

LISTEN



Attorney John F. Banzhaf III

"Fairness Doctrine"

LISTEN

JOURNAL OF BETTER LIVING

One Way Not to Stay Healthy

Dr. Harry J. Johnson heads the medical board of the Life Extension Institute, largest health-examination center in the nation. Over the years he has advised executives by the thousands on ways to stay healthy.

Lately this Institute has turned its focus on businessmen and their elbow-bending habits. "Heavy drinking certainly is becoming more of a problem among business executives," Dr. Johnson reports, as based on a study of more than 8,200 executives by the Institute.

It was found that the typical executive is "a moderate drinker, averaging one or two cocktails or highballs a day." However, "as a man goes up the executive ladder, the number of drinks he takes a day is likely to rise." "We are convinced," says Dr. Johnson, "there is a serious situation here, and that it is increasing in seriousness."

It seems that business leaders do not practice their own convictions. Some 95 percent of those attending business luncheons say they drink at them. Only half, however, claim that this is "an enjoyable custom." Others accept it merely as "routine." Nearly a quarter of them admit it is "a necessary evil." And despite the popularity of the custom, a great majority of executives do not believe that failure to serve drinks puts them at a business disadvantage.

When asked his opinion of the custom, Dr. Johnson replied, "I can see no justification for it. People drink to relax. But the relaxation for which they normally drink is never had at lunchtime. . . . The letdown comes a couple of hours later, and afternoon production suffers."

He goes on to comment that those who claim they need a drink at lunchtime simply make "a confession of inadequacy on their part. Nobody really needs a drink at any time."

This expert on business health emphasizes that the younger a person is when he starts getting acquainted with noontime cocktails and regular drinking before dinner, the greater the hazard that he will increase his intake. He agrees with other specialists who say there is no such thing as a personality prone to alcoholism. "It is more a matter of exposure. When alcohol is readily available, people tend to drink more."

And he sees the end result for those who "tend to drink more" as "a disease more horrible than cancer—and the chance for a cure is even less." After some years, he says, "a significant number reach the point of no return."

To prevent this, Dr. Johnson suggests that a person who drinks should (1) restrict daily drinking to one or two drinks, (2) take a cocktail at lunch only when business reasons require it, (3) count your drinks and limit their number to your tolerance, (4) stop drinking if you lose count, (5) never sneak drinks in the kitchen, and (6) never order "doubles."

The only trouble is that these rules don't take into account the "facts of life" when it comes to drinking. A person who drinks now and then, drinks more now than he did then. It is a "lead-on" habit, particularly where work tensions and economic pressures are so constant. The habit endangers the very qualities and skills so much needed today in business executives and other responsible leaders.

Indeed, drinking is *not* one way to stay healthy.



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★ A fiery red-haired woman, who has never driven a car herself, has revolutionized the traffic scene in England. "The Test" tells the story.

★ The world's greatest travel agency started when a group of people wanted to go to a temperance meeting. "Man From Cook's" is a most unusual note from history.

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Taffy
Jones

I'm Still SUZY

LIFE was so simple as a child. Do things change? Even though I have become a teen-ager, I'm not any different really—or am I?

I remember being afraid at night. Mother would come in, sit down beside me on the bed, and say, "It's all right, Suzy. You've just had a bad dream, and there are no boogeymen here." Mom would hug me and tuck me under a flowered quilt; then I felt so safe. Before leaving she would put my teddy bear in my arms for company, and I was no longer afraid.

Now I still dream of boogeymen, sometimes even while awake. The mind's black clouds and shadows are always near; I am still afraid. But since I am grown up, I mention it to no one for fear of being considered a baby.

Mother doesn't come and sit on my bed and say, "It's all right, Suzy; there are no boogeymen."

But there are boogeymen—real ones. Teddy bear has long been discarded. No one tucks me in at night or says, "There's nothing to fear, Suzy." I am supposed to understand it all, but I don't. I am alone with my fears. I am afraid.

I used to say each night, "Now I lay me down to sleep, God was there to watch over me; He was big

and wonderful and could do anything. I talked with Him. He understood when I needed a new doll or when I hurt my knee. Now I do not understand God. Where is He? Is there really a God? There must be, but how do I know for sure?

God is great. I know He is. I must have faith that God is there. He made me believe so comfortably, so reassuringly. But the little girl who never questioned God is gone. I do question now. I want to know what's beyond the moon and the stars, and how life came about. I want to know a hundred things, but does that make me different? I am still Suzy.

I love my parents, but I cringe when Dad says, "Come give Dad a hug," or when Mom says, "Haven't you a kiss for me?" I used to sit on Daddy's lap and have him tell me stories. I liked to hug Mommie and smell her sweet perfume. I no longer want to kiss or hug them; I don't know why. They think I don't love them anymore. They are hurt. I do love them, but something in me can't show it. They love each other so much that they sometimes forget I'm around. They have so much to talk about—I am alone.

I was never alone before I became a teen-ager. If I'd been quiet for a time Mother would call and say,

"What are you doing, Suzy?" (Maybe she thought I was getting into trouble.) Dad was always ready to listen to what I had to tell him, and we'd laugh together. We'd talk at the dinner table, and the food tasted great. Now at the dinner table Dad says, "What did you do today, Suzy?" He doesn't mean it, but he says it in a tone of voice which sounds like he thought I had been doing something wrong. I reply, "Oh, nothing." Dad answers in a louder voice, "Nothing? Now, you can't tell me that a girl your age has done nothing all day!" I sit staring down at my food. It doesn't taste like it used to.

We eat the rest of the meal in silence. I want to tell them about getting a 90 percent in French, or that I met the handsomest new boy in study hall. I tried once to tell them, but they were busy talking about the things they did. When they did listen, Dad would say, "Great, Suzy. I never got lower than a 96 percent in French when I went to school. How about pulling that 90 up to a 96?" Mom would say, "About that new boy, Suzy. Does he smoke or drink? Who are his parents? Does he have a car? Remember there is no riding around in a car at your age." Here I've met the boy once in study hall, and he only said "Hi" to me. I'll probably never have a date with him. He likes Janie anyhow. I could tell by the way he looked at her. So I keep quiet and go to my room. I am alone. If I turn up the record player to drive away the loneliness, Dad yells, "Turn that thing down, Suzy."

"Suzy, wear your rubbers today. It looks like rain." "Suzy, sit up at the table and watch your table manners. Nobody eats with his elbows on the table." "Suzy, I think your hair is too long. Let's get it cut." "You look best in blue, Suzy. It brings out your beautiful blue eyes." "You will really be a knockout when you put on some weight and have your teeth straightened." Mom cared; I knew it even at the time. I thought I hated her telling me what to do.

Now it's, "I don't care; wear what you want, Suzy." "You ask me; but if I don't agree with you, you'll only

get mad; so why ask me in the first place?" "Wear your hair the way you like; you will anyhow. You know I hate those bangs that hang over your eyes, but it's the style." "Your skirts are too short, but I might as well talk to the wall."

Mom, please listen to me. I am still Suzy. I need your understanding and your advice. I don't know why I always go against whatever you say; and I know, after I think it over, you are usually right. If you'll only go a little slower. I really want to know what is right and what is wrong, but I'm not always sure. I make you think I know, but I don't. I need you to tell me when I go wrong. I need a set of rules to go by. Don't let me go strictly alone. Remember I am still Suzy—the Suzy you told, "Never ride with or talk to strangers. Watch both ways when you are crossing the street. You know too much chocolate upsets your tummy." Why can't you help me now? Why can't I take the help you offer? I don't know. I guess it's because I am no longer a child; and yet I am not quite an adult, even though I think I am.

I want you to help me when I ask for the help, and yet I want to make my own decisions. I'm old enough to decide most things for myself; can't we go halfway? I know it is hard to let go, especially for you, Mom; but I must start sometime. You want to save me from making mistakes, but how else am I going to learn? I have to be on my own.

You've done all you can; you taught me right from wrong. Remember you said, "Suzy, it is wrong to take Judy's doll and keep it because you like it better than yours"? You made me take it back to Judy's house. Remember you told me not to lie? A lie made things worse. Remember the spanking I got when I told you I had not been playing near the river and you saw me there? So many things you taught me, both you and Dad. You must trust me now and let me fight my own fights, whether I'm right or wrong. Let me find out myself.

I wanted to tell you I took a cookie from the cookie jar without asking when I was told I shouldn't. I was going to tell you about the time I climbed out of my bedroom window after you thought I was asleep just to walk around and see how the world was at midnight. But I didn't tell you. I felt real bad; it hurt inside. The feeling got worse each day until I told you. Today I do things that I know are wrong. I try not to, but sometimes I do. It still hurts inside, only it's a bigger hurt. The difference is I can't seem to tell you.

Because I am taller, bigger, older—a teen-ager—it seems as if I'm not Suzy anymore. Mom and Dad, sometimes I wonder if you are afraid of me or is it that I am afraid of you? Maybe I am afraid I won't measure up. You expect too much, and you give me too much in material things. You should make things a little harder—make me work. I want a goal to set myself and make it all myself. Things are too easy, too proper, too old-fashioned, too much how you want things to be. That's why we feel like running away and why some kids do. Why all the worry, the struggle to be somebody? I am somebody. I'm still Suzy.

Parable

An empty can
left standing at the curb
(How many times have you seen it?)—
One pedestrian kicks it
and it rolls to the middle
of the sidewalk
where others kick it
or walk around it
until, finally, someone
picks it up
and disposes of it.

Mildred N. Hoyer

So it is with each of life's obstacles, or problems;
kicked at, walked around,
except by those
WHO DO SOMETHING WITH THEM.

ARE YOU REALLY GROWN-UP?

A POLICE OFFICER TELLS HIS SIDE OF TEEN-AGE DRINKING.

Harold Gluck, Ph.D.

BEFORE a Christmas vacation I asked a school group of teen-agers why many of them drink. There was nothing mysterious or even unusual about the factors that would induce them to take alcohol. These teen-agers intelligently presented such reasons as high-pressure advertisements, social pressure, copying adults, thinking you are grown-up, or actually becoming addicted to it.

One youth arose and said he drank simply because he enjoyed it, and that he could carry his liquor. After the Christmas holiday I learned he was dead. Driving his father's car, he didn't make a turn near the highway. He died after suffering agony.

"He really was a nice fellow," one youth said. "Why did it have to happen to him?"

In life I believe we pay a price for our actions. And the price a person pays for that drink may be very high.

In today's world every teen-ager with a driving license is anxious to get behind the wheel of the family car, and later to own his personal car. In many suburban schools parking lots are filled with student-owned cars.

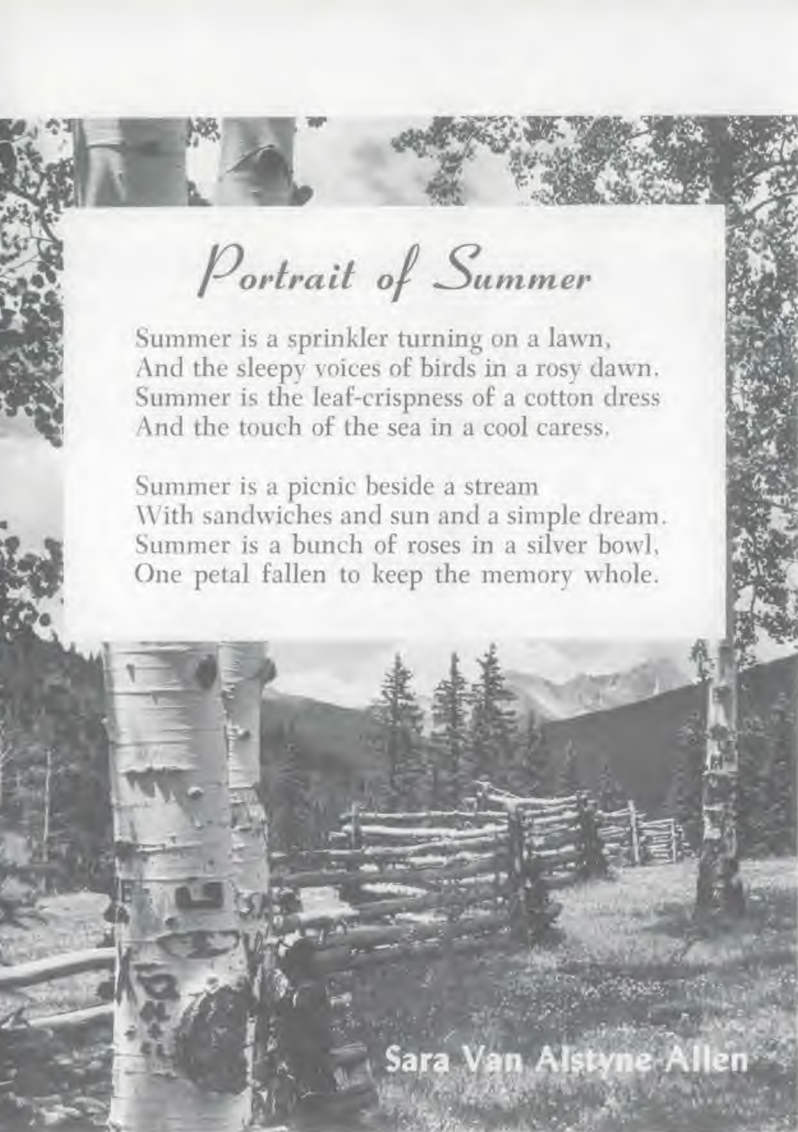
A car can be a destructive weapon to its driver as well as to other drivers and pedestrians. Under the influence of alcohol, abilities needed for careful driving are impaired. That includes impairment of visual acuity, peripheral vision, reaction time, and manual dexterity, a loss of awareness to the immediate physical environment, and a false mental state of well-being, or euphoria. Driving skill can be impaired without obvious intoxication in the driver.

Many things can happen to a driver who has had only a little to drink, such as slow reaction time while skidding, misjudging a turn, swerving off the road, applying the brakes too late for safety, or drifting over the safety line. But there are other situations you may not even realize exist until you find yourself in such a situation and sadly wonder, "How did I ever get into this mess?"

"I didn't have more than three drinks," Jimmy tried to explain. "We were coming home from the party, and that old car passed us on the highway. Burt was sitting next to me and he said, 'What's the matter? Let an old hunk of junk get ahead of your new car?' So I pushed down on the pedal. All I did was try to pass him. You can understand that, officer. I didn't try to force him off the road. I don't know how it happened."

"I don't know whose idea it was to throw those empty beer cans out of the car," sighed Frank. "All we did was to go on a six-pack party. You know what I mean, officer. We weren't looking for trouble, only a little fun. I never noticed that small open sports car on my left. I can't under-





Portrait of Summer

Summer is a sprinkler turning on a lawn,
And the sleepy voices of birds in a rosy dawn.
Summer is the leaf-crispness of a cotton dress
And the touch of the sea in a cool caress.

Summer is a picnic beside a stream
With sandwiches and sun and a simple dream.
Summer is a bunch of roses in a silver bowl,
One petal fallen to keep the memory whole.

Sara Van Alstyne Allen

stand how he could smash up and say a beer can hit him in the face. You say the girl with him is dead? I don't get it. You're going to contact my parents? Not my father, please! He doesn't know I took his car."

Dave can't tell you his story, but as a police officer I will do it for him. I watched him grow up; the world was his for the asking. He wanted that new high-powered car, so his indulgent father bought it for him. It seems he had only a few drinks after leaving the party, and he was speeding when he heard the siren of the police car. He should have stopped and gotten his ticket, but the drinks befuddled his thinking processes. He figured he could outdistance the patrol car, and he did; but he never saw the car that turned into his lane. Wherever he is now, I doubt that he knows he orphaned three little children.

"I tell you all I had was one beer," said Henry. "Maybe Joe had a lot more, I don't know. But when we passed an old deserted country road, he suggested that we play chicken and head our cars for each other to see who gets scared first and turns aside. How can you tell me I'm responsible because he chickened out and didn't see that pole? What do you mean, you are going to hold me?"

A pleasant weekend party at the beach turns into a party with pails full of ice and beer. Somebody remembers it was Mike who said to Ben, "Bet I can drink more cans than you." No youth can pass up a challenge like that! In the frontier days it was to the point: "Let's go out right

now and see who is quicker on the draw." And a blazing six-shooter finished off the one who should have practiced more. The modern version is to do it with cans of beer, a deadlier game that can claim more victims than the blazing muzzle of a .45.

As the beach party continues, the noise gets louder. An old man goes up to the boys and says they should be ashamed of themselves. Words pass, and suddenly the old man is on the sand. "I didn't really mean to push him," Martin sobs in the police station. "It must have been a heart attack. Please tell me I didn't kill him. We were only here for some fun. You can ask the rest, and they'll tell you the same story."

Drink at the beach party or picnic, and somebody has to show off! Maybe it is Clyde who runs into the water with all his clothes on. He gets a summons that costs him \$10 and a notation on the court records. Or Max who tells the group he can get that girl away from the fellow under that umbrella. When it is over you have had a first-class rumble, with extra police being called up for the emergency. Casualties? Several broken ribs, two loose teeth, an injured right eye, and one possible skull fracture.

Drinking gives a lot of people a false sense of courage. Under the influence they feel they can do anything. Drinking magnifies nothing into something so important that it becomes almost a matter of life and death.

It was a cold winter day, and the football score was very close. But some of the boys had been drinking. Their excuse—if one were needed—was that they wanted to keep warm. Then one of them half shouted, "They stole that game from us! Are we going to let them get away with it?" When the riot was over, Frank said, "We didn't mean to start any trouble. You know what I mean." Frank was lucky; he was given only a suspended sentence.

Ted didn't get off so easily with the trouble he started. Ellen's folks gave her a big birthday party. A lot of people weren't invited—including Ted. So he and some of his friends chipped in and bought a bottle of gin. The more they drank, the angrier they got. "She can't do this to me," Ted screamed. "We'll smash up her party." Nobody will ever know how the ragged edge of a smashed bottle contacted Ted's face. Plastic surgery may eventually remove most of the marks.

But it was Louis who paid the highest price. He was "such a nice boy," everyone said; he was proud that he could "hold" his liquor. One tragic night Louis came home late, and his father was waiting for him. "I'm not going to let you ruin your life and turn into a drunk," said his chastising father.

"I'm not drunk," snapped Louis. "Only a bit high. I'm sick and tired of hearing you bellyache. I don't need a wet nurse at my age."

One word led to another. Father and son were in the kitchen, and Mother had left the electric iron on the board. There are many dreary years ahead for Louis with time to think about the events that led to destroying a family.

When you dream a nightmare, you can brush it aside when you awake. But when you live through one, what do you do? Growing up is not a process of figuring out how much alcohol you can hold. Instead, it is a process of being able intelligently to analyze a situation and then take the correct steps. Are you really grown-up?

UNDER

False Colors

David Tayrien



Portion of a falsified driver's license showing plainly the altering of the birthdate (originally it was 1947). The owner of this I.D. has used this card successfully several times and has never been questioned about its authenticity, though clearly it is a forgery.

When too young to be served in a bar, many teen-agers try to falsify their identification.

THE DOOR of a local tavern swung open, and a seventeen-year-old youth walked boldly in. He sauntered up to the bar and in a sort of practiced theatrical voice said, "Give me a draught."

The bartender, not to be unnerved by the brashness of the youth, appraised the boy's frail 5'4" 130-pound frame and asked for an identification.

Standing his ground, the teen-ager reached for his wallet and whipped out a soiled, much-used draft card and handed it to the critical bartender.

After carefully reading the Selective Service card, as all good bartenders do, he said, "Sorry, son, I won't be able to serve you. I can't even read the birth date because of so many typing strikeouts and lousy erasing. Now, get out of here!"

A twenty-one-year-old man and an eighteen-year-old high school senior sat down at a booth in a dimly lit bar and each ordered a pitcher of beer.

The waitress, scrutinizing the two patrons, said apologetically, "I'm sorry, but the boss has been pretty strict lately, so I'm going to need an I.D. from each of you."

"That's OK," said the twenty-one-year-old as he handed her his Selective Service card. At the same time he handed his classification card beneath the table to his underage companion.

All three of the participants cited in these cases have committed Federal offenses by forging and misrepresenting their Selective Service cards. Each draft card carries on the back this warning: "Any person who alters, forges, knowingly destroys, knowingly mutilates or in any manner changes this notice may be fined not to exceed \$10,000 or imprisoned for not more than five years,

or both." And the law strictly forbids delivering the card to another person for the purpose of making any false identifications or representations.

State laws on falsifying drivers' licenses and other I.D.'s go hand in hand with the Federal law. Such cases also carry a fine or a jail sentence or both.

The heavy penalties hanging over the heads of these forgers by no means slow them down. Tavern owners state that similar cases occur on an average of four to five times a night, and those are only the counterfeits that can be readily identified. Tavern owners report that as many as a dozen false identifications are flashed in each of their establishments over a weekend.

According to vice squad policemen, drivers' licenses and draft cards bear the brunt of the shams, but these men must keep up with the ingenious methods used in this fraud. Many falsifiers are naïve enough to attempt to erase the last numeral of the birth date and type over it. Police say this is the easiest imitation to discern because of the tell-tale smudges around the last numeral in the birth date. Law enforcers also report that photostatic copies of I.D.'s are a sure giveaway to their unguineness.

Perhaps the most authentic-appearing and ingenious method of falsifying identifications is by using a duplicator found in thousands of offices throughout the country. In order to help conceal that the I.D. is a copy, a forger runs it through a plastic laminating machine which is available in many dime stores. Although merely typing over the birth date with an ordinary typewriter is the most common of the forgeries, some lawbreakers cut out the last numeral of the birthdate with a razor blade. Then another block of paper with a

numeral legalizing the minor is slipped into the vacant section.


"Because of the recent draft-card burnings, the Government is starting to crack down on people who change the birth date on their Selective Service cards or lend them out to minors in order to get liquor," says an FBI agent about the increase in forgeries.

Indifferent bartenders and money-hungry tavern owners are as much to blame as the police. Many times they never question the ages of their customers. This is especially true of girls because of their early physical maturity. The age of an underage girl accompanying her twenty-one-year-old date into a bar is usually overlooked if her date looks as if he will spend a good deal of money in the establishment before the night is over.

"If a guy has quite a few bills in his wallet, no matter what his I.D. looks like, I'll sell him anything," declared a young club owner. "His money is as good as anyone else's."

Whether the law enforcement or tavern owners are to blame, the problem of falsification of identification is increasing. A twenty-one-member committee of the National Institute of Mental Health has found that more than 75 percent of a high school graduating class had been drinking before graduation, with a third of these drinking with some regularity. Most of this illegal drinking was done with falsified I.D.'s.

Through the years drinking has been a moral question for young and old alike. Perhaps in this case of falsification of identification the legal and moral questions should go hand in hand. In such situations morality sometimes follows legality. ■



Marie Layne

Your
Child
and

Addiction

"CAN it happen to my son or my daughter?"

This frightening question lurks in the hearts of parents everywhere who try desperately to convince themselves that narcotics addiction cannot happen to their boy or girl. Still, in some cases, these very parents face one of the most torturous heartbreaks of their lives.

It can happen to your son and daughter. There is no predicting where or when it will strike.

Today, the United States is the largest market for illicit narcotics in the Western world. It holds the record, but it is a record of which it is not proud. Unfortunately, thousands of teen-age boys and girls are threatened with the viciousness of narcotics by their innocent associations with users and peddlers. This poses a serious problem, both of national concern and of great concern to the parents of these victims.

Parents want to know: "Is it wise to teach children about the hazards of drug addiction?"

The answer is Yes. Teen-agers should be taught the hazards involved in drug addiction. Such education, done in the right way, can mean the difference between a normal fear of drugs, and a dangerous kind of curiosity.

Schools in all states are legally required to give some narcotics education. The amount of this education varies from state to state. Each child, then, is told of some of the dangers of narcotics. In states such as New York, Illinois, California, and Michigan, where there is an estimated total of 76 percent of the nation's known addicts, teen-agers do not usually receive much information about the problem.

It is up to the parents to become fully aware of the facts of the teen-age addiction problem. Parents must be alerted to its dangers and properly guide their children.

"What is the typical teen addict like?"

You probably picture a juvenile delinquent, but that's not the right picture. In two separate studies of teen addicts, doctors found 78 percent to be boys who were quiet, likable, conservative, well-mannered, easily influenced, and desirous to please. They were found to have few, if any, close friendships. Their interests were more feminine than masculine. Often the addicts were soft-spoken and gentle.

Once caught in narcotics addiction, they quickly withdraw from society. Their grades in school drop sharply. They now become restless, moody, secretive, void of ambition. They become a part of a fantasy world, especially created for them by the effects of hypodermic injections. They prefer to stay in dimly lit rooms and listen to mood music. They dream of being big and superpowerful. They are more than confident that they are able to lick the entire world alone.

The addict finds these effects of drugs more attractive and desirable than any he had known before when he was part of reality. This is the existence he wants, and he won't change it for anything or for anyone.

A worried parent questions, "What is the first step to addiction?"

Some young people are merely curious about what drugs can do for them. Many of these are unsure of themselves and need the comfort of friends who understand them.

This picture, from the collection of an English doctor who treats drug takers, shows the loneliness and inability to communicate which are the characteristics of youth who seek escape from responsibility and frightening reality.

When a so-called friend suggests marijuana to escape from all those undesirable feelings, they are convinced that it is worth the try, regardless of the necessary money. Often these youngsters will steal money to get marijuana and the good feeling that they say goes with it.

An estimated 90 percent of teen-age addicts begin with marijuana; less than 10 percent are introduced directly to heroin. As a rule, peddlers prefer *not* to approach a new victim directly; they seek to work through addicts they know.

The group of better-balanced teen-agers may try marijuana out of curiosity, but never return to it. But this group does not include the potential addict. The false feeling of confidence and well-being he gets from the drug will soon lead him to heroin and he is truly trapped. His body becomes addicted to heroin and actually needs it to function. Should the drug be withdrawn abruptly, he experiences brutal pain.

"But why should drugs especially appeal to adolescents?" asks a bewildered mother.

It really isn't surprising. Adolescents are self-conscious and have a wide range of anxieties. They need reassurance and approval. They are easily swayed by those who convince them that a new world is waiting for them—an almost unbelievably wonderful world. And with this assurance they are easily led to drugs.

A father speaks up: "Just what can parents do to help?"

The answers can come from a number of jurists, narcotics law-enforcement officers, and psychiatrists who have researched drug addiction.

That strong families build strong nations is not merely a cliché. The potential teen-age addict is simply seeking what another youngster already has—a home in which he really feels at home. He wants approval. Unfortunately, he may not find it at home. He may live in an environment where the emotional climate is cold. He feels terribly lonely, different from other teen-agers he knows. He is uncomfortable in company; he feels there is no one in whom he can confide.

An emotionally secure teen-ager may be on his own much of the time, but in his heart he is assured of his parents' love. He knows that they care for him and that if he needs them they are always there.

To protect against narcotics addiction, then, parents must make the right kind of homes for their children. They must give their children part of themselves as well as their possessions. Parents serve as models for their children.

It has been found that identifying with an adult of the same sex plays a special part in drug addiction. In many cases addicted boys come from homes where a woman was the only or the strongest influence. A father, if present, had been overshadowed. The boys lacked that essential male leadership. They were soon identified with their mothers, grandmothers, or sisters. This identification brought feelings of inadequacy, which led to confusion in relationship to their parents and their role in life.

To build self-confidence, parents must guide their children with intelligent approval. Discouraging a child can bring about much harm. When reassurance is withheld, self-confidence is weakened. Soon rebellion develops, and often resentful retaliation. These are dangerous symptoms, which can lead to delinquency.

Addiction is encouraged through association. For that reason parents must guide and supervise their children's friendships. It will pay great dividends.

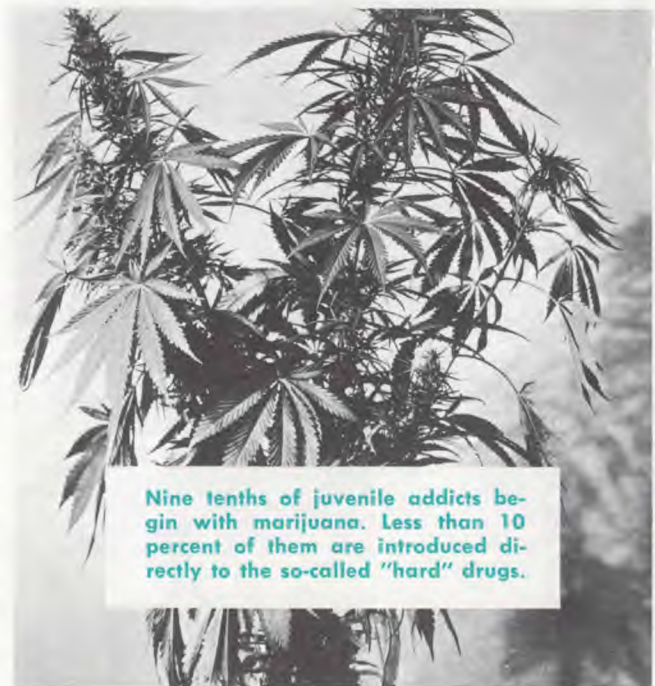
Addicts want to convert others for many reasons, and one of them is to relieve their own feelings of guilt. To other addicts the sale of drugs to others assures their own supply. Needing this as desperately as they do, it is important for them to make certain they will always have enough.

Teen-agers need parental guidance. They not only need it, but responsible youngsters want it. University of California psychologist Thomas M. Poffenberger says: "Youngsters are very well aware that they do not have the maturity to regulate their own lives. They need guidance and consistent discipline in order to feel secure. They want to know what limits are placed on their behavior. If children are allowed to do just as they please, they may begin to wonder if their parents care what becomes of them."

It is important that all parents know the basic causes and symptoms of juvenile addiction. Knowing this, parents can then help teens who show any early signs of turning toward drugs.

Parents should be informed about current or proposed legislation relating to narcotics, remembering that addicts are not moral criminals as such. They are sick people who need help badly. But peddlers who are not addicted themselves but who unlawfully promote the habit purely for personal profit are, without a doubt, dangerous criminals.

It is well, then, always to remember that the security of your home is the thing most needed by your children. This is the best protection you can give against the possibility of addiction striking your loved ones.



Nine tenths of juvenile addicts begin with marijuana. Less than 10 percent of them are introduced directly to the so-called "hard" drugs.

John Banzhaf

An obscure lawyer parlays the Government's



"I MEAN business."

This is the keynote of a New York attorney who is demonstrating the power of one determined young man when that man is dedicated to a cause. In so doing, he has, according to the advertising world, already "outmaneuvered giant companies, and along the way shaken up broadcasters, advertisers, and the Government."

The "business" he refers to is a battle on high legal levels against smoking, a battle which already has persuaded the Federal Communications Commission to apply its "fairness doctrine" to product advertising, specifically tobacco advertising. By doing this, he has opened the door to what could amount to \$50 million worth annually of free commercial time on radio and television for anti-smoking messages.

This modern David-and-Goliath story begins in December, 1966. We find John F. Banzhaf III, a novice lawyer, watching television, especially the commercials promoting cigarettes. A nonsmoker himself, he watches the ads, fully aware of the "fairness doctrine" which calls on broadcasters to devote substantial time to each side of "any controversial issue of public importance."

Does the "fairness doctrine" apply to advertising? he wonders to himself. And

would its application include a commercial product?

He continued to look and listen, tabulating the tobacco commercials. On the other side of his page he listed the new stories and documentaries against smoking. A balanced presentation? Hardly.

"I am writing to inquire," he began a letter to WCBS-TV, "how you intend to fulfill what I believe to be your obligation under the FCC 'fairness doctrine.' He asked why the station was not making "a reasonable and good-faith effort to broadcast "a balanced presentation of views on smoking.

He made clear what he meant: "I refer to all the cigarette advertisements, which by their portrayal of youthful or virile looking or sophisticated persons enjoying cigarettes in interesting and exciting situations deliberately seek to create the impression and create the point of view that smoking is socially acceptable and desirable, manly, and a necessary part of a rich, full life."

This letter, sent by certified mail, was answered by a long letter from the station vice-president rejecting Attorney Banzhaf's request for free time to counter the cigarette advertising and listing its programs presenting at least some health facts on smoking. In other words: According to the station, the fairness doctrine didn't apply.

This answer set off the explosion which has jolted the whole broadcasting industry, the tobacco companies, the Government, and, to an extent, the public.

Next, Banzhaf sent a complaint to the FCC, along with a request for equal time for antismoking commercials on TV. Then he waited—and waited.

Imagine his surprise almost six months later, on June 2, 1967, when he was again watching television and heard the news commentator announce that the FCC had responded to his complaint and had ruled its fairness doctrine applies to product advertising and that broadcasters who carry smoking ads are required to provide "a significant amount of time to those who believe that "smoking may be hazardous to the smoker's health. The Commission informally said that a one-to-three ratio, or one antismoking ad for every three cigarette ads, would be "significant." Thus, though the request for "equal" time was turned down, the basic principle involved was accepted.

Now was the time for this modern David to do some mind searching of his own. He knew he was taking on two powerful industries, deeply entrenched and heavily financed, in addition to the major elements of the Federal Government. How could a fledgling lawyer

Banzhaf and the Giants

doctrine" into a possible \$50 million for education against smoking.

ly about two years out of law school and now with his first law firm, compete against such odds? And his Park Avenue employers had a large cigarette company as a major client. Indeed, his wild success brought him face to face with new problems.

The first angry reactions to this success were not long in coming. CBS and the broadcasting and tobacco companies vigorously petitioned the FCC to reconsider its ruling because, they said, the fairness doctrine should not be applied to product advertising. Again months passed.

On September 8, 1967, the FCC unanimously rejected industry petitions to rescind its June order. Expressing his own strong conviction on tobacco advertising, Commissioner Lee Loewinger declared that "suggesting cigarette smoking to young people, in the light of present knowledge, is something very close to wickedness."

In upholding its action, the Commission strongly suggested, however, that it could be far better for radio and television to ban cigarette ads voluntarily. But roughly \$200 million of advertising revenue a year is not an insignificant amount to give up voluntarily.

It soon became clear that the broadcasters would rather fight than switch. But before they could make their next move, John Banzhaf had anticipated it and was one step ahead of them.

This alert lawyer knew the next move would be into the courts, so he moved fast, racing to outwit his opposition. At the same time the FCC denied the industry requests for reconsideration, it had also turned down Mr. Banzhaf's appeal for "equal time." Using this denial as the opening wedge, he filed a petition to review the FCC ruling in the United States Court of Appeals for the District of Columbia Circuit only eighteen hours later. He even served the papers on a court clerk over the weekend in order to gain time.

Four days later the National Association of Broadcasters filed its own petition to review the ruling in the United States Court of Appeals for the Fourth Circuit in Richmond, Virginia.

The choice of courts was no happenstance. By law, the entire case must be heard in the court in which a petition is first filed. Lawyer Banzhaf, by filing in the District of Columbia court, chose one which has traditionally been sympathetic to rulings by Federal agencies. On the other hand, the Richmond court, deep in tobacco land, is literally in Marlboro country, since Marlboro's chief plant is located there. Seemingly the NAB felt this court would be more sympathetic to a cigarette appeal.

Legal giants clashed again when the NAB asked the Washington court to dismiss Mr. Banzhaf's petition for technical reasons. If this had been done, the case of course would then have to come to tobacco country for trial, as the NAB originally wished. In late November, however, the three judges in Washington ruled in Banzhaf's favor, so the case is being tried in Washington.

To a person unversed in law, this whole process is an enigma. Why should a young lawyer appeal against a ruling which gave him in principle what he wanted and put into the hands of anti-smoking forces the potential of \$50 million worth of free air time annually?

"In actuality," one broadcasting authority puts it, "his appeal for equal time could be regarded as a ploy, one which actually aligns him with the FCC against the forces which oppose the application of the fairness doctrine to cigarette advertising. Since the FCC's ruling on the doctrine was destined to be appealed by those forces, Mr. Banzhaf filed first to have the case heard under what he regarded as the best possible conditions."

Why was he not satisfied with the "significant" amount of time? "The ratio of 1:3 isn't enough in these circumstances," he says. Cigarette ads "practice persuasion by repetition which affects immature minds. . . . They're trying to persuade young people to kill themselves."

Whatever the outcome of the case in the United States Court of Appeals, it looks as if the case will be taken to the Supreme Court. The lines are drawn in the legal battle. On the one side are arrayed a series of Goliaths, any one of which is equipped and endowed to carry on the war. The NAB, for example, says it will take the issue "right up to

thousands of dollars necessary for a Supreme Court battle. An effort like this would require organizational backing; it could not be done from an obscure lawyer's desk in the back office of a Park Avenue law firm.

John Banzhaf had already sent an SOS for help to certain voluntary health organizations, confident they would jump at the opportunity. "The battle ahead will be long, hard, and costly," he said. "I am unequal to such a legal battle. I fear that I am hopelessly outclassed. I have carried this fight so far only on my own back and at no small risk. I cannot carry it any farther alone; I need your support."

Amazingly, he was rebuffed. Whatever the reason, these organizations backed away. The "economic facts of life," as one of their officials said, showed that such organizations were dependent on donations of free time for their campaigns, and they were loath to do anything to "embarrass our broadcasters." Even the National Interagency Council on Smoking and Health, a "voluntary association of national agencies and organizations to combat smoking as a health hazard," said it has "no useful part to play" in the fight for antismoking time. The Council included Government agencies as members, and felt that this restricted the role it could play.

Mr. Banzhaf approached foundations with feelers for help in his cause. "We can't back you unless you have an organization behind you," they told him.

All of this led to his forming, on February 29, 1968, a new organization to serve as the legal action arm of the smoking-and-health movement. Called Action on Smoking and Health, its initials appropriately spell ASH, which, said Mr. Banzhaf, "is both a nickname and a goal—the end of cigarettes." ASH, a tax-exempt charitable organization, has its principal offices at 777 United Nations Plaza in New York City.

"We have an executive director," Attorney Banzhaf announced at ASH's first press conference, "and that's me." He left his Park Avenue law firm to devote full time to the defense of the FCC decision and to lead the battle for compliance. This is "a full-time job," he said in the year's understatement.

Supporting ASH is an ever-lengthening list of well-known names, including such impressive ones as Dr. Paul Dudley White, heart specialist; Dr. Hollis Ingraham, New York State Commissioner of Health; former Senator Maurine Neuberger of Oregon; Dr. Alton Ochsner, founder of the Ochsner Clinic, New Orleans. Also in the elite list appear names of two physicians on the Surgeon General's panel of experts who drew up the

Francis A. Soper

the top," and makes it clear that if legal necessity arises, it can find funds to pay costs from its yearly budget of \$2 million. As early as last June, it already had earmarked some \$25,000 for this purpose.

In comparison, on the other side is a little David with hardly "five smooth stones" with which to do battle. No beginning lawyer, struggling to get a start in a fiercely competitive field, would alone have either the time or the tens of



Upper photo: In a small, austere office across from the United Nations in New York, John Banzhaf set up his new organization, Action on Smoking and Health.

Lower photo: Mr. Banzhaf believes that cigarette smoking in any degree is dangerous to health and probably lethal.



world-shaking 1964 report linking smoking to various diseases: Emmanuel Farber of the University of Pittsburgh and Louis F. Fieser of Harvard. Physicians, public relations specialists, businessmen, religious leaders, sports personalities, and legal authorities comprise the blue-ribbon group.

Guided by three trustees, ASH is set up on the conviction that the medical and scientific case against smoking is firmly established and that action must now be taken. ASH will take plenty of action, particularly legal action.

Its first and most important purpose: the spirited legal defense of the FCC decision. Fifty thousand dollars a year, the suggested starting budget, is necessary to achieve this objective and assure the \$50 million of air time for education against smoking. This thousand-to-one ratio led Attorney Banzhaf to exclaim, "I'm not an antismoking fanatic. I just couldn't think of any other project in which I could do so much for such a small investment of time and money."

The legal defense of the FCC ruling is, however, only a part of ASH's program. A much broader purpose is to develop across the nation a monitoring group to file formal complaints against larger broadcasting stations that do not comply, and to encourage compliance from smaller stations. Actually, the FCC directive will be only marginally effective without such a group because the FCC cannot act against any station until a proper complaint is filed.

So ASH envisions a network of persons in various cities and communities keeping track of the cigarette ads, and counter-ads, they see and hear, and filing complaints with the FCC when necessary. Such complaints will be noted when license-renewing time comes.

Another ASH legal blow against smoking is its watchdog guarding against false and deceptive pro-smoking public-relations activities.

On March 24, Mr. Banzhaf filed with the Federal Trade Commission and other appropriate agencies, complaints against the Tobacco Institute and its public relations firms, accusing them of "unfair and deceptive trade practices" in "planting" articles favoring cigarettes in two national publications.

The articles cited appeared in *True* ("To Smoke or Not to Smoke") and the *National Enquirer* ("Cigarette-Cancer Link Is Bunk"). The author in both cases turned out to be an employee of a public relations firm of the tobacco industry, though one article carried a different by-line. More than a million reprints of the *True* article were mailed throughout the country to physicians, teachers, lawyers, and other "community leaders," the project being sponsored—indirectly—by the tobacco companies.

Mr. Banzhaf described these devious doings as "a massive propaganda effort" by the tobacco industry, and "an attempt to mislead the public." He said that the articles constituted "advertising in violation of FTC regulations against placing health claims in cigarette ads."

"The tobacco industry didn't exactly come up smelling like a rose," commented *Advertising Age* about these deceptive articles and their public exposure as frauds.

But this isn't the whole picture of ASH yet. Other programs planned for this mushrooming organization:

1. To require cities to feature anti-smoking advertisements in public buses, subways, and other municipally sponsored advertising areas.

2. To accumulate information on the legal aspects of smoking and health so that ASH can serve as a clearinghouse for organizations and individuals—particularly attorneys or authors—needing information on this subject.

3. To put together a do-it-yourself sue-a-tobacco-company kit for attorneys containing material about a recent Court of Appeals decision awarding damages to the widow of a cigarette victim.

4. To establish the legal right of non-smokers to be free of the cigarette smoke of others which is annoying and which may also be harmful to their health, particularly in public areas.

5. To take legal action against the sale of candy cigarettes to children, particularly in look-alike packages.

6. To represent vigorously the anti-smoking public interest before governmental agencies and judicial bodies so that their decisions will begin to reflect the grave public danger which smoking represents.

That the infant ASH has set a long aim and a formidable task for itself goes without saying. However, judging from what already has taken place, no one would want to underestimate the will and skill of ASH's executive director. "They underestimated me once before," he says; "they better not do it again. I mean business."

Who is this young David of our day who is battling not one Goliath, but several at the same time?

Unknown and obscure until he suddenly rocketed into public attention, John Banzhaf is a soft-spoken lawyer who is now compared with Ralph Nader, who shook the nation's auto industry to its foundations. Unmarried, he is living temporarily in the Bronx, where he attended public schools, but will soon move to the Washington, D.C. area. He studied at Massachusetts Institute of Technology as an undergraduate and received his law degree magna cum laude in 1965 from Columbia University. For a short time he clerked for a Federal judge and did some legal research for the National Municipal League. He studied computer programming and was awarded the first copyright ever registered on a computer program. He also holds two patents in the electronics field, and has written more than two dozen articles on law or technology. Then came the spark which ignited the current explosion.

"What success I've had so far in this situation can certainly be attributed at least partly to dumb luck," he says.

Very few persons would agree entirely with this evaluation. Rarely has one man's effort moved so many, but the result has come about because of the quick perception and incisive action of a young man who sees law as an instrument for social change. "We don't so much need new laws," he says, "as to use the ones we have."

Obviously, John Banzhaf has just started. He already has other stones in his sling to hurl at the giants he's facing. If his aim continues as sharp as it has been the past few months, the giants will have as much chance as the Biblical Goliath had against the shepherd boy David.



Try Mountaineering!

*Pit yourself against
a mountain,
and it will tell you
who you are.*

Curtis W. Casewit

WHY do men climb mountains?

Some do it simply for the sake of exercise. Gaston Rebuffat, the famed French guide, once said: "To me climbing is meditation and physical action." For many people, this action alone is enough. You get great satisfaction in using your body for motion and not merely for sitting in bleachers watching some spectator sport, eating popcorn balls, beer bottle in hand. Real climbers don't smoke, because their lungs already have enough work to do.

In the mountains you coordinate legs and arms. You use your fingers and palms. You push yourself through a rock chimney by the strength of your back and feet. Legs straddled against the slabs, you walk backward and downward by means of rope. You give every muscle and organ a chance.

You discover the marvel of the human body.

"Climbing is meditation and physical action."

FAMED CLIMBER GASTON REBUFFAT



Under good circumstances, and with the proper training, you can go up a trail for hours without fatigue. Every moment, and for days afterward, you know that the toil of limbs is good for you. The blood pulses through your veins and warms your skin. Oxygen reaches your tissues. Unlike in the city, your "innards" are functioning beautifully on the mountain. You're aware of your strong heartbeat. After a climb you eat as you have never eaten before, and you are thirsty, though never for alcohol.

When a European mathematics professor was asked by a lady why he took his twelve-year-old son mountaineering, the father answered, "Let him overcome nature's obstacles and he'll overcome life's obstacles. Climbing makes a man out of the boy!" Besides, someday the chips may be down and the boy will have to meet unusual demands. As a climber he's ahead of the game. The mountains have prepared his body for hardships.

Climbing can prove very useful in life. You never know when you can use the ability to move fast. James Whitaker, the Everest conqueror, once saw a car roll over the edge of a cliff and into a deep gully. His climbing skills came in handy; he at once let himself down to save the lives of the people in that car. During World War II, hundreds of prisoners of war and pilots managed to escape from Germany and Italy. Many of them crossed the Alps into Switzerland. When Hitler started killing off the Jews, some managed to get to safety through the mountains. They were climbers.

Fortunately, many sports, hobbies, and occupations can help equip you to become a climber. Some years ago a Kentucky couple arrived for a few days at a mountaineering school. They confessed that they'd never climbed mountains before, yet they went up with ease. The guides couldn't believe it. The twist was simple: the couple were enthu-

siastic cave explorers. They were so good that "Templeton's Crack" has been named after them in the Tetons.

Much walking, hiking, and camping are good preparations too. So also is work on a farm. Farm people usually cross long distances on foot, face bad weather outdoors, and know such things as map reading and the use of a compass.

Learning to climb means learning a new skill. You can get the same pleasure out of mastering a new rope knot as you can in hitting a tennis ball for the first time. In this respect, climbing is like other do-it-yourself sports. You acquire knowledge.

Along the way you also conquer fear, which is the greatest satisfaction of all; and this conquest makes you braver in life too. Of course, the summit itself is all that counts for many people. They went all the way! They made it! They reached the peak. This is the climax which has led experienced climbers to kiss each other and has moved them to tears.

"I was born all over again!" said Rebuffat of his first summit ascent as a boy.

"I felt nothing but rapture!" said Maurice Herzog about the chilly summit of Annapurna. "Our hearts overflowed with an unspeakable happiness!"

Anyway, your country's flag is up there, or your name is in the summit book. It's all yours. You got to the top!

Is it really so important to make a peak, or bust? Not all climbers think so. James Ramsey Ullman observes that "the spirit of pure mountaineering" can be enough. You don't always have to get to the top. The game can be more important than the summit.

Some climbers are interested in collecting summits that are over 14,000 feet. A Western youngster serves as a good example. He is sixteen years old. Views don't interest him, but he has climbed all fifty-four Colorado peaks over 14,000 feet. He says, "I'm not interested in thirteen thousands. I have a vendetta against the fourteens. If I don't make it the first time, I try again. I was turned back four times by bad weather from Mount Holy Cross in Colorado. The fifth time I was in luck and made it. I collect these peaks like antlers."

This fellow climbs alone, which is not recommended. Although he shows a fine perseverance, he misses the best part of climbing: other human beings who also want to accomplish something. When climbers are cut off from the rest of the world, and they are, the focus will be on people. In the mountains, where nothing—no TV, no movies, no newspapers—can detract, people are much more interesting.

If the leader has chosen them carefully and if they're lucky, a group of climbers can become a team. In a remote tent they share everything. In time they tell each other much. They know they're responsible for each other's life. If one moves on the rope, all move. If one makes a mistake, it may be costly to all. Climbing creates a bond. The rope has linked them. They become friends for life. This is perhaps the most worthwhile reason for climbing.

There is still one final dividend.

You get to know others, but you also make the acquaintance with yourself. Do you have the strength to do the climb? Are you up to it mentally? Do you have the courage? The patience? The energy?

Pit yourself against a mountain, and it will tell you who you are. Climbing is like a mirror; you cannot fool it!

Drug Use May Affect Future Generations

Drying Up Our Roads

Drinking drivers have been jailed, fined, cursed, preached at, and deprived of their licenses. The only thing that has completely stopped them so far is death.

Drinking may be a factor in at least half of the fatal motor vehicle accidents each year (more than 50,000 in 1967), according to the National Safety Council.

A study in California shows nearly three out of five fatally injured drivers had been drinking.

A Wisconsin study of traffic deaths in 1965 and 1966 reports nearly two out of three dead drivers had been drinking.

"Considering that there are 98 million licensed drivers in the United States and that 93.5 million persons drink," says Kenneth A. Rouse of the Kemper Insurance Group, "there must be a substantial overlap of adult drinking and driving. It is one of the realities of our times that most adults drink, that most adults drive, and that the same individual will sometimes do both."

For those who do, penalties for driving while intoxicated in nearly all states include revocation of the driver's license, fine, and/or a jail sentence.

The National Safety Council suggests many procedures to keep drinking drivers from killing themselves and others. They include:

- Revoking licenses on conviction of drunkenness only, whether or not the drunk was driving.

- Use of a special marker on li-

(Continued on page 18)



An artist's concept of the chromosome damage believed done by certain drugs, which shortens the life of the cell and increases the chance of disease.

Get to Them Early in Life

Campaigns against smoking might be more effective if they were directed to children under fifteen.

Habit patterns of fifteen-year-old students in a high school were re-examined after five and one half years, by Dr. Eva J. Salber and Theodor Abelin of Harvard University. The percentage of smokers had doubled among the girls and nearly doubled among the boys. Heavy smokers at fifteen smoked even more at twenty-one. Only 12 percent had stopped, but 36 percent of the nonsmoking fifteen-year-olds had become smokers, and 71 percent of those who had discontinued had resumed.

Many students stopped smoking during the five years, but most soon resumed. Variables which influenced relapse included parents who smoked, poor work in school, and increased smoking before discontinuation.

Vietnam "Pot" Refills

Since the MP's are cracking down on native marijuana pushers in Vietnam, the local Vietnamese salesmen have become more sophisticated. They now buy or steal standard-brand packages of American cigarettes, empty out the contents, refill them with marijuana cigarettes, then reseal the packs in cellophane with a hot iron. They charge the GI's \$2 a pack or whatever the traffic will bear.

Medical experts are questioning a number of drugs which could damage the genetic matter of man and likely cause birth defects in the offspring of affected persons.

LSD is the prime concern, but the suspect list also includes some widely used antibiotics, tranquilizers, amphetamines, and fungicides.

The use of LSD can significantly increase the chance of cancer, cause deformed babies, and affect generations yet unborn, asserts Dr. Cecil B. Jacobson, an instructor at George Washington University Medical School.

"The evidence is now rather substantial that chromosomes break down in the body of the user," he emphasizes. This will shorten the life of the cell and "significantly increase the chance of cancer."

"A person who uses LSD in a high dose and then reproduces certainly has a high risk of producing abnormal children," he says. The drug may cause deformed babies and reflect its results several generations later.

Dr. John J. Burns, vice-president for research at Hoffman-La Roche, Inc., a large drug company, emphasizes that the study of chromosome breakage is in its infancy. "We're dealing with an entirely new field," he says. "No one really knows what it means if you do find broken chromosomes. We know that many drugs and chemicals can affect chromosomes. Caffeine and aspirin, for instance, also break chromosomes."

Several scientists have reported that caffeine damages human genes in test-tube cell cultures. "Very large amounts of caffeine break chromosomes, and it's conceivable that small amounts might do it," says Dr. Robert W. Weiger of the pharmacology-toxicology program at the National Institute of Health.

FDA researchers say they are checking two kinds of widely used antibiotics and the amphetamine group of stimulants in its chromosome-testing program. They also report experiments with captan and phaltan, two commonly used insecticides.

In This NEWS

★ Should alcoholics be considered criminals? See page 16.

★ These magazines are dripping wet. See page 17.

★ Ambivalent—this is what LSD makes its user! See page 18.



Chemical tests for drinking drivers are proving their worth in many places. Here the American Medical Association exhibits the Breathalyzer in its effort to reduce the traffic toll.

Is Alcoholism Criminal?

The Supreme Court of the United States is deciding whether chronic alcoholics may be punished as criminals for being drunk in public.

This court has been asked to rule that an alcoholic who has lost the power to "control" his drinking cannot be convicted of public drunkenness, on the ground that such conviction would violate the Eighth Amendment's prohibition against "cruel and unusual punishments."

A ruling to this effect would have a broad impact on courts and police forces across the country. Law enforcement officials estimate that 40 percent of all arrests in the United States are for drunkenness and that intoxication is a factor in half of all highway deaths.

The purpose of the present Supreme Court case, says Peter B. Hutt, the Washington lawyer who is pushing the case, is to put pressure on state and local governments to construct treatment facilities to replace the "drunk tank" routine that exists in most communities.

The American Medical Association ranks alcoholism (along with heart disease, mental illness, and cancer) as one of the nation's major medical problems.

Yet, nearly two thirds of the nation's 5,800 general hospitals do not admit patients for alcoholism, according to a study by the American Hospital Association and the National Institute of Mental Health. The American Psychiatric Association says that only thirty-five of the nation's 250 state mental hospitals have special treatment programs for alcoholics.

Another Washington lawyer, David Robinson, Jr., speaking on the other side of the Supreme Court case, asserts that legally considering alcoholics only as medical patients would violate the principle of punishing a condition rather than an act by immunizing alcoholics from responsibility for an act—that of appearing in public while drunk.

Such a ruling could lead to other rulings that drug addicts cannot be convicted for possessing narcotics and that drunkards cannot be held responsible for crimes committed in an irresistible desire to get a drink, he says.

A Waste of Good Brains

Any proposed "safe" cigarette is "a waste of outstanding brains, talents, education, and money," says Gladys Benerd, a health educator in Stockton, California.

"A 'safe' cigarette will result in the greatest increase in the number of smokers. They will always have to alibi it as a 'safe' cigarette. Young people who would never have taken up smoking will smoke because the country is being provided with a 'safe' cigarette."

If education to discourage people from smoking or quit smoking has failed, she believes it is for the following reasons: advertising showing the joys of smoking, Govern-

ment encouraging the tobacco industry to continue making and selling cigarettes by subsidizing the industry, weak educational methods, the Agriculture Department spending money to make a film to show the joys of smoking.

Shut Off Your Heart Pain

Six people previously incapacitated by the excruciating pain of angina pectoris, a sign of heart trouble, can now turn the pain off at will by pressing a button.

The button activates a radio transmitter that sends energy to an implanted system of wiring and electronics under the skin. This in turn stimulates the carotid sinus nerves, and the pain vanishes.

Drugs Will Doom Hippies

The hippie rebellion is doomed because drugs will "bleed away the vitality" of the movement and halt communication, says Dr. L. J. West of the University of Oklahoma Medical Center.

West claims the true hippie is not an activist; he is passive and has dropped out of society. LSD, marijuana, and other drugs provide a bond which holds these rebels together in "guiltless lawlessness."

To understand why youth turn to what he terms the "green rebellion," he says, "We must go beyond the explanations of boredom and affluence."

In every human condition there is the tendency to seek change by replacing the old, painful feelings with new, exciting ones. The "green rebellion" has attempted this "revelation through psychedelic experiences."



Tobacco Shortens Life

"Two packs of cigarettes a day may cost the twenty-five-year-old male smoker eight years of his life," warns a bulletin for physicians.

The average male nonsmoker twenty-five years old has a remaining life expectancy of 48.6 years; the heavy smoker, only 40.4 years. The twenty-five-year-old smoker of one to nine cigarettes a day has a 52.4 percent chance of living to age 70. The nonsmoker has a 66.7 percent chance.

The bulletin is published jointly by such expert bodies as the American Public Health Association, the American Heart Association, the American Cancer Society, and the National Tuberculosis Association.

Drug Warning

Any drug a pregnant woman takes will affect her baby, usually within seconds, says Dr. C. A. Villee, a Harvard biochemist.

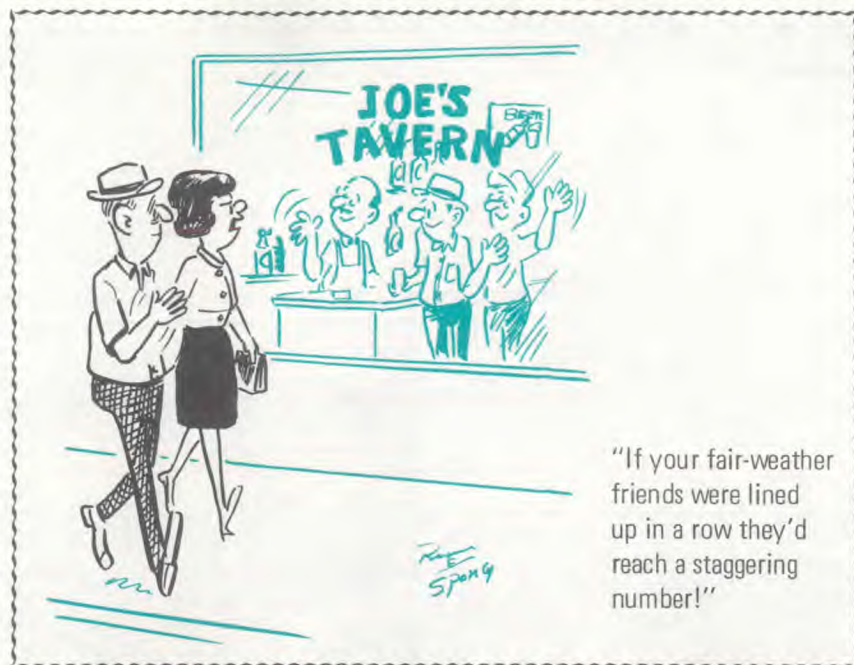
"The drugs may differ in how long it takes them to affect the unborn child, but they all get through sooner or later, mostly sooner."

Dr. Villee says barbiturates are especially fast. "Within two minutes after the pregnant woman swallows the barbiturates, the concentration of the drug in her bloodstream and in that of the fetus is the same."

New Television for Office or Home



Selected offices of Westinghouse headquarters in Pittsburgh and in its New York City locations are being linked by video telephone, the project marking another step in a long-range program to make visual telephone service available in homes and offices. The electronic zoom feature enables the user to enlarge the field of view of the camera simply by turning a knob on the control unit. It is hoped that "picturephone" service can be introduced to a limited number of customers in the early 1970's.



"If your fair-weather friends were lined up in a row they'd reach a staggering number!"

There's No Place Like Home

A Metropolitan Life Insurance Company report of deaths from home accidents shows that "time and time again information was developed that the victim had been drinking heavily, was a chronic alcoholic, suffered from acute alcoholism, or had been attending a drinking party."

Half of sixty-one home accident fatalities reported as due to acute poisoning by solids and liquids were associated with alcohol, says the re-

port. Barbiturates were implicated in nearly 75 percent of the alcohol-associated poisonings. Alcohol was implicated in about one fifth of eighty-seven deaths reported as due to poisonous gas and vapors.

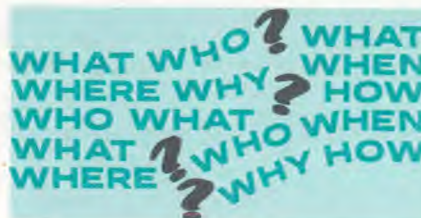
The Greatest Problem

"Cigarette smoking is, without question, the greatest single public health problem this nation has ever faced."—Charles A. Ross, M.D., Chief of Thoracic Surgery, Roswell Park Memorial Institute.

These Magazines Are Dripping Wet

Magazines	Total Liquor Advertising Revenue	Total Liquor Advertising Pages
Life	\$14,530,320	247.17
Time	12,878,496	414.07
Look	9,991,670	169.17
Newsweek	6,496,627	357.23
Sports Illustrated	4,153,342	296.33
Playboy	4,073,897	141.73
New Yorker	3,329,614	558.96
Saturday Evening Post	2,156,573	46.90
U.S. News	2,122,890	156.44
Esquire	2,095,173	167.41
Ebony	1,243,242	158.07
N.Y. Times Magazine	882,716	141.97
Holiday	867,739	65.82
True	689,828	41.23
Gourmet	620,960	142.13
All other magazines	5,629,788	806.98
Total, All Magazines	\$71,762,875	3,911.59

Major magazines reached a new all-time high in liquor advertising in 1967. Distillers invested some \$72,000,000 in consumer magazines, an increase of 13 percent over 1966 and 30 percent over 1965.



• Chronic alcoholics may soon be identified by a procedure similar to one used to detect diabetics. Under the new technique, the rate of activity of an enzyme solely responsible for the metabolism of alcohol is measured. (New York Times)

• The Pennsylvania Council on Alcoholic Problems recommends that all containers of alcoholic beverages should bear health warnings similar to those on cigarette packs: "Contents may be injurious to one's health and may be habit-forming." (UPI)

• The Civil Aeronautics Board has notified airlines that they must charge passengers reasonable sums for drinks and movies in flight. The CAB ruled that the cost of alcoholic beverages on flights should be borne by the persons who drink them and not by nondrinking passengers. (New York Times)

• Alcohol was established as the principal contributing factor in Connecticut's 442 traffic deaths last year, according to the State Safety Commission. (UPI)

• The hippie movement is dead, says Ravi Shankar, India's master of the sitar and the cult hero of the hippies. He believes the drug-taking movement is also on its way out. (AP)

• In 1967, 131 people died in 115 fatal crashes in the District of Columbia. Fifty-three drivers who caused crashes had been drinking, as had 21 of the pedestrians involved. Seven crashes involved both a drinking driver and a drinking pedestrian. (Virginia Traffic Safety News)

• The Food and Drug Administration reports a general decline in the use of LSD and expresses hope that young people are heeding scientific reports of danger in taking the hallucinogen. (AP)

• Under Iowa's laws, a person twice convicted of drunk driving may, at the court's discretion, be committed to a state hospital for treatment as an alcoholic. For a third conviction, the law permits a one-to-five-year penitentiary sentence. (Virginia Traffic Safety News)

• Carolyn Anne Metherd, a hippie mother in Denver who said she plunged a jagged wine bottle into the chest of her two-year-old son because "voices told me to do it," has been ruled insane and committed to the state hospital. (UPI)

ARE YOU PUZZLED?

Frieda M. Lease

1. When are tables operated by a clock?
2. When are stools easily broken?
3. Which trees are most useful in a home?
4. Why is it hard to get a sink clean?
5. When is a range too high to cook on?
6. When are hall rugs hard to keep in place?
7. When is it proper to make beds outdoors?
8. When do guests enjoy small rooms?
9. When are pets found in a living room?
10. What is found in a room, though the word is bigger than a room, and yet always has a room in it?

"At Home" Riddles

LSD Makes You Two People

The use of LSD results in concurrent feelings which appear to be opposed and contradictory, say Maryland prison inmates who volunteered for studies of the mind-bending drugs.

The purpose of the study was to pinpoint the drug's psychological effects; no attempts were made to confirm present knowledge of the drug's physiological effects.

One subject said: "I feel jittery and nervous, but I also feel relaxed."

Another reported: "I feel serious; but somehow everything seems funny, and I feel like laughing."

There were three main types of LSD reactions reported. One group felt moderately relaxed, happy, and peaceful; another, tense and jumpy; a third, ambivalent—having opposite feelings simultaneously.

Heart Is Big Problem

Twenty-five million Americans are afflicted by cardiovascular disease, the major health problem confronting the nation, says the American Heart Association.

Besides considering the dramatic heart transplant operations, its annual report cites other 1967 advances in cardiovascular news: refinements in artificial pacemakers (implanted heartbeat regulators), development of new artificial heart valves designed to overcome the problems of blood clotting and structural failure, the use of lidocaine to subdue and even prevent irregular heartbeat, and the development of new drugs for treatment of various cardiovascular diseases.

New Protection For Teeth

Two new substances that substantially reduce tooth decay in children and adults have been reported by Indiana University dental scientists.

One substance is a fluoride solution—stannous hexafluorozirconate—that was applied directly to children's teeth in a toothpaste. The new solution was found to be "sig-

nificantly more effective" in preventing decay than stannous fluoride, which is the substance currently used by many dentists and in some commercial toothpastes as a preventative.

The substance that proved effective in adult decay reduction was sodium dihydrogen phosphate, which was added to regular breakfast cereals.

ANSWERS:

10. A b (room).
9. When they are carpets.
8. When they are flower beds.
7. When they are hall runners.
6. When they are sink has ink in it.
5. When it's a mountain are foodstuffs.
4. Because a
3. Hall trees.
2. When they are time tables.
1. When they are

MORE Drying Up

(Continued from page 15)

cense plates or windshields to identify a drunken-driving offender.

—Advising taverns and other public drinking places of the identity of convicted drunken drivers and forbidding sale of liquor to them.

—Using a breath meter control of a car's starting mechanism.

—Controlling the maximum speed of a car with a breath meter.

—Placing responsibility on a tavern keeper or host who lets a drunk drive.



This space workshop will enable astronauts of the future to work in a shirt-sleeve environment. The "wings," panels of solar cells to provide electric power, are folded down during launch and extended after orbit is achieved.

Members of the Smarteens Club at Granada Hills near Los Angeles look at posters aimed at stamping out drug use by youth.





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i watched him die slowly

duane
valenty



ALTHOUGH he was a drinking teenager himself, it made an indelible impression on him.

Robert Vaughn, famous star of "The Man From UNCLE," admits today he might have been a real teen-age drunk. "A person is not necessarily aware that he has crossed the fine line between drinking for pleasure and alcoholism," he says. "I saw what happened to a man who crossed it. I watched him die slowly and painfully. I never felt I was in that kind of danger, thank God, but I could have been."

Robert Vaughn is serious in his approach to the problem and often talks frankly to young people who ask his advice. What he most often says is, "Don't do what I did!"

The child of a broken family, Bob felt rejected by his parents when he was sent to live temporarily with his rather strict grandparents. Often he was lonely, longing for a close family he could feel at one with. Adults often seemed "happier," he noted as an observant boy, when they had a drink in their hand. It was then that alcohol began to fascinate him.

At nine he tried sampling the contents of his father's liquor cabinet, and by the time he was eleven he had learned to mix drinks, including a few for himself.

His boyhood drinking came to an abrupt end—for the time—when one night during a party he acted as bartender and fell flat on his face with a tray of drinks. It was the first time anyone realized he'd been sampling what he'd been mixing.

"My mother had let me sample a drink or two thinking that then I wouldn't want

to sneak out to get it. That obviously didn't work with me, and my mother was quite upset. She herself was not a drinker."

Teen-age drinking was common enough in high school, he found; and at the time he considered fellows who wouldn't drink real "squares."

"Drinking was an act of rebellion against the adult world that wasn't concerned, that wasn't answering our needs, wasn't even aware of them much of the time. I don't mean simply for material things. We drank because we had no communication with the adults in our lives, and drinking gave us a brief, false happiness."

He didn't realize at the time that the furtive drinking only widened considerably the gap between the generations. Actually those weekends when Bob and his friends drank weren't too frequent, but they often ended badly.

"When you're in junior high or high school," he says, "you shouldn't be drinking anything. Even a little bit to drink is too much. There are practical reasons why this is true. If you're interested in sports, any doctor or coach will tell you that you just can't coordinate your actions properly if you drink. You don't even have the same amount of energy, nor does your mind work well. I can't imagine anyone doing anything that requires any organization of the mind, and doing it well if he drinks."

Robert Vaughn got off to a bad start when he was expelled from high school for his drinking. Due to his mother's pleading, however, he finally got his diploma.

At the University of Minnesota Vaughn became interested in acting. In 1956 he moved to California and won his B.A. degree at Los Angeles State College. Seen by a talent scout in a play, he was signed up. He played in many motion pictures, winning an Oscar nomination for his role in "The Young Philadelphians."

Vaughn has become best-known as Napoleon Solo in "The Man From UNCLE" television series which, after a run of several seasons, ends this year. During most of its run he has attended night classes at the University of Southern California for his Ph.D. in telecommunications.

Despite his heavy schedule he leaves time for keeping fit, jogging two miles most mornings, lifting weights, and swimming. His favorite game is tennis. Since his TV series has been physically demanding, it has been necessary for him to be in good shape at all times.

Robert Vaughn found out early in life the hard lessons he now remembers. He remembers the disgrace of being expelled because of liquor. He has seen kids mess up their lives, as he nearly did. He has seen grown men—particularly his stepfather—who never even thought they had a problem, die in agony from drink.

Is it any wonder he's concerned today with teen-age drinking? He'd like to tell young people all he knows so they won't go through the misery of finding out for themselves.

"Don't do what I did! Certainly it was a mistake, and the consequences were serious enough. But I hate to think of what might have been!"