

LISTEN

A
JOURNAL
OF
BETTER
LIVING



Billy Casper -
the Pro

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My Brother's Keeper

If your family has four members and all of them drive, one will be involved in a motor-vehicle accident this year. So say the averages.

Some 26,000,000 drivers will go banging into each other in 1969 if last year's total holds up—and so far it has, and then some. Most crashes involve two cars, so this means that the 1968 accident total was 14,600,000. Nine tenths of these were minor, causing small damage or non-disabling injuries. The other tenth ballooned into a national disaster, disabling about 2,000,000 people (1 percent of the population), killing more than 55,000, and costing \$1 billion overall.

All age groups are involved in the carnage, but most affected is the fifteen- to twenty-four-year-old group. More than 40 percent of the total mortality in this group results from road mishaps.

Some say the traffic picture is improving when compared with the rising number of cars and the total mileage traveled. But the trend is actually the other way.

We are a nation on wheels. Some 105,000,000 of our people are licensed to drive. More than 100,000,000 vehicles crowd our network of 3,000,000 miles of paved road, traveling a trillion (1 followed by 12 zeros) vehicle miles a year. Much of this network is two-lane in rural areas, but about 28,000 miles is superhighway—divided, limited access. Under 1 percent of the road system carries 17 percent of all the travel.

With this mighty mass of moving vehicles, driven by people of varying skills, personalities, and ages, accidents are bound to occur occasionally. The wonder is that people so often help accidents to happen—in fact, at times virtually planning for them!

Estimates now show that alcohol is a causal factor in at least 50 percent of all fatal traffic accidents. Perhaps this is too conservative an estimate, since alcohol may be in the background of many more accidents which are ascribed to other causes. The whole story of any accident is seldom known.

That there are not more accidents is a tribute to the engineering skills which go into the manufacture of motor vehicles and the laying out of the highway system, also to the educating and care in licensing of drivers. One phase of driver education and preparation breaks down, however—we fail to persuade these drivers that drinking and driving don't mix. They invariably seem to feel that "it can't happen here." About 70 percent of drivers who drink do drive after drinking.

Though it wouldn't be very charitable, one could assume the attitude of "I told you so" to those drivers who, realizing the risk they run, try mixing drinking and driving and then get into trouble. But more often than not, the ensuing accident results in injury or death to innocent people. Often this means that children or youth are maimed for life.

Perhaps those who would add the deadly potion of alcohol to the seething cauldron of massed traffic do not take their own danger seriously. They should, however, give second thought to the question asked by God so many years ago to guilty Cain, "Where is . . . thy brother?"

Altogether too often, when alcohol is involved, the flippant, irresponsible reply of Cain comes back, "I know not: am I my brother's keeper?"

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. . . in this issue

- 2 My Brother's Keeper *Editorial*
- 3 The Nonsense of Smoking *Interview by Francis A. Soper*
- 6 Saying NO Positively *Dwane J. Sykes*
- 7 Dial "D" for Dialogue *John D. Harding*
- 8 Too High a Price *Clare Misesles*
- 9 Billy Casper—the Pro *Interview by George F. Kinney*
- 12 A Visit With Dad *R. M. Walsh*
- 14 Demonstration Against Death *Roger Coon*
- 15 **COLOR SPECIAL**
Listen's Newspaper in Miniature
- 19 Try Thinking Instead of Wishing *Taffy Jones*

. . . in the next issue

- ★ Here's how to entertain in the modern style and still make your guests feel really "In the Party."
- ★ Baseball hitters insist that his foot is in your face and he comes at you like a fullback. *Listen's* next cover personality is "Juan Marichal—Super Pitcher."
- ★ Chris Colby's personal experience is a story of psychedelic terror. Read "I Began With Grass."

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This young physician, through a combination of humor and fact, vividly shows —



Interview by Francis A. Soper

"So I got this thing and made myself a \$15,000 ashtray."

It all started when a woman riled a young doctor at a medical meeting by starting to smoke in a small enclosed room.

"To be my usual obnoxious self about it," this doctor recalls, "I spontaneously said, 'Someone should give you an ashtray shaped like a pair of lungs, then maybe you wouldn't smoke.'" That night at home he told his wife about it. "I told her I was going to do it; and since I said I was going to do it, of course I couldn't back down."

He visited a pottery factory, which couldn't do the job, then a glass factory, with no better success, and finally a plastics concern. "They thought I was some kook, but I paid them half of the money; so they went ahead."

By the time the dies were all made, the young doctor had learned that a promise can be rather expensive to fulfill—even when it has to do with an ashtray.

"I had to have all the dies before I could have even one ashtray made," he remembers. "So I had myself a \$15,000 ashtray."

The doctor? Way-

man R. Spence of Salt Lake City, head of the Rehabilitation Department at Holy Cross Hospital. "I've always had a strong resentment to cigarette smoking," he says. "I'm one of these people who are stubborn, I guess—just stubborn."

The ashtray? A hooded affair, appropriately black, topped by a pair of clear plastic lungs that vividly show what smoke does to a human lung. The smoke from a cigarette will curl slowly through one lung, and it takes very few cigarettes to leave a deposit of oily, greasy tar and nicotine. The other lung remains clear in contrast.

"A local bank president has one of them on his desk for out-of-town people who come into his office and smoke," reports Dr. Spence. "He tells me that the average person will light one cigarette and not even finish that after watching the changes in the smoked lung. It's a gruesome enough gimmick that it just might cause a lot of smokers to give up the cigarette habit."

Across the center of the "lung" ashtray was planned this printed message, "This ashtray can be cleaned—but you can't clean your lungs."

To market the gimmick, Dr. Spence called on finances he had garnered from his previously developed medical inventions. One, the Stryker Flotation Pad, a silicon gel suspension fabric, solves the problem of bedsores on invalids by serving as a substitute for body fat so often lack-



The Nonsense of Smoking

ing in important body areas for bedridden patients. Another, the Spenco Insole, a fast-selling athletic accessory, combats foot blisters and heavy calluses for skiers, hikers, and players in tennis, football, and basketball.

The active mind of this medical specialist is never idle; and when it began to focus on smoking, other things began to appear. "My kids had some buttons at home," he says, "and I decided to make up some funny buttons against smoking."

In time this developed into a "Ban the Butt Button Book" containing forty-eight clever antismoking slogans that can be removed and affixed to a metal lapel button. In this booklet, retailing for \$1, you find, for example, "Smoke Today, Gone Tomorrow," "The Family that Smokes Together Chokes Together," "Smoking Pays—The Tobacco Company, the Hospital, the Undertaker," "Orphan Annie's Parents Smoked," "Smoking Causes Dandruff of the Lungs," plus twoscore more.

Some of these best-selling slogans appear on a series of ten "Battle Smoking Badges," with fold-back tabs safe for children.

"They went over well. A friend of mine ordered 100,000 buttons, all different kinds. Being a physician, I got a great kick out of handing them out at the office, and naturally thought of marketing them to physicians. With a brochure and a little plaque I made a mailing out to all doctors in Washington, Oregon, and California, 40,000 of them. I got back letters, a whole lot of letters—including a file of anti-Spence letters."

All of which daunted this vigorous crusader not one whit. One day in a laboratory with a friend he was puttering with a little smoking machine and collecting some tars. The two doctors commented on the eddy currents always clogging up the tubing and valves, and the rather complicated mechanism necessary for trapping the tars and nicotine for demonstration purposes.

Before long another gadget began to take shape. "I came upon the idea of making a little disposable unit to give to

each kid in school, so I took one of my patient's X rays, made some plates of it, and came up with what we call the mini-lung. The tars from a single cigarette in a simple mechanical smoker are blown onto the X ray protected by plastic. This mini-lung then provides a permanent record for students." Each smoker is sold in a heavy-duty box with 100 mini-lungs.

This demonstration is especially effective for teachers or other youth leaders. "The take-home part," says Dr. Spence, "that's it. With kids anything they bring home, that's it! It is inexpensive; so each teacher can literally afford it."

Reviewing the rapid development of this new visual approach to antismoking education, the doctor expresses surprise at the mushrooming interest across the country. At one large educational meeting, he recalls, "the buttons went over tremendously well. The buttons are silly little things, but I think they have potential. They make smoking out, not in. We want to ridicule smoking all we can with kids—just lampoon it to death if we can."

With him, however, it is the combination of fact with humor. "We want to show them how totally ridiculous this nonsense is of joining the tobacco club and paying your dues the rest of your life, plus the one final payment which is the worst."

Dr. Spence is the greatest advertisement for his own product. Wherever he goes—which is near and far on both medical and business appointments—he talks, demonstrates, advertises. "On a plane the other day I wore a button, 'Orphan Annie's Parents Smoked.' The stewardess serving juice looked down to read it, at the same time spilling juice all over me. My seatmates always read my buttons—and snuff out their cigarettes. They are a real conversation piece."

And the doctor becomes serious. "I firmly believe that in talking a person every day out of smoking I'll save more disability, and lives, than I ever will practicing medicine in my present position."

And through the humor, the play, the satire, Dr. Spence is deadly serious in his campaign against smoking. "Cigarette disease is one of the foremost preventable causes of disability and death in the United States," he says. "In fact,



1. Dr. Spence demonstrates his mechanical smoker at the Five-day Plan Congress in Chicago. Note his Ban the Butt button—"Orphan Annie's Parents Smoked."

2. Rapt attention is evident whenever the mini-lung encased in plastic is used to catch tars from even one cigarette which is smoked.

3. Smudges like this are typical of what the smoker gets in his own lungs. This mini-lung is taken from an actual X ray of one of Dr. Spence's patients who died of tobacco-induced disease. In school demonstrations, students are given these gruesome reminders to be taken home to their families.



1,000,000 American children now in school will die of lung cancer alone if the present rate of smoking continues."

And he goes on, "What we want to do is to prick the consciences of parents and responsible citizens to stand up and be counted against smoking. I think we can do this."

He is so confident that people in an educated society will see the destructiveness of cigarettes that he envisions the day when the habit will disappear. "When I was a kid I remembered that people used snuff and chewed tobacco. You don't do that today and be successful. Very definitely, if I don't get bumped off by North Carolina [a tobacco-growing state], I'll live to see the day that smoking will become socially unacceptable. People will eventually realize that cigarettes do not taste like 'springtime.' They taste like birdcages."

Dr. Spence sees the use of tobacco as a personality factor. For example, he equates smoking and drinking. "We have a rule of thumb in medicine that's very valid: There's no such thing as an alcoholic who doesn't smoke. Obviously, there are exceptions, but if you ask many psychiatrists to go through their files, they won't come up with one very easily."

This, of course, does not mean that all smokers are alcoholics, he says. But he is firmly convinced that "if we take away all the smokers, immediately we will more or less eliminate the problem of alcoholism. And this is one big hunk of all of our auto accidents."

The second big group of auto accidents occurs in youth, he continues, and smoking in youth is a form of rebellion. "If we take away the smoking youth, we have left a much better class of youth. So if you give me a group who does not smoke, I know I will have very little problem, if any, with rebellious youth. I will get a much better breed of cats."

Furthermore, the doctor is in business, with people working for him. "I will not hire a smoker. Why is that? I guess I'm a little paranoid about it, but I know that as an employer I've got to pay 17 percent more sick time to a smoker. Why should I hire someone who is sick more? Besides that, I know I've got a better chance when I hire a smoker of also hiring an alcoholic."

The doctor makes no bones about his convictions on

alcohol as well as on tobacco. He's not so much concerned about alcohol and its physical effects. "That's not the problem—it's a mind drug. Alcohol is a tremendous drug. If it were discovered today, we wouldn't even be allowed to use it. It's far more addictive than phenobarbitol, for instance. We wouldn't even use it in medicine. I take the unpopular stand that one drop of alcohol makes no sense whatsoever."

It is plain to be seen that Dr. Spence has convictions—at times, unpopular convictions. But he does something about these convictions. He acts on them, and utilizes persuasive, though forthright, methods and visual aids to communicate his convictions to people. Every letter he sends out contains "a little thing," as he calls it, on the bottom that well sums his philosophy in life: "Ideas won't keep. Something must be done about them." Few persons in our world today more diligently apply this principle than Dr. Wayman W. Spence. ■



Dr. Spence presents a "lung" ashtray, made possible by his original \$15,000 ashtray. Each member of the national Congress has been presented with one of these gimmicks to discourage smoking in his office.



TO A YOUNGER BROTHER

Dear Hank:

You asked me what to say when offered a drink by a prospective employer or by company VIPs. This is a question I have faced because my wife and I are regularly offered drinks by various folks we certainly would not want to offend. So we understand your concern as you enter the business and social world. We have never felt the slightest bit awkward nor embarrassed about declining an alcoholic drink. We think it all depends on how you go about it.

At social events the nondrinker often must respond to the question, "Will you have a drink?" A readily acceptable and positive answer can be simply, "Yes, I'll have some ginger ale." Most hosts will let it go at that, and the other guests won't really care.

Some who are nondrinkers because of religious belief feel compelled to answer, "No, I don't drink." However, if the "Yes, I'll have a ginger ale" seems an unsatisfactory reply for these persons, there are other answers which can fit virtually any occasion and achieve the same result.

The key is this: DON'T REFUSE. At least not as such. The reason many folks offer a cigarette, or for that matter a ride to the drugstore, is that they want to be polite and to offer you hospitality, as viewed from their perspective. If you merely say, "No, I don't drink," then you've left them no way of being gracious. They interpret such a reply as saying, in effect, "No, I don't want your hospitality." So give them the chance to be hospitable and simultaneously divert attention from the fact that you don't drink.

How you successfully provide this chance depends upon the situation. Usually it's best done in a joking way—but never with a sermon. Here are some ideas I've found useful:

No matter what your age, you can wink and say, "Sorry, but I can't accept a drink. I'm under twenty-one! But I would like a soft drink."

"That stuff's too strong for us old men. I'll settle for a ginger ale, if you don't mind."

"Thanks, but I'd prefer a 7-Up. You know, some of us can only afford one more vice."

"Oh, I couldn't! It raises all sorts of aggravations with my ingrown toenails. But I'll have a glass of tomato juice or other juice, if you have it."

My wife—you know what a tease she is—sometimes will say something like, "Oh, no!" Then she'll whisper confidentially, "One drink, and I turn into a pumpkin with a green nose. It's so embarrassing, you know. But I think a tonic water with a slice of lemon might be safe." Tonic water is a commonly available mixer and often a good choice.

But the point of all this is not to make a point of it. Don't risk appearing self-righteous. To me the "No, I don't drink" reply might sound holier-than-thou unless said just right. Your host wants everyone to be comfortable, including himself. After all, that's why he's making the offer in the first place.

I don't like to hear a person blame his abstinence on his church by saying, "Sorry, I can't drink. It's against my religion." Stand on your own two feet. If you don't believe in using alcoholic drinks, for whatever reason, then don't use them. You mistakenly might give the impression that you would drink if the church didn't prohibit it. If your host wants to know why, he probably will ask you.

Another thing, don't stall around hoping to avoid the situation. If they get a drink ordered or poured for you, then it's rude to decline since you did have the chance to do so earlier.

At a large reception different attendants often come around to refill the glasses. You can avoid repetition of the liquor question simply by retaining some ginger ale in your glass as you talk and move about. When the continual refills are offered, just indicate your partly full glass and say, "I'm fine, thanks." To live up to your standards does not mean you have to stand out like a sore thumb. Just be honest with yourself.

What about that rare occasion when you inadvertently end up with a glass of spirits in your hand? You can always quietly forget it on a mantel somewhere.

By experience I know that most people do not think a person square or prudish for not drinking. Whether out with the big wheels or just the boys, declining is not rude provided you allow the host to be gracious. In fact, it might be a point in your favor by being remembered not so much for not drinking as for your originality and pleasantness in declining.

As always, your brother,

Dwane

Saying

NO

Positively

Dwane J. Sykes

A new use for that old instrument, the telephone

Dial "D" for DIALOGUE

John D.
Harding



Nerve center of the ETN is this panel-discussion group which provides factual coverage on drugs for the thousands of people participating in the program across the state.

Coordinator Lorne Parker seems satisfied with the progress of the Educational Telephone Network and its spreading educational program against every drug abuse or misuse.

MANY lectures on drug abuse have been presented throughout the United States. But it's doubtful if any have been beamed to their audience in quite the manner the University of Wisconsin Extension employs.

A simple comparison is the old-fashioned party line. A more sophisticated title is the Educational Telephone Network (ETN), which links fifty courthouses, fifteen University of Wisconsin campuses and centers, and fifty-six hospitals in the state. Developed over a four-year period, the university worked in cooperation with the Wisconsin Telephone Company to solve the noise problem. The rural reader of certain areas would probably best understand this shortcoming. As an increasing number of receivers are taken off their hooks, the quality and clarity of the spoken word diminishes until eventually it becomes unintelligible.

The problem has been solved to a degree where shortly it will be capable of reaching 120 points in the network simultaneously. These outlying stations have identical handsets and loudspeakers which permit the participant to converse with all listening points within the ETN system. Originally developed to permit doctors throughout the state to continue studying, the first Postgraduate Medical Program using the ETN was conducted in late 1965.

The network continued to expand, and in January, 1967, subject content was diversified when University Extension faculty meetings were held via the system. In 1965 the network served 190 participants, with listening stations located at eighteen hospitals and clinics, and it featured one program. Three years later participation had risen to 80,000, and it featured 982 programs.

One of the most notable and timely series of lectures ever presented over the network is the Tele-Lecture Course

on Problems of Drug Abuse. It is a combination of fifteen lectures covering various aspects of the drug abuse problem, particularly as it affects younger people such as the teen-ager. Representative lecture titles include, "Historical Background and Basic Issues of Drug Abuse," "Drug Dependence: Alcohol-Sedative Type," "Treatment and Rehabilitation of Abusers of Hallucinogens and Amphetamines."

This unique undertaking, operated as a giant classroom encompassing a 3,000,000-plus enrollment, is sponsored by The University of Wisconsin, the University Extension, Health Sciences Unit; the Extension Services in Pharmacy; Department of Nursing; and the Department of Postgraduate Medicine. The lectures are presented for the benefit of pharmacists (who are playing an ever-increasing role in drug abuse prevention), nurses, physicians, lawyers, social workers, teachers, clergy, enforcement personnel, parents, and others. It should be noted that many of this audience deal specifically, in some form, with the high school student.

As the brochure on the series describes the course, "It is an up-to-date series of lectures bringing together the knowledge of experts, from around the United States, who are currently engaged in studying various aspects of drug abuse. The lectures are designed to provide current knowledge for those individuals . . . who need additional information in this area as well as others interested in the general area of drug abuse."

Unquestionably, a great step toward the control, and hopefully the eventual eradication, of drug abuse has been taken in Wisconsin. The telephone, long the teen-agers' favorite instrument, is finally being put to a use highly beneficial to the health and welfare of these young people. What else can they say but, "Dial me in?" ■

TOO HIGH A PRICE

Clare Miseles

TED opened his eyes almost to the minute he had set his mental alarm clock. He grinned sleepily. This was great. All he had to do was tell his brain that he wanted to get up at a certain time, and it awakened him. And to think his brain functioned so well after drinking last night!

One lousy leg dropped out of bed. All right, so he was tired. Who wouldn't be? One foot found a slipper, and tried to force it on. OK, so it was the wrong foot. Anyone could make a mistake. He suddenly remembered the time and let out a whistle. The whole reason for this mental alarm clock bit was to get up and out of the house before his mother could start asking questions.

It worked too. He was just reaching the front door when his mother came downstairs.

"Ted, wait," she called.

"I'm in a hurry, Mom," he called back. "See you tonight."

"Whew!" he exclaimed, going down the walk. If there was one thing he hated it was to start explaining why he got in so late, why he went with friends who drank, and why he drank. The way his mother went on, it always ended up as an argument.

Why all the fuss, anyway? Wasn't he in school? His fingers tapped against the chair and his legs stretched out, relaxed, as he half listened to the lecture in class. Professor Burns was go-

*NOTE: According to "World Book," "Doctors have said a person can become color-blind from drinking too much alcohol." The Chicago Council on Alcoholism reports, "Malnutrition resultant from excessive alcohol ingestion, or poor digestion, absorption, inadequate diet, malfunctioning liver, drugs, toxins, can cause so severe visual rhodopsin as to lead to color blindness."

ing on and on and on. It was boring.

He stifled a yawn and mentally promised himself that tonight he would turn in right after a little study. He stifled another yawn. Maybe he would forget the study and turn in right after supper. That was better. His mother couldn't ask questions.

Then he remembered history research. He would have to go to the library, and of all times when he was dog tired. He thought of the long trek home and began to rack his brain for someone to give him a ride. The corners of his mouth curled up. D.T. Good old D.T. would do it. His real name was Don Tyrus, but D.T. suited him better. What a drinker! He could tank up and still keep his physical and mental equilibrium.

D.T. agreed with a lethargic grin.

While Ted read and wrote, D.T. used a stack of books for a pillow and snoozed away. When Ted finally got him up, he was groggy and a little incoherent. So would I be, thought Ted, making excuses.

But once they were in the car, excuses were a little hard to come by. Semi-stupor when drinking with the guys was all right, but the careless clumsy way D.T. brought out his car keys made Ted uneasy. He slid across the seat and asked hopefully, "Want me to drive?"

But D.T. said, "Naw—" and started the car with a lurch.

"Watch it!" cried Ted, with sudden fear.

"S'all right." D.T. slurred his words, and sped forward.

Ted expected to hear the warning police whistle, but D.T. was in the clear and sped on. Ted watched the road, then decided that D.T. was probably OK to drive. He even closed his eyes for a moment, but then opened them quickly to see D.T. run a red light.

"You just went through a red light," Ted cried, looking back to see if an officer was around.

"You can't win 'em all." D.T. sing-songed it. "I've been lucky today, up to now—"

"You—you mean you go through red lights often?"

D.T. turned to face him. "Wouldn't you if you were color-blind?"

"Color-blind?" Ted gulped, and a little chill started up his back. Driving with someone who was color-blind

gave him the willies. "Were—were you born that way?"

D.T. shook his head.

"You weren't?"

D.T. gave a strange-sounding chuckle. "You have to pay the price for your sins, you know." He side-glanced at Ted and said bluntly, "Alcohol did it."*

Ted let out a low whistle, and D.T. went on to explain that being color-blind has something to do with part of the eye, the nerves in the center of the retina that see color. "And mine are diseased, I guess."

His voice suddenly sounded weary, and Ted felt sorry for him. Color-blind. What a price to pay. His thoughts sped to the future. "What about a job? Seeing color's important—"

"For an accountant?" D.T. shook his head slowly.

Maybe not for an accountant, Ted thought. But to be color-blind all your life? Just the idea of never seeing the changing seasons, spring with its green and fall with its red and gold, made him sick. How he loved color! He liked to watch birds. It didn't take a ton of bricks to fall on him; this was one price he wouldn't want to pay, nor was he going to.

It was a sober, serious Ted who let himself into the house. His mother noticed his unusual quietness as she came from the kitchen. There was nothing turbulent or secluded about his expression, and that puzzled her.

"Are you all right?" she asked anxiously.

"Never better," he answered, with a relieved sigh.

The tone of his voice and the way he spoke satisfied her. "I want to talk to you, Ted."

"Sure, Mom." He approached her with a newfound peace and contentment swimming in his eyes. He even surveyed her head, watched the gold glints glide along the strands of her lovely hair. "You know, Mom, your hair's a pretty color." He swallowed hard. Color. To be without God's color would be a terrible price to pay.

"Why, thank you, Ted," interrupted his mother. She smiled as she eyed her son. He was different, changed for the better, and joy flowed into her heart.

"We'll talk," promised Ted. And he meant it. They would talk—maybe not after supper, or later that night; but they would talk. ■

Billy

Interview by George F. Kinney

Casper - THE PRO

Billy, when did you become interested in golf?

I hit my first golf ball when I was about four and a half years old. This was in a New Mexico cow pasture, where two holes were fixed up by my father and uncle. When I was in high school, wanting to complete my school, I took up caddying. Actually I started this at the age of eleven. I was quite torn between professional baseball and golf for many years, but because of the need for money to pay for clothing and take care of myself a little, I finally chose the game of golf.

Did golf provide a real inspiration for you?

I was never content with being an also-ran; I tried to become one of the best. I think this is very important with young people, whatever they do. No matter what profession they choose, they should strive to be one of the very best. They shouldn't lose sight of their talent, but perfect it and use it in serving their fellowmen. This is the way they are going to gain happiness, and by doing this they are doing the Lord's work.



Expert blasts out of sand traps have helped Billy Casper collect more than \$1 million in golf winnings. He has been in the money more than 100 straight times, and stands second only to Arnold Palmer in all-time winnings—a long step from the \$33.33 last-place money he won in his first pro tournament, in Portland, Oregon, in 1955.

Billy Casper-the Pro

When did you begin to gain success in golf?

Well, I started out on professional tour in June, 1955, and I have played continually since. The first complete year I played was 1956, when I wound up the twelfth money winner for that year. Since then I have had a good deal of success. I have never had a bad year. I have always been in the top ten money winners, with the one exception of 1963. So success came almost immediately. This is something I am thankful for.

How many tournaments have you won?

In February of this year was the forty-fourth win of my career. There is only one other player now who has made more money in playing tournament golf in his career, and that's Arnold Palmer.

Would you say that golf has been the greatest interest in your life?

It used to be. At one time it meant more to me than my family, my health, or my God. My early life was lopsided. My parents separated when I was twelve; so I had little family life. When Shirley and I were married, we talked about religion, which was so important to her; but I made it clear that I wasn't interested in going to church. Besides, I played golf on Sundays. Our children came along, and I became involved in their well-being. As they grew older, Shirley every week would go off to church with them. I began to feel left out.

Of all sports, golf is one of the most demanding. Especially is this true of the golf tournaments, where the pros compete in tight competition. Their timing in the swing off the tee must be precise, as must also be the putts on the green where they win or lose according to the way they sink their shots. Good coordination all the way is the secret of tournament victories. This is the way Billy Casper has won some forty-four tournaments as a professional, six of them during 1968, earning him the title "Gelfer of the Year."



What changed the picture for you?

One morning our eldest, Linda, shook me up when she said, "Sundays are days for mommies and children to go to church and for daddies to play golf." It was an innocent comment, but it hurt. That very day I went off to church with them. I didn't invite God into my life right then and there, but I became open to Him. On New Year's Day, 1966, I was baptized into the Church of Jesus Christ of Latter Day Saints. Now I live for God and for my family. Golf is no longer the most important thing in my life.

Then you believe in a spiritual basis of life?

Yes, I would say that life for me has had two basic elements: getting my body physically into shape, and then accepting the gospel of Jesus Christ.

What constitutes real balance in life?

By keeping yourself mentally healthy, you will keep yourself physically healthy. If you are going to make the top rung, you are not going to do it in disobedience to the basic laws of God and of your being.

How do others look on a person with high standards today?

If you realize that material things in the world are not the important things, then you are looked up to with great respect by those you contact. They see in you something they may not possess in their lives, and they are drawn to you, wanting to know more about it. This is why example is so important in life.

What would you say is the general trend in the

Billy Casper is called "Ice Man" because he never cracks or even bends under terrific tournament pressure. Before he plays, Billy asks for the Lord's help in playing a good match and doing the best he can. He relies on his strong religious beliefs to provide a practical support for his game.

attitude of sportsmen as far as health is concerned?

Many athletes indulge in damaging habits and miss the real life they could enjoy. Such habits are not compatible with what the professional athlete represents. They are not conducive to good health.

Is drinking really detrimental to sports success?

In the past I have drunk alcoholic beverages; and I found that when I went out to the golf course the next day, I was not as steady as before. Drinking affected me. I know that I have only a certain number of years to perform at my peak, and anything that detracts from this, I want no part of.

What about smoking?

I did smoke periodically. I don't remember smoking a whole pack of cigarettes, mainly because I didn't like the taste of them. I uncovered some statistics on the subject when talking to youth groups, and the facts are frightening. I don't smoke.

I have even found that when I had a cup of coffee or tea at breakfast, and then went out on the golf course, those three—or four—footers were more difficult to make. I was not as steady. I know that the use of these things does not help in the growth or control of the human body.

Is it to your advantage in professional circles to hold standards like these?

I find it an advantage, because I think everyone in the world is looking for something better. In our careers, others are looking at us. Our sons and daughters expect a good example. It is up to us to choose well what we believe and do. We are here to exercise free agency. We must make our choice between good and evil.

Do you feel you have a purpose in life other than being a good pro golfer?

Young people need a lot of help at this particular time because of the many distractions in the world today. I have

a great admiration for athletes, for among them are some of the finest people in the world. Many are now making commitments to the Lord and are making their convictions known. This wonderful point of view gives direction and guidance whereby young people can emulate those of whom they are very fond.

Have you a comment on why many youth seem to be going wrong today?

It is easy to get wrapped up in material things. The problem that youth are experiencing today is that they do not get enough love. They do not get enough guidance and good teaching. Most of all, they do not get enough discipline. Because of material things, parents are often worried about what the people next door are doing. They want to be socially accepted in the community and do not devote their time to their young people.

What is the formula for success in any line?

In order to obtain any type of perfection, you must have a grip on yourself. In order for me to become an outstanding golfer, it has taken a lot of time. It hasn't been something that happened overnight, but it has taken great dedication, a great determination, a great desire. I have never been content with less than striving to be the very best.

One should attain a goal, and then strive for another. You have to progress continually. You must have a firm grip on yourself, just like a golfer must have a firm grip on his golf club. This represents self-discipline, self-control. There are going to be times you will be tempted to go astray. You have to be strong and thoughtful and rely upon the Lord. ■

"They say golf is a humbling game; today I learned an awful lot about humility," said Billy Casper after losing the 1960 Masters golf tournament by one stroke to George Archer (right). The victor's smile contrasts with the losers' glum looks. George Knudson, Tom Weiskopf, and Billy Casper (left to right) tied for second.



A R. M. Walsh VISIT WITH DAD

I VISITED my father last summer for the first time since Mom divorced him. He still lives in Southern California where we used to live when I was a little kid. But I don't remember it much anymore now that I'm older. Not that I'm so old yet, but a seventh-grader in Junior High is a long way from the little six-year-old kid I was when Mom took my brother and me up to Northern California to live.

We started to plan the visit early last spring. I just couldn't wait for the day my brother and I were to get on that plane. It wasn't just the plane ride; it was seeing my dad. I guess I had built him into some sort of a super-hero in my imagination. I knew he was an ex-ballplayer and athlete; but it was more than that. I had begun to build up other things in my mind too—like wishing I could live with him.

I was starting to resent Mom because I didn't have a dad around like other kids. And, too, I resented it because Steve and I didn't have things as easy as some of the guys. We had a good enough place to live and plenty to eat and decent clothes, but there wasn't extra stuff like fancy vacations every year, a color TV, or a new car.

When I beefed, Mom didn't say much, but Steve said once that if Dad had ever paid child-support like he was supposed to, Mom would have more money. But that made me all the madder 'cause I knew Dad would have supported us if only Mom hadn't divorced him.

I guess I was pretty much on Dad's side that spring before the visit. Of course I had those letters from Dad (the first ones in years), and he sent pictures of the swimming pool at the apartment where he lived, and a picture of his new car—one of those neat foreign jobs. I was just tired of Mom and Steve sort of putting Dad down. They never really said anything bad; Mom always encouraged me to write Dad and said nice things about his being an athlete when he was a young guy and all. But I knew from talks Mom had had with Steve and me after the divorce that Dad was supposed to drink too much. And sometimes she and Steve referred to his "irresponsibility" about us kids. Once in a while he'd phone long distance, and Mom would shut the door of the dining room where the phone was and talk quietly for a while. I asked why I couldn't ever talk to my own father when he called, but she just shook her head and looked sad. All that mystery, as though there was something to hide. It made me sore. What if he did drink? Lots of people do, and it doesn't make them bums.

The great event finally came and our plane landed at Los Angeles International Airport. Dad was there to meet us, and I was so excited I could hardly talk. He was even bigger than I remembered and looked swell, except that his face seemed a little red. And when I sat next to him in the car, I noticed a smell which I didn't like much.

"How about a ball game tonight?" he invited after we were back at his apartment and had had a look at the swimming pool and all. This was great, as the Dodgers were playing the Giants.

Dinner at the steak house on La Cienega Boulevard was swell too, only Dad had about three or four cocktails—"marts," he called them—and his face kept getting redder.

The game was neat. I was rooting for the Giants, of course, and Willie Mays hit a homer. I always get hungry at ball games, and I was practically drooling when the popcorn vender went by. But Dad kept buying nothing but beer. He even offered Steve some, which Steve turned down 'cause he's an athlete too, and wants to stay in shape to play football for State this fall.

After we got home we had a swim in the pool. That was great, though I was disappointed that Dad didn't come in with us. He just relaxed in the deck chair at the side of the pool and drank more beer.

The next day was Sunday, and we were to go to Disneyland; but when I woke up and started talking about it, Steve looked glum and said maybe we wouldn't go. Dad was sprawled in the big recliner chair by the TV snoring away, still dressed like he was at the ball game.

"What's the matter with him?" I whispered to Steve. "Didn't he go to bed last night?"

Steve snorted. "He drank until he passed out, I guess. I suppose he's sleeping it off now, and we better just let him sleep."

I thought a moment. "How about church? Won't he wake up in time for that?"

"Are you kiddin'?" Steve replied. "Bet he hasn't been to church since Mom divorced him."

"But if he sleeps all day, what'll we do?"

Steve shrugged. "Eat, swim, maybe take a walk."

The refrigerator was stacked with beer cans but not much else. No eggs, no milk, no juice. Steve really looked mad when he slammed the refrigerator door. "Nuts. Dad said he was going to run out to the market last night and get some food. Looks like all he got was more beer."

I investigated the bread box and cupboard and found some doughnuts and bread. "Guess he just forgot," I said to Steve. "He isn't used to having kids around, you know."

"Nuts." Steve said again. "He promised Mom that he'd stay sober for the few days of this visit."

"Maybe he can't help it," I answered, as I started to make some toast. "Mom said once it was a kind of sickness."

"Sure, I go along with that," Steve mumbled. "Mom tried to help him for years. He was in Alcoholics Anonymous for a while, and in hospitals, and treated by head doctors—the whole works. But nobody can help him because he doesn't want to help himself. That's why Mom had to pull out and take us kids away with her."

I guess I looked funny, because Steve really gave me the eye.

"You know, Kid, Mom didn't want to divorce Dad. She loved him. But she loved us kids too, so she had to get us away. Whether you know it or not, Rick, it was Dad who didn't love Mom or us enough. Not the other way around."

I felt pretty chicken then, because I knew Steve meant that I had been blaming Mom for the divorce and all.

We messed around, Steve and I, until late afternoon. We swam for a while, but somehow nothing was as much fun anymore. Dad woke up, and I guess he felt lousy because he didn't talk much—just started drinking beer again. The beer didn't help him; so he started drinking whiskey. Soon



ILLUSTRATION
BY J. CONVERSE

he seemed to perk up some and asked us if we were hungry.

I was starved—nothing but toast and doughnuts for breakfast, and a can of chili beans we had heated for lunch. Dad mumbled something about getting cleaned up and taking us out to a restaurant to eat, but when he got up, he stumbled and almost fell. He finally made it to his bedroom and shut the door, and Steve and I waited for him to get showered and shaved and dressed.

After a while I noticed that it was awfully quiet and that there weren't any sounds coming from the bedroom. Just then the doorbell rang and a bald little man stood in the doorway.

"I'm Mr. Wagner, the apartment manager here. You must be Dave's sons," he began. "How are you boys enjoying Southern California?"

"Come in, Mr. Wagner," Steve said politely. "We're enjoying our visit with Dad."

"Well, boys, I noticed you swimming this afternoon, and the apartment rules are no guests in the pool unless the apartment tenant is with them. Don't want to spoil your fun, but your dad should at least be out on the sun deck. We don't have a lifeguard here, you know, so we have to enforce rules. Where *is* your dad, anyway?"

"Uh, he's in getting dressed, I guess," Steve answered uncertainly, as he approached the bedroom door.

"Knock on the door, son. I'd like to see Dave a minute." Steve knocked but there was no response. Mr. Wagner

moved impatiently toward the bedroom as Steve pushed the door open slightly. Dad was stretched out, half on the bed and half on the floor. Whiskey from the overturned bottle beside him was soaking into the rug.

Mr. Wagner frowned. "I was afraid of something like this. He's off on another one, and this'll go on for days, probably." He turned to us. "How long were you boys going to stay?"

"Just three more days," Steve replied. "We have our return reservations for Thursday morning." He hesitated a moment. "Maybe we'd just better go on back tonight if we can get our reservations changed and call Mom to meet us."

"Good idea, son. Your dad can go on and on when he starts drinking. And then I usually have to call a doctor for him, he's so sick afterward. Look, give me your mother's number and I'll call her and call the airport. Then I'll drive you out as soon as I can make arrangements."

Mr. Wagner bought us dinner on the way to the airport, and Mom, of course, met us at San Francisco International. I was pretty glad to get home. None of us said much about Dad. Oh, in answer to Mom's questions, Steve filled in a few things Mr. Wagner had left out, careful-like though, as if I were too young to know about things. They kept quiet and exchanged looks—same old mysterious business. But I didn't mind a bit. I just sat stuffing in sandwiches and milk, and smiling at Mom. ■

demonstration against death

Roger Coon



This "student uprising" at Pacific Union College . . .



. . . protested cigarette advertising . . .



. . . in a TV-covered rally as . . .



Students riot at Harvard University—students demonstrate at Pacific Union College.

Thus screamed the headlines in early April this year. Both radio and television carried the stories nationwide.

Walter Cronkite's popular news program commented critically on the Harvard riots, then took its TV viewers across the continent to another kind of "student uprising." He obviously relished the refreshing contrast between the bloody warfare on one campus and the youthful stand for health principles on the other campus 3,000 miles away.

Chanting "Stamp Out Cancer . . . Stamp Out Cancer . . . Stamp Out Cancer," nearly 1,000 placard-bearing, banner-waving students and faculty of Pacific Union College in California joined in a nine-mile "protest march" in demonstration against cigarette advertising.

PUC, with coeducational enrollment of 1,700, and an 1,825-acre wooded campus at Angwin atop Howell Mountain, is operated by the Seventh-day Adventist Church.

Teachers and students neither drink nor smoke, but while they are safe from tobacco-induced diseases, they are concerned over the increasing numbers of others who are dying from such diseases.

Intended to show that "college kids can show social concern in a constructive, progressive manner without raising hell or burning the country down," the demonstration, according to Student Association President Leland Yalelis, had two purposes.

"We wanted to draw community attention to the fund-raising drive of the American Cancer Society, and we wished to make prominent the increasing dangers to public health from cigarette smoking, the largest single cause of lung cancer."

Climaxing the march was a protest rally, gathered to hear Emerson Foote, New York advertising executive, a co-founder of the Foote, Cone & Belding agency which popularized the famous slogan "LS/MFT" (Lucky Strike: Means Fine Tobacco) for the American Tobacco Company, and which sold mil-

lions of cigarettes during World War II.

He later threw over the presidency and board chairmanship of McCann-Erickson, Inc., world's second-largest advertising firm, because the company wouldn't drop tobacco accounts. He had become convinced that it is wrong to promote a product known to be killing people by the millions. He quit his job paying a six-figure salary rather than continue in something he felt to be wrong.

The day after leaving McCann-Erickson, Foote was made chairman of the National Interagency Council on Smoking and Health, a combination of private and Federal agencies whose aim is to counter the serious dangers to health caused by cigarettes.

Shortly thereafter, Lyndon B. Johnson appointed him a member of the President's Commission on Heart Disease, Cancer, and Stroke.

At the protest rally, Foote referred to tobacco manufacturers and ad agency men who handle tobacco accounts as "a cadre of hardened men who kill for profit by the callous promotion of cigarettes." He urged a three-point program for the nation:

1. The immediate wiping out of all cigarette advertising from all media.
2. The continuation of a strong counter-persuasion program of antitobacco education stressing the fatal dangers of cigarette smoking.
3. A personal campaign by individuals to persuade their friends and acquaintances to give up smoking in order to save their lives.

"Approximately 25 million of the 202 million Americans now living are going to die from the effects of cigarette smoking in the years ahead," the adman stated. Nationally, cigarettes now account for 250,000 deaths each year—between one seventh and one eighth of deaths from all causes, he declared.

Foote believes a national advertising ban on cigarettes would cut national consumption by 50 percent in less than ten years' time, representing a saving of more than 10 million of the 25 million smokers now doomed to premature death from smoking-related diseases. ■

. . . Emerson Foote described tobacco magnates as "a cadre of hardened men who kill for profit."



Drug abuse is not confined to slum residents, college students, or hippies. The National Institute of Mental Health has initiated a television campaign against the abuse and illegal use of amphetamines, barbiturates, et cetera.

Focus Should Be on Major Drug Traffickers

Federal agents have spent too much time in the past "chasing addict-pushers down the streets" and not enough pursuing the major distributors of illicit drugs, says John E. Ingersoll, head of the Justice Department's Bureau of Narcotics and Dangerous Drugs.

The "stated approach" was to cut off drugs at their source. But, he adds, "I don't think it was implemented."

"What they said and what they were doing were often two very different things. They were chasing addict-pushers down the streets at the same time they were trying to reach the higher echelons of traffic. There were too many low-level arrests being made.

"Now we're focusing our efforts on the major traffickers—in the case of drugs, the operators of clandestine laboratories and the major distributors," Ingersoll says.

As for the relationship between drug use and the recent wave of campus demonstrations, Ingersoll

says: "There's an association—that is, a number of the kids who are active in these demonstrations and things also are using drugs.

"Whether the drugs are causing them to be active, or whether they are using drugs because of the kind of environment they are in, I really can't answer. . . .

"I think the best thing I can say is that there is a significant amount of drug traffic among these people."

Alcoholism Hinders TB Treatment

Twenty-two percent of all hospitalized tuberculosis patients are also alcoholics, reports *The American Review of Respiratory Diseases*.

In the nation's first full-scale survey, 90 hospitals reported that alcoholism greatly complicated the effectiveness of tuberculosis treatment. Eighty-eight said it was a moderate problem and 56 indicated that it was minimal. Only 19 reported that alcoholism was not a problem. These 19 held the smallest number of alcoholics.

The major problem was the high rate of discharge against medical advice and absence without leave, reported by 62 percent of the hospitals polled. Fifty-eight percent of

TV Spots Lash Out Against Common Drug Abusers

A pretty, young housewife leaves her suburban Colonial house on a sunny morning and together with her two children steps into the family station wagon.

This opening scene, which began appearing on television screens in early April, looks like the start of another video tale of American family happiness. Then Rod Serling of "The Twilight Zone" shatters the illusion:

"This is 74 Langford Street," he says, "home of Mrs. Mary Clayton. She's a junkie. She'd be shocked if you called her that. She just takes a lot of pills. Amphetamines, to get going. Barbiturates to put her to sleep—without the supervision of her family doctor. Pills

which could distort her judgment and could become addictive.

"Mrs. Clayton's a junkie. And what's scary is, she doesn't know it. How about you? Any junkie live in your home?"

This thirty-second script was designed partly to shock the average American into a recognition that drug abuse is not confined to slum residents, college students, or hippies. The script is part of an unusual campaign prepared for the National Institute of Mental Health by a New York advertising agency to fight abuse and illegal use of not only amphetamines and barbiturates, but also LSD, marijuana, cocaine, heroin, and other drugs.

Using television and radio commercials and posters aimed at specific groups of drug abusers or potential abusers, the creators of the campaign believe they can turn people away from drugs in the same way that they steer them to detergents and toothpaste. The concept is similar to advertising against cigarette smoking.

In trying to persuade college and high school students not to try LSD, speed (methamphetamine), and other such drugs, the producers carefully avoided "scare stories" that were not documented by scientific facts.

"We were told by many, many experts in this area that the absolute worst thing is to allude to anything that isn't factually proven," explains Richard Earle, a creative supervisor at Greg Advertising, which is producing the campaign at cost. "When you bring out half-baked evidence, the kids know it is false. Parents can be scared, but most young people know more than their parents about drugs, especially in college groups."

As a result a one-minute anti-speed film, for example, shows a man slowly deflating like a balloon after he sticks a needle into his arm. After making the point that stimulants can be dangerous, the announcer concludes: "Needles or pills, drugs like speed are nothing to play around with. Speed plays rough."

Double Your Trouble

Driving automobiles in heavy traffic may pose a special threat of carbon monoxide poisoning to heavy tobacco smokers, reports Robert K. Stevens, a Government chemist.

He says the increased threat exists because such people already are burdened with potential dangers from the perilous gas of their smoking.

the alcoholic patients posed a disciplinary problem; 53 percent had a higher readmission rate than nonalcoholic patients; 39 percent had a longer hospital stay, and 33 percent were uncooperative with their TB treatments.



Alcoholism greatly complicates the effectiveness of tuberculosis treatment. The combination of diseases is found mainly in lower socioeconomic groups.

Alcoholic Parents Are Sure to Affect Children

Only 28 percent of children from alcoholic families grow up free from mental or physical damage, a survey by the Salzburg Alcoholic Welfare Organization reveals.

Some 15.5 percent of the children studied grew up under slum living conditions as a result of the financial situation of the alcoholic parents.

Twelve percent of the children showed severe mental and physical damage because of neglect. Five percent were removed from parental care because of the alcoholism of one or both parents. Eight children died of neglect; one died of mishandling.

Wrong Doctor

From a homeowners' column in the Washington, D.C., *Evening Star*:

Q. Please send me plans for making a winepress.

A. You addressed your request to the wrong department. I am the House Doctor—you want the Souse Doctor.

In This NEWS

◆ A Harris poll supports the FTC advertising ban on tobacco. See page 16.

◆ College students are reevaluating their smoking habits. See page 17.

◆ Researchers predict a vaccine to prevent virus-caused cancer. See page 18.

Harris Survey

Poll Supports Tobacco Ad Ban

The American people favor banning all cigarette advertising from television and radio, according to a recent Harris poll. Under the plan, recently suggested by the Federal Trade Commission, advertising for cigarettes would still be allowed in newspapers, magazines, and media other than broadcasting.

In addition, the public supports strengthening the present warning on cigarette packages to say that "cigarette smoking can cause lung cancer and heart trouble, which can cause death." The present warning states, "Cigarette smoking may be hazardous to your health."

Those who smoke, however, take a negative view of both proposals, which are calculated to cut down on the number of Americans who share their habit.

The main reasons cited by the public for banning the advertising of cigarettes from radio and television are:

1. Ads make smoking too enticing.
2. Cigarette smoking is injurious to health.
3. Unknowledgeable people should be protected.

People opposed to a ban of cigarette commercials in broadcasting give these reasons:

1. People will continue to smoke anyway.
2. Discriminates against the tobacco industry.
3. Restricts freedom of communications.

The key question testing attitudes about banning cigarette advertising from broadcast media was:

"It has been proposed that all cigarette advertising be banned from television and radio, but not from newspapers, magazines, or other media. Would you favor or oppose banning cigarette advertising from television and radio?"

	Favor	Oppose	Not Sure
Nationwide	50	40	10
Smokers	40	50	10
Nonsmokers	57	33	10
Former smokers	57	34	9

The question dealing with changing the warning on the cigarette package was:

"It has been proposed that the warning on cigarette packages should be changed to say that 'cigarette smoking can cause lung cancer and heart trouble, which can cause death.' Would you favor or oppose such a new warning being required on cigarette packages?"

	Favor	Oppose	Not Sure
Nationwide	58	32	12
Smokers	42	46	12
Nonsmokers	67	22	11
Former smokers	64	26	10

Since 1965 the Harris survey has asked this basic question three times on the relationship between cigarette smoking and lung cancer:

"Do you feel that cigarette smoking is a major cause of lung cancer, a minor cause, or do you feel that science has not yet been able to tell just what the relation is between cigarette smoking and lung cancer?"

	1969	1966	1965
Major cause	49	40	40
Minor cause	16	27	21
Can't tell	28	25	30
Not sure	7	8	9

Scientists Define Immunity Structure

Scientists at the Rockefeller University in New York have found a clue to the mystery of how people stay alive and healthy despite attacks by billions of germs.

By spelling out, for the first time, the complete chemical structure of an antibody, their achievement may help in building better defenses against disease. And it may also assist in combating nature's law of rejecting a borrowed heart, kidney, or other organ.

Antibodies are protein molecules that destroy or eliminate anything foreign to a person as an individual—whether it be bacteria, a virus, or even a transplanted heart.

Any such foreign substance is known as an antigen. The antibody formed against it is thus a key chemical in immunity.

Dr. Gerald Edelman and his associates who chemically analyzed this pure antibody say, "We believe that we are now closer to a satisfactory explanation of the chemical and genetic bases for the immunity process."

Boston Still No. 2!

Boston has become one of the nation's centers for the hallucinogenic drug LSD, and the city is facing an awesome increase in the use of heroin. The city's newly established Bureau of Narcotics and Dangerous Drugs says Boston is second only to San Francisco in the problem of LSD traffic and the mounting crime rate in the metropolitan area is in large part caused by the increased use of drugs.

Alcoholism Treated By Brain Surgery

The results of brain surgery on patients addicted to a variety of drugs or alcohol have been praised in *The Journal of Alcoholism*, a publication of the Medical Council on Alcoholism in Britain.

The journal tells of one patient who, six weeks after the operation, was "vastly different from the tense depressed patient" he had been.

However, many psychiatrists and other experts in this field are worried about the possibility that brain surgery, an extreme form of treatment, will be widely adopted in the management of alcoholism and drug addiction. The view of a number of experienced people is that brain surgery could be unethical in the treatment of alcoholism.

Olympics Favor Height

Many of the Olympic running and jumping events are "seriously biased" in favor of the very tall, according to a Welsh investigator, T. Khosla, lecturer in medical statistics at the Welsh National School of Medicine, Cardiff.

He suggests that the rules of these events "be revised to include a grading by height." In the throwing, running, hurdling, and jumping events, "participants of average or less than average height have, in effect, lost before they have begun."

In boxing, weight lifting, wrestling, and judo, opponents are graded by weight. Since the running and jumping events are unfair to shorter participants, they are therefore unfair to the shorter nations, Mr. Khosla argues.

"To compare the number of gold medals won by the United States with the number won by Japan tells us little about the relative athletic abilities of these two nations," he says.



Medical Reports

Schizophrenia

Schizophrenia, among the most serious of mental illnesses, may have a simple chemical cause—a mechanism that allows its victims to dream while awake. Dr. William C. Dement of Stanford Medical School reports that studies of dreaming cats lend support to the theory that schizophrenia may be the result of a biochemical defect.

Dr. Dement suspects an abnormality in the function of a key brain chemical called serotonin.

He used a drug which prevents the brain from producing serotonin, and found that it causes cats to hallucinate, attack other cats, and behave with the mixture of normality and abnormality often observed in the mentally ill.

Brain wave recordings of the cats showed that the electrical pattern during the abnormal behavior was identical to that of cats which are dreaming while asleep.

Acne Cure

The stubborn resistance to treatment of adolescent acne appears to have been brought under control by a lotion containing Vitamin A acid.

Dr. Albert M. Kligman of the hospital of the University of Pennsylvania in Philadelphia says 72 percent of 200 adolescents who were followed through several treatment methods proved the lotion superior to other preparations.

The way it works is to prevent the formation of the dry plug sometimes called a blackhead. By penetrating the skin as a slight irritant, the acid forces dead cells that would otherwise cause trouble to slough off.



ROOM FOR SMOKERS: Two students smoke in the brightly painted smoking lounge for high school students at Southwest High in Saint Louis. Since the smoking area opened, with the approval of the Saint Louis school superintendent, a flurry of critical comment has arisen. The idea was to get the smokers out of the rest rooms and hidden corners in the school, but some parents have taken a dim view of the room.

"Let me put it this way, Dad: If I say 'pot,' and you think of 'cooking'—that's the generation gap."



Students Influenced by New Tobacco Health Warnings

Collegians are trying to break the smoking habit, although nearly half of the students admit they smoke tobacco. A College Poll survey shows that the recent drive against smoking as a health hazard is making a deep impression on the nation's nearly 7 million college population.

It is also clear that fear of lung cancer is the prime motive behind the reduction in smoking.

"Yes, I have been smoking, and I still do," says an Ohio Wesleyan sophomore coed, "but that commercial about the TV actor who was about to die scared me half to death. I'm cutting down and smoking less every week."

Reference to the American Cancer Society warnings against smoking was made by many students. The TV commercial reference is to the film made by William Talman just prior to his death from lung cancer.

The College Poll also shows that women are more inclined to smoke than are college men. The study also shows that coeds are likely to smoke more frequently than men.

Students were first asked, "Do you smoke?"

Of those questioned, 51.2 percent said they did, while 48.8 percent of all students replied negatively.

Among men students, however, only 46.7 percent indicated they now smoke—compared to 60.4 percent of the women on campus. Nonsmokers among men students totaled 53.3 percent compared with 39.8 percent of the coeds.

Most smoking students were smokers before they came to college but increased their smoking when they arrived on campus. Students who are active in sports tend to smoke less. Moreover, on campuses where smoking is restricted to special smoking rooms and prohibited in dormitories, students find it easier to curtail their smoking habits.

Nevertheless, it is obvious among all students, men and women, that

they are reevaluating their smoking tendencies. There is virtual unanimity among the college population that smoking is in fact detrimental to one's health. Students were asked, "Do you believe smoking is dangerous to your health?" Of all those questioned, 94.8 percent replied affirmatively. Only 5.2 percent said they did not believe it was dangerous.

Among smokers themselves, more than 93 percent declared they believe the practice is dangerous. Strangely enough, 3.4 percent of the nonsmokers among the students do not believe smoking is dangerous—yet they do not smoke tobacco.

Students cite pressure from home and from nonsmoking friends as key reasons why they are curtailing their smoking. Lung cancer posters are prominently displayed on fraternity house bulletin boards. At Louisiana State students pasted Cancer Society stickers on cigarette machines. College newspaper editors seem to have taken up the crusade as well. Many student papers carry editorials on the health hazards of smoking.

The effect of all this activity is obviously cumulative—students are taking these warnings to heart.



Smoking machines like this one at the Roswell Park Memorial Institute are used to test the tar and nicotine content of cigarettes.

FTC Tests Tar and Nicotine Increase

Government tests show that both tar and nicotine increased during the first part of 1969 in 27 varieties of cigarettes.

After special machines puffed two packs of each of 126 domestic varieties purchased in 50 cities, the Federal Trade Commission compared the smoke of 121 with versions of the same 121 tested last October.

The results in summary:

★ In 32 varieties—one-quarter of the total—the tar content increased; in 14 it decreased. For all 46, the average change in tar yield was plus 0.4 milligrams per cigarette.

★ In 78 varieties—two-thirds of the total—the nicotine content increased; in only one was there a decrease.

★ In the 79 varieties in which nicotine levels changed, the average change was plus 0.11 mg.

The commission reported tar and nicotine changes it deemed to be "of statistical significance" in letters to the chairmen of the congressional commerce committees, Sen. Warren G. Magnuson and Rep. Harley O. Staggers.

Public-health authorities regard tar and nicotine levels as rough indicators of the degree of hazard—the lower each is, especially tar, the less the hazard.

Sen. Frank E. Moss, a leader of anticigarette forces on Capitol Hill, termed the findings "at best discouraging and, at worst, sinister."

The Tobacco Institute, the trade association of the industry, said that because "of recognized deficiencies" in the "testing and reporting" of the commission, the burden is on the FTC "to justify its report."

Smoking Is Linked With High Cholesterol

Already widely implicated as a risk factor in heart attacks, elevated levels of blood cholesterol may also be associated with increased risk of lung cancer in cigarette smokers, indicates a study by Dr. Jeremiah Stamler and his associates from the Chicago Health Research Foundation.

Cigarette smokers used in the study were divided into three groups with regard to serum cholesterol levels—levels less than 225 milligrams per 100 cc of blood, the 225-274 mg/100 cc range, and the high (275 and above).

Those with the highest levels showed a cancer mortality rate that was more than seven times greater than that of the low group (37 per thousand as compared to five per thousand). The middle group had a death rate that was more than three times higher (18 per thousand) than the low group's.

The consistency of this observation is yet to be established, but Dr. Stamler calls the results "particularly challenging in view of the wide variety of other data indicating that sterols (a family of substances that includes cholesterol) may have carcinogenic effects."

WHAT WHERE WHY WHO HOW WHEN WHAT

◆ There's no mythical monster in a black Cadillac distributing narcotics to youngsters after school in order to make addicts, warns the Federal Bureau of Narcotics and Dangerous Drugs. Instead, it's the addicted student who is quietly selling drugs to his fellow students. The Bureau urges educators not to simply tell students that narcotics are against the law. "You have access to thousands of publications warning about the health hazards and the dangers of addiction," it tells them. "Confront your students with these facts."

◆ About 10 to 15 percent of all thirteen-year-olds smoke, says the American Association for Health, Physical Education, and Recreation. And as the children graduate, so does the smoking percentage. At age eighteen, some 50 percent smoke regularly. (UPI)

◆ The Indiana State Medical Association is sponsoring a bill requiring any Hoosier motorist involved in an accident in Indiana to undergo a blood test to determine how much alcohol he consumed before the wreck. (UPI)

◆ The American Medical Association is considering a crusade against cigarette smoking by "personal example" and "public pronouncement." Since 1964 the AMA has recognized a "significant relationship between cigarette smoking and the incidence of lung cancer and certain other diseases." (UPI)

◆ In its battle to curb cigarette smoking, the American Cancer Society is sponsoring a long-range program of behavioral research to determine exactly why Americans smoke.

◆ Oceanographers are using a revolutionary new method to study undersea geology off the coast of Baja California, Mexico—digging up flip-top beer cans. The cans, which had been thrown overboard by Mexican fishermen, were found buried under several inches of sediment. Since the scientists know the approximate dates when flip-top cans first appeared in the area, they can easily determine the rate at which sediment is building up on the ocean floor. The new technique is called "beerography."

◆ Fatal home accidents have been linked with alcohol by a large life insurance company. It found that 15 percent of the men and 20 percent of the women who were fatally injured in home accidents had been drinking. (Washington Evening Star)

◆ University of Colorado students apparently are not very enthusiastic about the prospect of having beer served in the CU Memorial Center. The results of a student referendum showed 128 favor the idea and 101 are opposed. The total vote represents slightly more than 1 percent of the University's enrollment of 18,217. (Rocky Mountain News)

ARE YOU PUZZLED?

Travel Puzzle Frieda M. Lease

Complete the words by filling blanks with vehicles of transportation words found in the list on right.

1. _____ le wire rope
2. ad _____ ce move ahead
3. _____ ple to stamp with feet
4. _____ shape orderly
5. s _____ e to frighten
6. _____ on cardboard box
7. s _____ a hut
8. _____ graph one's own signature
9. s _____ er a sieve
10. athletic _____ one who instructs
11. _____ y not idle
12. _____ ht correct
13. s _____ hit by blow
14. _____ er timber of roof
15. _____ r one who smoothes with tool

Vehicles

- ship
truck
hack
rig
car
train
cab
plane
raft
bus
tram
cart
coach
van
auto

Vaccine Against Leukemia Virus Possible by 1970, Says Dr. Grace

Evidence that at least some human cancers may be caused by viruses is mounting so rapidly that researchers in the field predict that a vaccine to prevent them might be produced within a year. It would be many years after that, however, before such a vaccine could have widespread use.

In at least one type of human cancer, the circumstantial evidence implicating viruses is rising fast. The cancers are leukemia-

like malignancies of the lymph system; the suspect is the EB or Epstein-Barr virus. "If we had the money," says Dr. James T. Grace, director of the Roswell Park Memorial Institute in Buffalo, "we could develop a vaccine within a year."

The first bit of evidence of an EB virus-cancer tie came from Africa when Dr. Dennis Burkitt of the Medical Research Council of London isolated the virus from cells of children with lymphoma, a relatively common form of lymph cancer in that country.

Dr. Grace and co-workers at Roswell Park have found antibodies to EB virus in 99 percent of their healthy volunteers and, in high amounts, in 98 percent of patients with lymphomas, leukemia, Hodgkin's disease, and other cancers.

Virologists Werner and Gertrude Henle of the University of Pennsylvania also isolated the virus from patients with infectious mononucleosis, and researchers now believe that it actually causes that disease. "In fact," Dr. Grace says, "infectious mononucleosis may be a self-limiting form of leukemia." That is, it causes alterations in the lymph system that are reversible, while the changes seen in leukemia are no longer reversible.

It is possible, he believes, that mononucleosis may actually confer an immunity to leukemia. But the evidence remains circumstantial, partly because temporary remission of leukemia is not uncommon.

Already, researchers at Roswell Park are working to develop a vaccine that would eventually be produced by a drug company. But Dr. Grace's prediction of success within a year is, he admits, more ideal than practical.

Future of Tobacco Is Dubious

Cigarette manufacturers are diversifying rapidly on the frank assumption that their business futures in tobacco have become somewhat dubious.

A decline in cigarette smoking started late in 1967 and is continuing and even accelerating a little. So far the drop in consumption is only 1.75 percent, but it appears that consumption is not going to bounce back as it did in 1965 after the Surgeon General's initial report on smoking and health.

Philip Morris, Inc., started the diversification trend in 1957, and it now is picking up steam for a variety of reasons. One is the apparent determination of the Federal Communications Commission

(FCC) and Federal Trade Commission (FTC) to end all cigarette advertising on television and radio.

While there appears to be sentiment in the House in favor of extending the moratorium, the tobacco industry is up against growing opposition in the Senate. Sen. Frank E. Moss has threatened a filibuster to prevent any extension. Moss says there is a growing awareness in Congress of the danger to national health from smoking.

Whether the loss of broadcast advertising, which absorbs about 73 percent of the \$250 million plus the tobacco companies spend yearly on advertising, would cause the decline in smoking to accelerate rapidly is quite a question.

The diversification trend has proceeded so far already that only one of the six major companies is keeping the word tobacco in its corporate title—British American Tobacco which operates Brown & Williamson at Louisville.

Suicides May Replace Drug Abuse by Youth

Unless society develops new ways of dealing with alienated adolescents, suicide will replace drug abuse as a symptom of youthful unhappiness, predicts J. Joseph Levin, a psychiatry professor at a Chicago medical school.

Troubled teen-agers often try drugs or sexual exploitation before turning to suicide, he says; and based on these individual tendencies plus other data, suicide may well become a group trend.

"How serious is suicide?" asks Levin. "It's a major cause of death of college students. I feel that drug abuse, like exploitative sexual behavior, is a temporary expedient being tried by some adolescents in this generation to deal with what they see as an intolerable situation."

Levin says he doesn't expect "the vast majority of adolescents to move toward suicide."

"But the greatest mistake we can make is to be swept up into the hysteria surrounding drug abuse," he adds. "We must keep in mind that it is a symptom which is easily treated if we can establish rapport with the adolescent. We must not become so entranced with the distress signal of drug abuse that we ignore the youth waving it at us."

Snuff Gains Popularity

A 450-year-old habit is making a comeback in Britain. Snuff, the powdered and scented tobacco sniffed through the nose, is regaining popularity.

The Society of Snuff Grinders, Blenders, and Purveyors says more and more sniffers are using snuff as a substitute or a change from cigarettes.

"In the old days only a yokel would smoke—snuff was the fashionable thing," says Vivian Rose, a former president of the snuff society.

Snuff promoters say that exports to the United States are growing rapidly. "Of course some Americans sweeten snuff with molasses and chew it," Mr. Rose asserts. "But they are learning to sniff it in the orthodox way."

The orthodox way involves a ritual of snapping open a snuffbox, passing it around, and whooshing the powder up the nostrils, all with the deliberate grace of a ballet-dancer. The first sniff generally produces a shattering sneeze and a gruesomely stained handkerchief.

Addicts, Prisoners Termed "Handicapped"

From now on, drug addiction or a prison record will be officially recognized by the Government as a "handicap," as are blindness, mental retardation, and heart disease.

Labor Secretary Shultz says persons with a history of dope taking or lawbreaking will be served as "handicapped" individuals in Federal manpower programs, making them eligible for special services under new codings through public employment offices.

The two categories have been added to a list of more than 50 different handicaps officially recognized in manpower programs. In the last previous addition in 1966, alcoholics were recognized as handicapped.

ANSWERS:

1. cable; 2. advance; 3. trample; 4. shipshape; 5. scores; 6. carton; 7. athletic coach; 8. autograph; 9. strainer; 10. truck; 11. busy; 12. right; 13. struck; 14. raft; 15. plane



A Patient Monitoring System based on the Marconi Myrriad II computer demonstrates computer-controlled 'on-line' collection, analysis, and presentation of vital parameters on a patient's condition. The system provides a permanent record of all relevant data, and provides immediate alarms of any critical deterioration of the patient.

Taffy Jones

IT'S FUN to wish on a star or to throw a penny into a wishing well and make a wish. It's easy to sit back in a comfortable chair and close your eyes and wish for things; but wishing doesn't get you anywhere. It's thinking that does the trick.

Wishing is like cotton candy: It's sweet but soon disappears, leaving you with sticky hands. When you think, and continue to think hard, you'll find yourself doing whatever you're thinking. Thinking initiates action, and it is the action that makes possible the things you want.

Wishing never made a person write a book. It's the person who thinks about writing a book who gets the book written. He plots the story, knows his characters, thinks it all out. Then he begins to put it into words.

Wishing never painted a picture. A person must think about that picture. What colors should he use? What medium—watercolor or oils? Is it to be a life study, landscape, still life? He has to think the painting; then he picks up a paintbrush, mixes his paints, and starts his canvas.

Wishing never made a crippled child take that first painful step. It was thinking, "I can do it! I will do it!" that made the first step forward.

Like everything else, thinking has two sides. You can think good and you can

think bad. Your thinking can become a broken record, going around, and around, and around, getting nowhere.

If you think you hate someone and think it so much, it begins to fester inside; and, if you take action, you actually hurt that person. You can think yourself sick until you become seriously sick. You can think there is nothing left to life and give up and go jump off the bridge. You think you want to go on a trip with LSD, and if you think about it enough you will go.

You can think, "Why did this happen to me? Why did I do that? Why can't I do that? Why is everything bad? Why? Why? Why?" The *why* is because you thought. Thinking enough will cause you to act.

When you think good, you look different, you walk different, you talk different. You think self-confidence. You think you can finish school, and you can finish school. You think your parents aren't the worst parents in the universe, and they aren't half bad. That goes for the kids too. If you think hard about anything, creating the desire to act, and then act, you can become just about anybody you desire, or do anything within your abilities.

There are many stories about people overcoming insurmountable odds not only by fighting back but by thinking back. God has given us more thinking power in our heads than we can ever imagine. All we have to do is use it. ■

LISTEN Makes a Difference!



M. CORNIOLA

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