet live up to their ideals.

ALCOHOL AND CONSCIENCE

(Continued from page 25)

sonal character is not sufficient to meet or resist its current destructive inroads within our American culture. A dynamic social conscience that addresses itself to saving American family and group life from the destructive results of the beverage alcohol trade is also needed.

In the heart of the Christian faith lies the deep, social emotion; the rich sense of the brotherhood of man; the strong, moral dynamic that is needed to meet and overcome the present disintegrating effects of beverage alcohol in American culture. These dynamic forces of the Christian faith are available for the agencies that will seek to arouse a Christian conscience directed to releasing our American culture from the destructive inroads of alcoholic beverages. Such a Christian conscience fully aroused and effectively directed is needed to redeem American culture from the growing power and influence of the beverage alcohol traffic.

¹Breasted, J. H., "The Dawn of Conscience," page 123.

²See report of lectures given by Dr. Martin Hayes Bickham before the Council on the New Approach to the Alcohol Problem, in April, 1949, at the University of Chicago.

HOSEA RODGERS, *teammate of Charlie Justice of the North Carolina football team*, said:

"I've completed ten years of sand-lot, high-school, service, and college ball. Now it is nice to look back over the years and try to figure out what makes some athletes so much greater than others. Without a doubt, the most important reason is that the great athletes take care of their bodies.

"I have never met a great athlete who did not have excellent personal habits. To my way of thinking, liquor has ruined many young men who could have been truly great athletes.

"I'm proud and thankful that I never had any desire to drink. If I had, I know that I would never have played any great amount of football, and I certainly would not have met some of the finest fellows in the world."



AMERICAN *Mothers* OF 1950

CONTINUED FROM PAGE 16



WISCONSIN

Lottie B. Spence

"I have never tasted alcoholic beverages, not even hard cider. I pity the youth of today who feel that they must drink to hold their social position. I never lost a friend by refusing to drink with them, and always was welcomed as a good sport for holding to my convictions."



PENNSYLVANIA

Mrs. Flora F. Harmon

"On the 28th of June, 1950, my husband and I completed fifty years of homekeeping. Six sons and three daughters grew to maturity in our home. Never, in all of these fifty years, have any intoxicating beverages been served or used in our home.

"My husband and I feel that the liquor business today is a very great factor in the breaking down of the moral life of the people of our United States."



MAINE

Mrs. David A. Dickson

"I am fifty-nine years old and I have yet to take my first drink."



UTAH

Mrs. James H. Linford

"I am happy to state that I have never used alcoholic beverages. They were not used in the home of my parents, nor in the home of my husband's parents. Mr. Linford and I have entertained many hundreds of people from nearly all walks of life, and it was not necessary to serve alcoholic beverages. One is always respected by his associates if he never lowers his standards to conform with those of the person who takes intoxicants."



WEST VIRGINIA

Mrs. J. C. Dunbar

"I am happy to say I am, and have been all my life, a total abstainer. I consider alcoholic beverages one of the greatest curses to our civilization. They bring about tragedy and lead to the overthrow of self-respect and usefulness. It is impossible to estimate the cost in health, divorce, broken homes, poverty, and juvenile delinquency. This is a time when Christian citizens should make a fight for temperance and sobriety and encourage our youth in voluntary abstinence."

ALABAMA

Mrs. R. K. Jones

"The use of alcoholic beverages is the greatest enemy of our country. I have never used intoxicating liquors in any form, and never think of serving them in my home. When we look about and see the many things that come from the curse of drink, it is heartbreaking. And to think that our own government is sponsoring and legalizing it, is a slam on our intelligence."



MONTANA

Mrs. Lewis Guthrie

"Using alcoholic beverages in the home is a terrible thing. Using them anywhere is bad enough, but our homes are the greatest institutions on earth. The demoralizing effect of alcohol on our youth is appalling, and older persons should set the example of higher and better things."



VERMONT

Louisa D. Paulsen

"I have always been a nonuser of alcoholic beverages and have never served such in my home. I have taught my children the evils of such beverages."



OHIO

Mrs. Wm. F. Marting

"I am definitely opposed to the use of alcohol as a beverage. I am not, as yet, convinced that any good has ever come from it."



NEW HAMPSHIRE

Mrs. Earl Ramsey

"A good part of my life I have been among people who drink, but I have never drunk, nor have I ever wanted to. I can never see any enjoyment or any good come out of liquor. A person certainly can be happy and have many friends without alcoholic beverages."



INDIANA

Mrs. Mabel Harrington

"In our home, social, or business life we make no compromise with John Barleycorn. I firmly believe that in total abstinence life is to be found at its best."



CALIFORNIA

Mrs. Jesse H. Baird

"I hate intoxicating liquor. Especially do I hate it among women. There is no one who uses it to excess like a woman once she acquires the habit. And often the habit is begun at her own cocktail and dinner parties. Many mothers are to blame for drunkards among their children."

"Youth seems to be awakening to the evils of liquor. More and more are ready to fight for total abstinence. They are seeing the inexcusable wreckage wrought by drink, and the ruthless wickedness of the liquor traffic."



HAWAII

Maybelle Ward Walker

"I have never served liquor in my own home. I do not drink anything but 'soft drinks.' A doctor once said, 'My mother told her sons to wait until they were sixty before drinking liquor, and after that to do as they thought best.' Not a bad rule for all."



CONNECTICUT

Mrs. H. Edward James

"I do not drink alcoholic beverages or serve them in my home, for I have always felt that we should set a standard ourselves if we are to influence others to abstain. To my mind, drink is one of our greatest evils and the ruination of many of our young people, as well as thousands of our homes."



MINNESOTA

Mrs. William C. Wood

"I am happy to inform you that my family have never used or served alcoholic beverages, personally or in our home. We firmly believe our citizens must be better informed, and practice abstinence, if we are to be the great democratic nation we all desire."



FLORIDA

Mrs. G. V. Tilleman

"I have always contended that total abstinence is the only safe way to keep liquors from getting the best of anyone. We never keep or serve them in our home in any sort of way. I have raised eight boys. All are settled in their own homes now and none of them, to my knowledge, serve liquors in their homes. They couldn't be true to their parents and do it."



TENNESSEE

Mrs. W. M. McCallum

"As a mother of three children I have long realized the importance of setting a good example for the youth in our community. As youngsters look to adults for inspiration and example, it is essential for us to set the good example by abstaining from drinking any alcoholic beverages. We must afford our children a wholesome environment, and the use of alcoholic beverages only hinders the development of such. It is with this thought in mind that I have always refrained from serving alcoholic beverages in my home."

THE MAN BEHIND THE SMILE

I don't know how he is on creeds,
I never heard him say;
But he's got a smile that fits his face
As he wears it every day.

If things go wrong, he won't complain,
Just tries to see the joke;
He's always finding little ways
Of helping other folk.

He sees the good in everyone,
Their faults he never mentions;
He has a lot of confidence
In people's good intentions.

You soon forget what ails you when
You happen 'round this man.
He can cure a case of hypo—
Quicker than the doctor can.

No matter if the sky is gray,
You get his point of view,
And the clouds begin to scatter,
And the sun comes breaking through.

You'll know him if you meet him,
And you'll find it worth your while
To cultivate the friendship of
The Man Behind the Smile.

BEGIN AGAIN

Things that are worth the winning
Must ever at cost be won;
A feeble wish can accomplish nought,
And sees no great thing done;
They that are wise press onward,
Those that are strong ascend;
So be not stilled by a great defeat,
But begin again, my friend.

What is a fall or a failure,
But a call to try again?
Have some short roads to success been closed,
There are others that still remain;
Therefore be yet bravehearted,
And faithful to reach the end,
And the crown was best that was hard to win;
So begin again, my friend.

OUR CHOICE

Not what we have, but what we use,
Not what we see, but what we choose;
These are the things that mar or bless
The sum of human happiness.

The thing nearby, not that afar,
Not what we seem, but what we are;
These are the things that make or break,
That give the heart its joy or ache.

Not what seems fair, but what is true,
Not what we dream, but good we do;
These are the things that shine like
gems,
Like stars in fortune's diadems.

Not as we take, but as we give,
Not as we pray, but as we live;
These are the things that make for peace,
Both now and after time shall cease.

GOD BLESS YOU

I seek in prayerful words, dear friend,
My heart's true wish to send you.
That you may know that, far or near,
My loving thoughts attend you.

I cannot find a truer word,
Nor better to address you;
Nor song, nor poem have I heard
Is sweeter than, God bless you!

God bless you! So I've wished you all
Of brightness life possesses;
For can there any joy at all
Be yours unless God blesses?

God bless you! So I breathe a charm
Lest grief's dark night oppress you,
For how can sorrow bring you harm
If 'tis God's way to bless you?

And so, "through all thy days
May shadows touch thee never—"
But this alone—God bless thee—
Then art thou safe forever.

FELLOWSHIP

When a feller hasn't got a cent
And is feelin' kind of blue,
And the clouds hang thick and dark
And won't let the sunshine through,
It's a great thing, oh, my brethren,
For a feller just to lay
His hand upon your shoulder in a
friendly sort o' way.

It makes a man feel queerish,
It makes the teardrops start;
And you kind o' feel a flutter
In the region of your heart.
You can't look up and meet his eye;
You don't know what to say
When a hand is on your shoulder
in a friendly sort o' way.

Oh, this world's a curious compound
With its honey and its gall,
Its cares and bitter crosses,
But a good world after all.
And a good God must have made it,
Leastwise that is what I say,
When a hand is on your shoulder
in a friendly sort o' way.

HOPE

There is no grave on earth's broad
chart
But has some bird to cheer it;
So hope sings on in every breast,
Although we may not hear it;
And if today the heavy wing
Of sorrow is oppressing,
Perchance tomorrow's sun may bring
The weary heart a blessing.

LITTLE POEMS WITH
BIG MEANINGS

By Anonymous Authors





GALLOWAY

Should We Make New Year's Resolutions?

by C. L. PADDOCK

I STOOD on the rear platform of a train up in the Northwest, talking to the brakeman, as the limited rumbled over one bridge after another. I remarked that it must have cost a lot of money to build a line through that territory. "There are eighty bridges in ten miles, in this district," he said.

We had been crossing again and again a winding, crooked river. The course of that river had been made when it was just a tiny stream. When it came to a rocky area, a large boulder, some obstruction, it just went around it, following the path of least resistance. That always makes crooked rivers—and crooked men and women, too.

A friend of mine told me not long ago that he had stopped making New

Year's resolutions, because the resolutions he made in January were usually broken by February, so it was no use. He had no heart to try any more.

If men and women had not made resolutions, where would we be today? Columbus certainly would not have discovered America. Morse would not have invented the telegraph, nor Bell the telephone. We wouldn't have a steamboat or a railroad train if some one had not set a goal and kept at it until the goal was reached. We wouldn't have any electric lights if Edison had quit when he failed in his first experiment. If the Wright brothers hadn't resolved to go on in spite of criticism and censure, we wouldn't be flying all over the world today.

Caruso's teacher told him his voice sounded like a wind blowing in the shutters, and a great musician advised Madame Schuman-Heink to quit trying to sing and get a sewing machine. They resolved to go on.

Lincoln would never have become the great man, so dearly loved, had he been discouraged by failure.

Our resolves must be backed up by determination, will power, perseverance, constant effort. As the baby learning to walk falls, and gets up to try again, so if we fall or seem to fail, we must get up and try and try and try again.

Resolutions alone cannot make us better, but we will never be better without resolutions. We do not just drift into success, or achievement, or goodness. Resolutions pay.

(Continued from page 10)

ning at first as harmless excursions into the paths of sensuality and social approval, gradually, by easy steps, lead to mental and moral apathy, the lowering of standards, and atrophy of the individual conscience.

This universal pattern of gradual moral decadence is caught up by educational channels, the books and magazines of the age, and the various media of entertainment. With the tacit approval or full approbation of their elders, the young begin to drink so that they may forget the sins their fathers have visited upon them. Soon, they too fall into the vast universal pattern of mass consciousness guilt. Falling into an alcoholic stupor is the nearest thing to extinction or death.

Here, then, is a cogent explanation of juvenile delinquency and the increase of alcoholism among the young, as well as the attendant rise in crime.

In a recent survey made by the editor of *Listen* at one of the country's leading prisons, it was found that out of two hundred prisoners serving time for felonies, the majority of them were drunk or had been drinking just prior to committing their crime. The majority in this study admitted they had begun drinking early in life, and a number of these prisoners came from homes in which alcohol was served.

By his individual acts man builds the habit patterns of a nation and the world. Although, morally, we are not responsible for the destructive acts of others, each of us contributes his share to the mass consciousness of the race. The lack of moral restraint, selfishness, dishonesty, and the refusal to shoulder responsibility in the community, build gradually the ugly mosaic of depressions, unemployment, mass starvation, and, finally, the cataclysmic result of race suicide, which atomic war now has become. We would all like to forget the nightmare horror of the mushroom clouds that billowed over Hiroshima and Nagasaki in July of 1945, the horror that spread death and destruction to thousands of souls.

Pathological drinking has become a seemingly easy means for man to forget that he is his brother's keeper. That first drink leads to the next and the next, until, finally, the individual becomes steeped in a sleep of forgetfulness. Does this cure the condition from which he is trying to escape? No, rather it aggravates it; for, like narcotics, when the effects of alcohol have worn off, the need and craving and dependence still exist for the deadly

poison. Finally the brain cells are destroyed, the body is weakened, and the individual loses all sense of moral responsibility and control.

What to Do About Alcoholism

"What should we do about alcoholism?" we might ask in this philosophical study of the evils of drinking.

Philosophy does not guarantee answers to the questions it asks; but, as in any branch of human learning, when a cause is once deduced for a specific condition, a cure should be possible.

The alcoholic must be looked upon as a valuable member of society who

COMING NEXT ISSUE

Heading the leading features of the next *Listen* is the outstanding article on "The Pathology of Alcohol" by the able medical scientist Andrew C. Ivy, Ph.D., M.D., D.S.

Madelene George, in "A Good Penny Turns Up," tells how salesmanship and idealism combined in Mr. J. C. Penney's building a chain of more than 1,600 stores from the humble beginning of a little Wyoming "Golden Rule" store.

Listen presents one of its most intriguing picture stories to date in its multiple portrait of "The Land of the Living Dead."

can be made to help himself. By correcting his thinking and by finding the individual cause of his guilt or frustration, he can be helped mentally to uproot the secret, unconscious cause of his illness. Medical science should attempt to make up the dietary deficiency which usually afflicts most alcoholics, principally the lack of vitamin B.

The allurements and so-called social advantages of drinking alcohol must be banished. This would appear to be the duty of book publishers, restrictions by legislation of all liquor advertising, and the limited use of drinking scenes in motion pictures, radio, and television, especially those dramas seen by the young.

The aid of educators, doctors, psychiatrists, ministers, scientists, priests, and rabbis must be enlisted in a national campaign to educate the masses to the evils of alcohol. These men and women, specially trained and educated, should be appealed to in this noble effort to mold the minds of the masses.

Then, there must be used the most potent form of pressure that can be applied: an appeal to the housewives and mothers of the nation, through printed

literature, women's clubs, parent-teacher associations, and community workers. Although it is true that they influence their children, most mothers are not able to combat the insidious influences of education and contact with the outside world. All efforts to raise the educational levels of women must be increased; more and more women must enter political office and shape legislation to correct the evils of alcoholism and the trafficking of politicians with notorious gangsters. A higher level of mass consciousness of the women of the world can offset the negative mesmerism which holds men enslaved in the dark barbarism of past ages.

It is not enough that the alcoholic be cured after his excursion into the vale of forgetfulness. It is imperative that he be prevented from taking that first drink which leads to the complicated problem. Here our third philosophical question might be posed: "How can we prevent alcoholism?"

Preventive Measures

Bottles of alcohol should be labeled "POISON" with the skull and crossbones associated with poisonous drugs. Glasses in which drinks are served should carry the deadly warning of the consequences to be expected after taking that first drink. Law-enforcement agencies should increase the penalty for drunk driving. All persons causing accidents through drunkenness should be forced to visit the morgue and view the results of their recklessness, and should be shown an educational film graphically depicting the actual accidents and tragedies produced by drinking.

These are a few of the obvious things that should be done, but will they be done? Obviously not as long as society in general decrees that individuals shall be allowed freedom to indulge in life, liberty, and the pursuit of drunkenness.

As the mass consciousness of society is raised to higher and more altruistic levels, through education, and the sense of universal guilt is progressively lessened by efforts to create a better world, individuals will no longer feel the need of escaping into the dark, liquor-stained paths of forgetfulness. They will be able to shoulder their responsibilities and solve their problems intelligently and without the need of resorting to alcoholic narcotics.

This is a high philosophical aim, but by no means impossible of attainment. It is a challenge to decent men and women all over the world, a challenge that can and will be met. A force for moral good is irresistible, and, like a blazing beacon, sheds its brilliant light in the darkest corners of civilization.



WHAT OTHERS ARE SAYING

"GOOD GRACIOUS"

Editor, *The Christian Century*:

Sir: Noah Webster was certainly a friend to the advertising copy writers, who work with words, their wonders to perform. Every large agency must have a whole flock of bright boys and girls poring over the dictionary with hawk's eyes, and every once in a while swooping down on the page and coming up with a million-dollar beauty. Think what a feast day it must have been in some office when an unknown genius discovered "halitosis"! That word insured the advertising and sale of bottled oceans of pale fluid.

The latest discovery of the wizards who write the advertising copy for the distillers seems to be "gracious." That word used to carry a fine aroma about it, suggestive of dignity, kindness, and some spiritual beauty. Now something new has been added—the aroma of whisky, strong enough to asphyxiate at arm's length. How the dear old word has been shanghaied into service. It leaps out at you from magazine and newspaper pages. "Toper's Reserve is essential to gracious living." "Bibulous Bourbon is the mark of Old World courtesy and graciousness." "To serve Rancid Rye is to show the true graciousness of hospitality." Good gracious!

These lovely words are illuminated by art, frequently in full color. There is the omnipresent picture of a lovely lady, the fine flower of our culture, graciously passing out to graceful guests snorts of aged-in-the-wood, 100-proof Red Rye.

Purple prose like this ought to make us revise our judgments of certain common phenomena. For instance, that unstable gentleman clinging to a lamppost is not a "drunk" (that is a vulgar word, on the *index expurgatorius* of the advertisers); he is just an exponent of gracious living, soon to enjoy the charming hospitality of the police station. That automobile piled up against a telegraph pole does not represent a tragedy; it is rather the last

act in a series of experiences of gracious hospitality.

If high-powered rhetoric of that sort can wrest words out of their meaning and befuddle the minds of multitudes, there is no doubt that the same kind of advertising genius could go on to new triumphs. Given the right nouns and adjectives, it could popularize and glamorize every scourge known to mankind. Think what the same skill that has made whisky a "gracious" thing could do for tuberculosis. Like this:

THAT RUDDY GLOW!

Are you tired of having an ordinary complexion? Wouldn't you rather have the ruddy glow of bright spots in your cheeks?

Think of the exhilaration of heightened temperature, so much more distinguished and exciting than the mediocre 98 degrees which the common run of ordinary people have to get along with!

Think of having an intriguing little cough, of the sort that made Sarah Bernhardt world-famous in "Camille"!

Get
GLAMOROUS TUBERCULOSIS
TABLETS

only \$5 a fifth

YOU WILL SOON BE "OUT OF
THIS WORLD"!

That would get lots of sales. And the same strategy that now glorifies booze could easily, and with equal truth, glorify pneumonia. Like this:

BREAKFAST IN BED!

Doesn't it sound alluring? All dolled up in a lovely lace bed jacket—nothing to do but rest—no dishes to wash—no floors to sweep!

Think of the letters and cards from all your friends!

It is the tired housewife's dream—you can make it come true!

Take
JONES' PNEUMONIA GERMS
Economy-size bottle

only \$4.79

Graciously yours,
Simeon Stylites.

ATTORNEY'S OPINION

WILLIAM SCHLEY HOWARD, noted Southern lawyer, commenting on the jury's verdict of manslaughter in the case of *The State vs. Charles R. Padgett*, says:

"To analyze the verdict of the jury, I would say that the psychology of the men who serve on juries is that an automobile in the hands of a drunken driver is not an instrumentality with which he can commit murder. If a man under the influence of liquor overruns a red light and kills a human being who would not have been killed had the driver been sober, the driver has, they think, committed involuntary manslaughter.

"If, under the influence of liquor, I take a pistol and indiscriminately fire that pistol along a crowded street and kill a man, woman, or child, I am guilty of murder in the eyes of these same jurors who would minimize the killing of a human being with an automobile by a driver under the influence of liquor. . . .

"I would say conservatively that 60 per cent, at a minimum, of the crime committed in the United States is directly attributable to liquor. Approximately 50 per cent of the divorces are attributable to the same cause; and the astounding fact is that thousands of women in high society and in the lower levels are becoming addicts to the cocktail and highball and to the lower grades of liquor.

"With all the money that has been expended for liquor, and what liquor produces in our economy, we could have better homes, we could have better furnishings, we could have better food for the growing children of the nation; and we could see the result of sobriety on the happy, smiling faces of the little children and wives of the men who have become addicts and caused grief and sorrow in the hearts of many good Christian men and women. And we would be the most prosperous and contented nation of people on this earth."

"I want to be just like MY DAD"

"He plays ball with us just like one of the gang. They call him Bill, but I call him dad. I notice other men call him mister. He helps me with my 'rithmetic, but not enough sometimes. He says I've got to figure the answers myself, 'cause that's what I'll have to do when I grow up."



GALLOWAY

"SON, do as I do."



GALLOWAY

I planned this heritage for you the day you were born—a happy home packed with wholesome living for your childhood years—and in your later life memories of them uncompromised by a single "yes—but." That is why I quit liquor. Some said I was a "moderate" drinker. But, please remember, son, there is no moderation with dangerous things, like arsenic, fires, lions, lies, and atomic bombs. Four million people who started "moderately" and are now excessive drinkers, or worse, include liquor in that list. Even if I had been able to "take it or leave it," son, how do I know that you would be able to do so? I don't. Therefore, you will never take a drink because of my example."

H. E. Norton.