

LISTEN

A JOURNAL OF BETTER LIVING



JIM HEATH Boy of the Year

LISTEN

Journal of Better Living

A Matter of Dollars and Cents

Pot is not so hot!

That is what life insurance companies are beginning to say these days.

Two major firms operating in Canada now refuse to issue life policies to marijuana users, and a third company is questioning applicants about drug use.

"We justify our new policy in refusing to insure pot smokers by our own research," says Paul Nichols, manager of the Canadian underwriting department of the Occidental Life Insurance Company.

"We find that marijuana can constitute a hazard to life directly as a result of its usage, and in addition indirectly, through progression to the deadly drugs, such as heroin. If a person driving an automobile is under the influence of marijuana, chances of accidental death are greatly increased."

"We do not insure drug users, and do not expect that we will do so. We don't expect to change our practice," according to George R. Berry, general manager of Metropolitan Insurance Company. Sun Insurance Company is asking its applicants whether they are drug users.

Why is Occidental trying to weed out all pot smokers? Says agency manager Reuben Shafer, "Individuals engaged in drug research agree that the use of such drugs as LSD, speed, heroin, et cetera, can result in premature death among users."

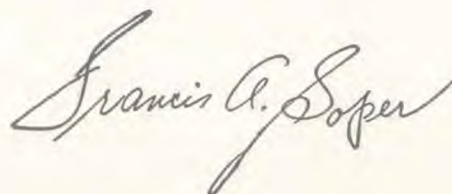
"Occidental is fully satisfied that marijuana, too, can constitute a hazard to life. One effect of using marijuana is that space is broadened and near objects seem distant. Narcotics officers have observed definite physical and mental deterioration of individuals who have used marijuana over protracted periods of time."

He summarizes, "For obvious reasons such persons would not be good risks for life insurance."

Also he comments on the multidrug trend, pointing out that anyone seriously involved with one drug tends to take up others. "This has been true with marijuana in the past and a progression has been toward LSD, the amphetamines, and the opiates."

When it comes to marijuana, many youth seem hesitant to accept the word of law people, public officials, and even medical authorities when such sources say that pot is not so hot. "These people are biased," these users claim.

But it is different when insurance men get into the act. They have no ax to grind. To them it is a matter of dollars and cents—also sense. To put it simply, drug users are not good risks for life insurance, and marijuana is no exception. Its users tend to shorten their life-span, and incidentally to reduce life's quality while living.



Executive Director Ernest H. J. Steed
Editor Francis A. Soper

Assistant Editor Twyla Schlotthauer
Editorial Secretary Elizabeth Varga
Office Editor T. R. Torkelson
Art Director Howard Larkin
Layout Artist Ichiro Nakashima
Circulation Manager A. R. Mazat
Sales and Promotion L. R. Hixson, Milo Sawvel

In This Issue

2	A Matter of Dollars and Cents	Editorial
3	One in a Million	"Listen" Interview
6	Tragedy of Drugs	
7	Social Drinking—Then What?	H. H. Hill
9	Bars Are Bad for Business	William N. Plymat
12	TEENS—Life Can Be Beautiful In the Pursuit of Life, Liberty—and High Check Your "Care" Count Viewpoint (poem) Teens Talk Road Safety	Shirley M. Dever Helen Sue Isely
16	John's Choice	Charles W. Jones
17	Watch It! (poem)	Mildred N. Hoyer
18	He Took the Pledge	Russ Spangler
19	COLOR SPECIAL "Listen's" Newspaper in Miniature	
24	Happiness?	Art Fettig

In the Next Issue

- "Is Exercise for You?" "Listen" interviews Dr. Kenneth Cooper, developer of the famed aerobics program of exercise.
- Sheryl Walling is a "Champion Teen-age Musher." You'll like her story of success—and her dogs!

Photo and Illustration Credits

Cover by U.S. News Service, redrawn by Harrods, London, England; pages 3, 4, 21, and 22, United Press International; page 5, Fay Photo Service Inc.; page 12, Rohn Engh; page 14, D. Tank; page 15, Authenticated News International; page 20, U.S. Army Photo; page 24, Dale Rusch.

Editorial Office

6840 Eastern Ave., N.W., Washington, D.C. 20012

Publication Office

Pacific Press Publishing Association, 1350 Villa Street, Mountain View, California 94040

Subscription

Yearly subscription, United States, its possessions, and Canada, \$4.00; single copy, 35 cents; newsstand price, 50 cents. To countries taking extra postage, \$4.25; single copy, 35 cents.

Change of Address

Send change of address to LISTEN, 1350 Villa Street, Mountain View, California 94040. Zip code must be included. Allow thirty days for change to become effective. Give both the old and the new address.

LISTEN, monthly journal of better living (twelve issues a year), provides a vigorous, positive educational approach to the problems arising out of the use of tobacco, alcohol, and narcotics. It is utilized nationally by Narcotics Education, Inc., also by many organizations in the field of rehabilitation. Second-class mail privileges authorized at Mountain View, California. Form 3579 requested. Printed in the United States of America.

One in a Million

LISTEN talks with Jim Heath, 1970 Boy of the Year.



Jim looks at the polished plaque given him by his hometown Boys Club in Catskill, New York, when it welcomed him by a homecoming parade down its main street, renamed for the occasion Heath Street in his honor.

IN A SMALL luncheon room of the Boston Sheraton Hotel we sat at the same table. He was relaxed, at ease, and spoke in a soft, measured tone.

Though he was not demonstrative, he left no doubt that he meant what he said. His words were few but well chosen.

I looked at him again—of slender build, with closely cropped hair, a ready smile, and a sense of humor that frequently rose to the surface.

Jim Heath had arrived in Boston a short time before from his home in the village of Catskill, New York, to be a featured speaker at the annual convention of some 860 Boys Clubs of America.

He had a right to be there, for he had been chosen as the 1970 Boy of the Year, selected through a careful, drawn-out process from among nearly a million members across the country. Literally, he was one in a million!



In a White House ceremony President Nixon presents Jim Heath with the inscribed plaque citing him as the 24th winner of the annual Boy of the Year contest.

Earlier he had been installed as Boy of the Year by President Richard M. Nixon in impressive White House ceremonies, being described by the President as typifying "juvenile decency in action."

It was obvious Jim had learned a lot of poise in his seventeen years. But, he acknowledged, the one time he lost most of that poise was when he learned of winning his coveted award. "I was shocked—then excited."

Evidently his father shared his shock. "Look over your shoulder, Jim, and see if there's another Heath boy there," were his father's first words on learning by phone of Jim's selection. The Heath family has six sons and three daughters, Jim being the youngest.

But he isn't the imitator or image of anyone else. I kept hearing him use the word "myself." He wanted to be himself. "I don't like to be like him," he said, jerking his thumb to

indicate an imaginary somebody else. "I would never be good at it."

And in disarming simplicity, he went on, "I like me the way I am. I always want to be myself. I enjoy being myself. If I'm seventeen, I'll act like someone seventeen."

Jim became Boy of the Year because of outstanding contributions to his community, church, school, home, and local Boys Club. And these would take a long time to list. Perhaps most significant was the fact that in his senior year at Catskill Central High School he was student council president. The high school is 90 percent white. James is black.

"Are you looking for something?" Jim met that question squarely. "Yes, I'm looking for everybody to be friends, with no prejudice, living happily, each respecting the other as a person."

And Jim had some suggestions on the old-young gap. "I



In Boston the Boy of the Year addresses delegates from the million-member Boys Clubs of America which had awarded him its highest honor.



don't see it as a generation gap," he said, "but the old don't seem to try to understand the kids. Parents want their kids merely to watch, when they need to talk with them. And it shouldn't be just telling them they have to do this or that, and forcing them. Parents need to show their kids a better way, and give them recognition when they do a good job. Maybe next time they will do even better."

Life is something Jim enjoys—without hurrying. He feels that youth are being pushed into becoming adults too fast, especially at a time when they can play and have fun, even while getting an education. "Adolescence is the best time of life," according to the Boy of the Year.

And Jim does enjoy life. One way, he said, is through music. He loves to sing, and no one can sound a more joyful or triumphant Hosannah than he when he sings in the Second Baptist Church choir. He wants music as his life hobby.

Probably few boys are as outgoing as Jim. He is interested in community affairs. "I want a better community," he told me at that Boston luncheon table. He showed no fear, as do some youth today, of that word "good." With considerable emphasis he said, "I want to do something good."

Nor is this statement mere words. He helped set up and was first president of his church's youth movement, and founded Santa's Helpers, a student-run campaign to provide food for the town's needy at Christmas. His service also has included volunteer work for local recreation programs, the heart fund campaign, and antipollution drives.

Jim is a sociable fellow. He likes parties, however, where everyone can be friendly. "I see no need to get drunk or stoned to have a good time," he said. "Many kids take drugs just to get high. I like to enjoy myself—talk, converse, on my own level. And smoking?—I'm not that way."

On the drug scene, Jim left no doubt that he felt one reason the problem is as big as it is today is that people are not taught to face up to their problems. "Kids take drugs," he said, "when no one talks. Drugs take the place of conversation."

"Sure, I know kids who are on them," he went on, "but I never felt the need. A lot of people think they can avoid problems by getting high. I say, you should face up to them. You're just fooling yourself if you do otherwise."

The Boy of the Year commented too on racial relationships, saying seriously, "If only there can be better relationships between blacks and whites, we can all make the nation better."

He referred to a bit of human philosophy drilled into him by his father, "Be nice to everybody on your way up; then on your way down you'll always have a friend."

It isn't easy to be the winner of a national award such as Jim's. It means being in the public eye; it means everyone is looking at you. It means long days of appearances, of meetings, of boring banquets. More pleasant is the \$4,000 scholarship which comes with the Boy of the Year title. Jim is using it to pay college expenses this winter, as he works on a major in mathematics. He is looking forward to a teaching career or perhaps a specialty in computer operation.

But has all this gone to Jim's head? "How big is your head?" I asked him. Quickly came back the unvarnished reply, "I think of myself as less a person than others. This is a tremendous honor, of course, but in my mind, my life, I'm striving to be 'man' of the year, and help people, boys, around me."

At the table as we were about to part, I asked Jim, "What was the hardest thing for you in all this competition, and then in the final victory when you got this award?"

"Well, I was afraid to lose two weeks of public-speaking class when I went to New York, then to Washington, D.C., for the long judging process. I knew I would have to come back—and give a speech to report all about it. It was tough to face the class with that speech. But I got an A on it!"

We left the luncheon room and went out into the corridor. At the elevator we parted. As the doors enclosed Jim on his way up to his hotel room to work on his speech that night as "Boy" of the Year, I had a strong conviction that the word "man" could well have been substituted in that title. Indeed he is one in a million! ■

Tragedy of Drugs

Dear Father,

I think you know the reason why I've done this its not easy to believe the real reason though. Hope ruined my life and took away my happiness forever I could never live in the state of mind I was in, so please don't hate me too much for what I have done I thought I found truth in what I was doing, experiencing life but I found out too late that it was only death I was tripping on.

Had I hope I find happiness now knowing I destroyed my life and others with it. I hope to God ~~the~~ the people taking love find what I found in it but only too soon. Goodbye father and don't think you were ever cheated out of life because there is always time to learn to help.
Your son Love Dick

IN AN empty boxcar at Tacoma, Washington, a railroad employee found the body of a well-dressed young man.

In his jacket pocket were an empty pill bottle and a bill-fold identifying him as the twenty-year-old son of a Tacoma couple.

With the body was a suicide note, here reproduced in his own script. The pictures show what drugs had done to him in the short period of six months prior to his suicide. His father permitted the note and these pictures to be used in the hope that they may encourage someone to steer away from a similar tragedy.



◇ **Photographs taken 6 months apart** ◇

Social Drinking —

MUCH discussion appropriately centers around the progressive phases of alcoholism. Admittedly, it is important to understand the gradual erosion of personality, the diminished capacity for job performance, and the deterioration of interpersonal relationships which characterize alcoholism.

At the same time, it is important to recognize the progressive tendencies which occur prior to the onset of alcoholism per se. Especially is this true from the standpoint of prevention. The goal of public health is to educate people regarding health problems so as to effect early recognition of symptoms and encourage remedial measures before the disorder progresses to the acute or chronic phases.

These steps can also be taken in the case of alcoholism, though few agencies to date are focusing much attention in this direction. The reason is quite simple. Alcoholism is one of the few diseases which society seems content to foster by deeply ingrained social customs, customs it is thus far unwilling to reconsider in the interest of reducing or eradicating alcoholism. It would not appear likely that society will effect any major change in its corporate judgment in this regard in the immediate future. Nevertheless, an astute student of human nature and of the history of this and similar problems can hardly escape the fact that the "public mind" does change, and it almost certainly will change in due course on this issue.

In the meantime, reasonable efforts should be made to help develop a growing public awareness of aspects of incipient alcoholism that lurk in today's social drinking practices.

Perhaps the subtlety of the prealcoholism progression can best be understood by contrasting the attitudes and drinking patterns of three types of social drinkers—the restrained social drinker, the convivial social drinker, and the heavy social drinker.

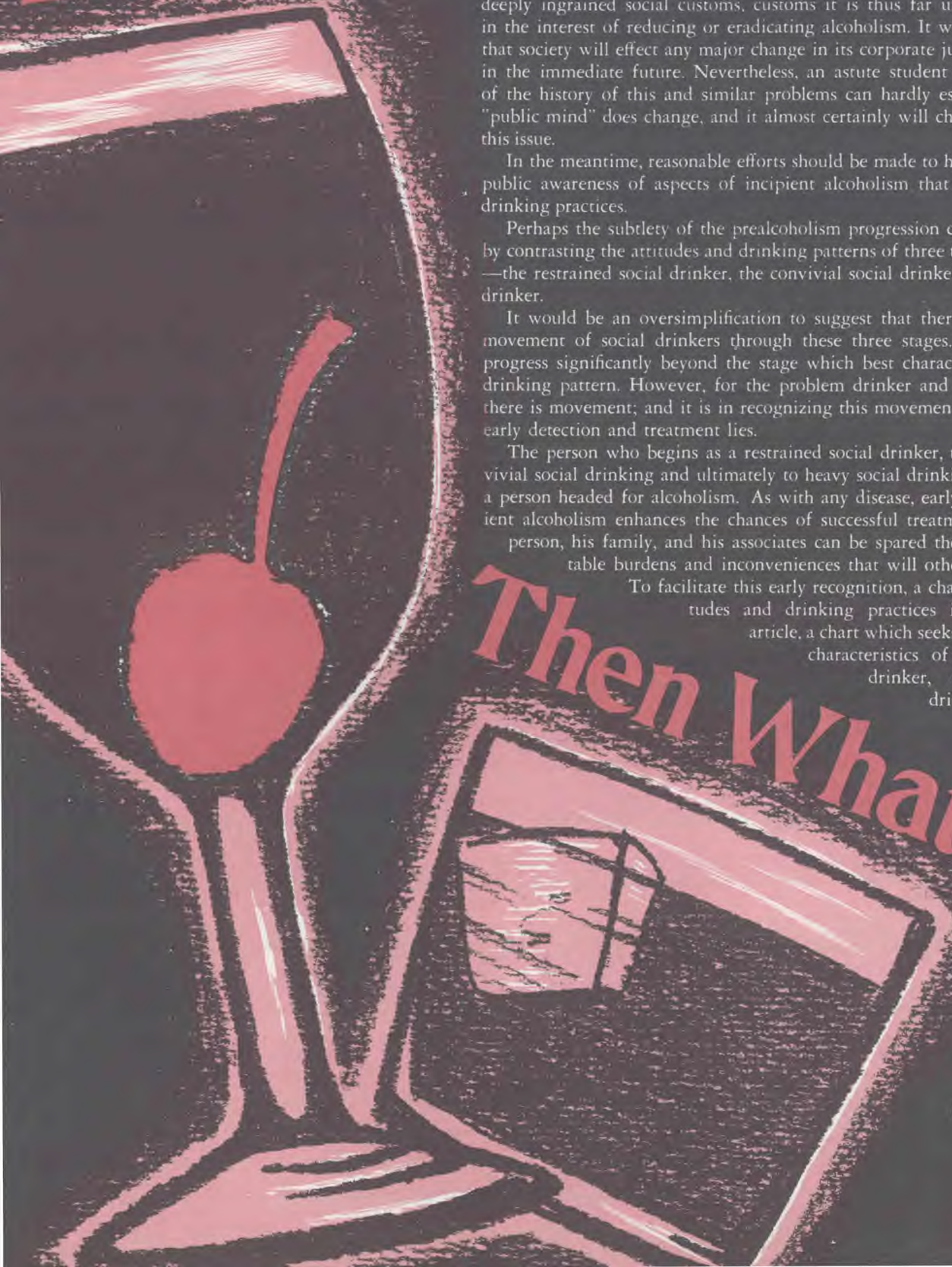
It would be an oversimplification to suggest that there is always a uniform movement of social drinkers through these three stages. Some seem never to progress significantly beyond the stage which best characterizes their dominant drinking pattern. However, for the problem drinker and the ultimate alcoholic there is movement; and it is in recognizing this movement that the potential for early detection and treatment lies.

The person who begins as a restrained social drinker, then moves on to convivial social drinking and ultimately to heavy social drinking, is in all likelihood a person headed for alcoholism. As with any disease, early recognition of incipient alcoholism enhances the chances of successful treatment. Beyond this, the person, his family, and his associates can be spared the enormous and inevitable burdens and inconveniences that will otherwise ensue.

To facilitate this early recognition, a chart of comparative attitudes and drinking practices is included with this article, a chart which seeks to depict the different characteristics of the restrained social drinker, the convivial social drinker, and the heavy social drinker. Though

Then What?

H. H. Hill
Director,
Institute of
Scientific Studies
for the Prevention
of Alcoholism
Andrews University
Berrien Springs,
Michigan



there can be considerable significance in the three distinct patterns portrayed as regards the likelihood of alcoholism resulting, the main value of the chart lies in its use as a tool to detect a person's tendency to drift from one pattern of social drinking to another.

With this thought in mind it is suggested that the social drinker study these three patterns of drinking behavior to see if there has been a tendency in his case to progress toward the characteristics of the heavy social drinker. Sig-

nificant movement in this direction implies an important need to seek competent professional help.

Rarely will one find a person who falls precisely and entirely into any one of the categories as outlined. The profile of most social drinkers will be reflected by a line wandering to some extent through at least two and possibly all three categories. It is the comparison between such a profile as it existed five years ago and that of today which depicts the dangerous movement toward alcoholism.

For you to gain the benefit of this chart, it is suggested the number "5" be written on each item which portrays attitudes and drinking habits of five years ago, and "now" (N) be written on each item which depicts the attitudes and practices of today. By connecting the "5's" together by a solid continuous line and the "N's" by a broken continuous line to show contrast, you can more readily visualize the trend or movement toward alcoholism. Note sample marking below.

It is recognized that many alcoholics seem to begin as convivial social drinkers. A person whose early drinking follows this pattern is likely a high risk as concerns the threat of alcoholism.

The progression from one phase of social drinking to another is usually gradual and unobtrusive. However, for the intellectually honest person the chart is sufficiently detailed to make it entirely possible to recognize whether or not one has had a tendency to drift deeper in both attitude and practice as regards personal drinking habits.

In alcoholism, as in other diseases, early treatment holds out the best prospect for recovery. Heeding the early signs is good preventive medicine and can save the irreparable consequences of disregarding such warnings. If this chart reveals that you, or a friend or relative, might be threatened by alcoholism, it will have served at least part of its purpose. If it can occasion remedial action before major tragedy occurs, it will have achieved its larger goal.

Restrained Social Drinker

Confines drinking largely to social situations, such as parties and receptions.

Does not drink for the "effect."

Almost never drinks alone.

Has no preference for occasions affording opportunities for drinking.

Rarely takes the lead in suggesting drinking.

Frequently declines drinks that are offered.

Never drinks to the point of obvious impairment.

May frequently pass up drinking at parties.

Tends to lag well behind the crowd in amount of drinking and rate of consumption.

Avoids driving after drinking.

Deliberately restricts his drinking so as to avoid any possibility of a personal drinking problem.

Experiences no feeling or "need" for a drink.

Drinks occasionally in connection with business or professional responsibilities.

Does not find drinking necessary in order to be at ease with other people.

Does not drink in order to experience feelings of exhilaration, self-confidence, or competence.

Drinking is not a criterion in selection of friends or associates.

Convivial Social Drinker

Does not limit drinking to opportunities afforded by social occasions.

Is able to have a good time without drinking, nevertheless enjoys the effect of alcohol in "letting go."

May occasionally drink alone.

Tends to prefer occasions affording drinking opportunities.

Frequently takes the lead in suggesting drinking.

May occasionally decline drinks that are offered.

Occasionally drinks to the point of obvious impairment.

Sometimes may pass up drinking at parties.

Tends to stay abreast of the crowd in amount of drinking and rate of consumption.

Frequently drives after drinking.

Does not consider his drinking poses any threat of a drinking problem.

May occasionally feel that a drink or two will help him over a "rough spot."

Drinks frequently in connection with business or professional activities.

Frequently finds drinking "helpful" in feeling at ease with other people.

Finds drinking tends to heighten enjoyment and self-confidence.

Tends to prefer those who drink as he does.

Heavy Social Drinker

Frequently seeks occasion for drinking.

Frequently drinks in order to have a good time.

Frequently drinks alone.

Tends to find occasions without drinking dull and uninteresting.

Regularly takes the lead in suggesting drinking.

Usually receptive to drinks that are offered.

Frequently drinks to the point of obvious impairment.

Almost never passes up drinking at parties.

Tends to stay ahead of the crowd in amount of drinking and rate of consumption.

Regularly drives after drinking.

Experiences occasional anxiety over frequent drunkenness.

Frequently feels the need for a drink to ease tension and bolster self-confidence.

Tends to consider drinking indispensable to business or professional relationships.

Tends to find drinking essential to feeling at ease with other people.

Tends to experience feelings of depression, self-consciousness, and inadequacy when entirely sober.

Tends to resent persons who do not drink.

BARS ARE BAD FOR BUSINESS

William N. Plymat

Chairman of the Board
Preferred Risk Mutual Insurance Company
West Des Moines, Iowa



A MAN gets his paycheck on Friday and goes past a liquor store. He thinks about buying a "fifth" for around \$5. Often while cold sober he decides not to buy the bottle. He thinks of all the things his family needs—rent or mortgage payments due, taxes, insurance premiums, you name it. But if he buys the bottle and takes it home and pours out drinks, they cost him 20 or 25 cents. In that atmosphere he is urged by his wife and family not to drink, and they often effectively discourage excess drinking.

Let's look at this picture if wide-open bars come to your state. A man gets his paycheck and decides to drop into a cocktail lounge, bar, or saloon and cash his check. He starts out thinking he will reward himself for his week's work by a single drink, or maybe two. In the bar these drinks will cost him from 75 cents to around \$1, and at first glance this looks like going down the road of moderation. But what really happens in the usual case? The bartender or barmaid urges him to "stick around for a while." Friends drop in, and they drink with him. The one or two drinks affect his judgment on whether to have more—and it is usually in favor of more.

Often he winds up spending \$5 or more. And this starts him down the road of bar drinking, which fast leads to large amounts of his "purchasing power" going for drinks. The \$5 bottle of liquor which he could take home winds up costing him from \$13 to \$20 in a bar, and he drinks more under the promptings of the bartender or barmaid than he does when at home where wife and children most often discourage drinking. And remember, drinks at home cost him 20 to 25 cents while at the bar they cost from 75 cents to \$1 or more.

Learn by Experience

I can prove to you by the experience in my own state that what I have just said is true. In 1963 Iowa legalized liquor by the drink and specified that all bars had to buy their liquor from our state-owned liquor stores. They required the bars to keep records of purchases too. Then the state required the bars to collect a 10 percent retail sales tax—report the sales and pay the tax monthly. This looked like real control! Yet a few years later a state auditor's study of about 500 bars led to the con-

clusion that some bars cheated on the tax. The auditor's intensive study of nineteen licensees wound up with the conclusion that they paid \$31,972.82 when they should have paid \$38,947.74. The difference is over 20 percent.

Yet we did get some *hard figures* by the purchase and sales records, though they may understate substantially. And I don't know of a single state that has such hard figures—what bars buy and sell is generally the best kept secret of the business. In the first year of liquor by the drink, the bars bought \$11,788,047.91 in bottled liquor from the state stores. In the first year, Iowans paid bars \$37,182,672.67 for liquor by the drink (including the 10 percent tax). And at the end of the year, the bars undoubtedly had a good-sized inventory of bar liquor on hand. How is that for gross profit?

In your business if you are a retailer and you buy something for \$12, what do you get for it from the public? I'd guess it is around \$18 or maybe a bit more on luxury items. How about getting around \$33 for it? That is the kind of gross profit bars and cocktail lounges make in selling drinks. I contend that this gross profit margin is not matched in any other legal business in the wide-open states. And this is the reason you will see a lot of money being spent to get liquor by the drink in your state. Some will get rich off it if it is legalized.

Years ago it was often said: "Money spent for booze can't go for shoes." But the real truth is much stronger than that. The tens of millions of dollars that will flow into cash registers of bars will not find their way into the cash registers of your firm or of others like yours.

Those who push hard for liquor by the drink often talk about its promoting moderation. Don't you believe it! Take a look at the trend of liquor by the drink sales in Iowa the first four years (when the 10 percent retail tax was in effect): (fiscal years ending June 30)

1964	\$37,182,672.67
1965	\$43,767,911.01
1966	\$51,120,718.77
1967	\$56,581,227.45

The foregoing figures come from the official records of the Iowa State Liquor Commission.

If hard liquor constituted only a small part of a drinking man's family budget, we might not be too concerned; but it is a big item, and it is getting bigger all the time. Gambling has often been driven out of cities, not as a result of the preaching of dedicated clergymen, but by businessmen who saw dollars go to the gamblers instead of to them to buy necessities for families and to pay outstanding accounts for previous purchases. It is the same way with liquor. Money spent for high-priced drinks in bars goes out of the normal channels of trade.

Sunday Sales Is the Next Step

Those who sell liquor never seem satisfied with what they get. They always want more until for all practical purposes all meaningful restraints are ended. Do you have Sunday sale of liquor in your state? If not and you get liquor by the drink, I can safely predict that the next major thrust on the part of the industry will be to open up on Sunday and to increase hours of sale.

The State of Washington started Sunday sales a few years ago, and at first they allowed sales from midnight to 2 a.m. on Sunday morning and then stopped sales until 2 p.m. Then bars could sell from 2 p.m. to 10 p.m. One would think that would be enough, but right now demands are being made in the State of Washington to increase Sunday sale hours, and the State Liquor Control Commission is studying the situation.

Do you think Sunday sales are really important as far as volume, et cetera, are concerned? The *Wall Street Journal* of December 10, 1969, carried the following report on New Mexico:

"Liquor tax receipts in New Mexico showed a spirited rise in the July-October period of 24 percent over a year earlier. The gain is attributed to Sunday liquor sales, allowed for the first time since Prohibition."

How Many Liquor-by-the-drink Sellers Will Be Allowed?

When liquor by the drink is legalized, a legislature faces a real dilemma. If the licenses are limited in number, they become very valuable and there is a great fight for them. Often corruption follows as bribes are offered to get licenses. If the number is not limited, then the sky becomes the limit and a state faces a real saturation of bars, cocktail lounges, and saloons. Iowa decided that the best thing to do was to put on no limit and in that way avoid the danger of corruption.

What happened in Iowa is shown by the following table:

Fiscal Years Ending June 30th	Licenses in Effect	Population	Population Per License
1964	2,266	2,763,000	1,219
1965	2,457	2,766,000	1,126
1966	2,627	2,764,000	1,052
1967	2,858	2,772,000	970
1968	3,107	2,774,000	893
1969	3,032	2,781,000	917

What About Local Option?

When Iowa legalized liquor by the drink, those opposed to it were told that if counties did not like it they could vote it out. They adopted what was called "reverse local option." Bars could be licensed in any county, but the counties could vote them out. A number of counties did—nine to be exact—but

then by small margins a couple of these voted them back in a short time later.

Some legislators voted for liquor by the drink because they believed the promises made them that some of the rural counties could effectively ban bars if they wanted to. But in 1970 the Iowa Legislature voted to end all local option in Iowa. This was called a "double cross" on those who believed they would have a right of local self-determination. And it surely was.

The Convention Business Mirage

Iowans were told that if they would open up liquor by the drink, it would mean a big boost in convention business. Merchants were told this would bring dollars to their cities and thus help business. It did not turn out that way in Iowa.

The Convention Bureau of the Des Moines Chamber of Commerce does not have exact yearly figures going back to the years before liquor by the drink. The general belief is that total Des Moines conventions have numbered around 400 for many recent years going back to 1960. The figures for three recent years indicate that we are not experiencing large increases with liquor by the drink being widely available now.

In 1967 there were 405 conventions of which 21 were national and 28 regional (more than one state being involved). In 1968 there were 403 of which 23 were national and 25 were regional. In 1969 there were 392 of which 23 were national and 43 regional. All the rest involved only Iowa groups.

The Tourist Mirage

To hear some advocates of liquor by the drink, one would think that the only reason a family goes on a vacation is so that the husband can find attractive lounges and bars in which to drink extensively. Those who have studied tourist interest have testified that liquor is no big tourist attraction. In a letter which I received from C. L. "Vince" Caudle, who was at the time Director of the Tourism and Travel Division of the Iowa Development, he said: "We have no studies to show that liquor by the drink has enhanced our tourism business, and it has never been one of our sales points."

The Tax Mirage

Businessmen are often approached with the claim that liquor by the drink will produce great revenues for the state and that this will enable the state to lower real estate taxes and business taxes in general. It can be properly asserted that liquor by the drink brought in tax revenues. But also the state has found it necessary to spend more money on some services and other increasing costs in increasing needs for welfare, aid to dependent children, and alcoholic rehabilitation. These increases have more than offset any tax revenues.

Iowa collected \$5,102,400.03 from its retail sales tax on liquor by the drink the last year of that tax. Under the new 15 percent bottle tax plan, the state received in the fiscal year ending June 30, 1969, \$2,986,428.32. In addition, the state had net revenue from license fees of \$1,305,760.54. It should be remembered that these were dollars that came out of spendable purchasing power of citizens who buy liquor by the drink and are withdrawn from the normal channels of trade.

But let's look at the expenditures which the state made after liquor by the drink which we should put on the other side of the ledger. In the six years after liquor by the drink, the per capita consumption of liquor rose over 30 percent. At the same time, our mileage death rate, according to National Safety

This article is condensed from a brochure prepared by William N. Plymat for use in connection with liquor-by-the-drink elections. Quantities of the full-length brochure are available from "Listen." Write for quantity prices.

Council figures, rose over 30 percent. Iowa experienced an increasing death toll which involved sizable increases in drunk drivers in fatal accidents, drinking drivers in fatal accidents, run-off-the-road fatalities (which over the country have been shown to have alcohol involvement in 75 percent of the cases), and in midnight-to-4-a.m. fatal accidents. The legislature responded to this adverse development by increasing the highway patrol by 100 men at a cost to the state of around \$1,000,000 annually.

Aid to dependent children costs have mounted in recent years. I asked the head of the Des Moines agency administering aid to dependent children about the possible involvement of alcohol in these aid cases. He told me there were no hard figures but that his social workers told him that most aid to dependent children cases involved drinking problems. An alcoholic father dies from alcoholism, a father is killed in an auto accident involving drinking, a father is killed in a tavern brawl, a father is killed in an industrial accident involving drinking, and sometimes a father whose life gets heavily mixed up with alcohol abandons a family. These are examples of what is happening. This official went on to say that if he were to be asked for a very conservative figure he would say alcohol was involved in 50 percent of the cases.

I believe that businessmen may not only find that millions of dollars are diverted out of the normal channels of trade, but also find that more of their dollars go out in increased taxes required to fund many welfare, highway patrol, ADC, and alcoholism costs. In general, Iowa has had nothing but increases in taxation since liquor by the drink was adopted.

The real estate millage tax rate in Des Moines in 1962, the year before liquor by the drink was adopted, was 125.173. The same real estate millage tax rate in 1969 was 141.410.

Until October 1, 1967, Iowa's sales tax was 2 percent. As of that date it was increased to 3 percent. Until January 1, 1965, the top personal state income tax bracket was 3¾ percent. This bracket applied to all income over \$9,000. At that time an additional ¾ of a percent was added to all income over \$9,000. Then in 1967 another increase of ¾ of a percent was added to all personal income over \$8,000. Thus today Iowa's top state income tax bracket is 5.25 percent applying to all income over \$9,000.

That the end has not been reached is indicated by a news article that appeared in the Des Moines *Register* on August 21, 1970, under the caption: "LEGISLATORS MULL HIGHER STATE TAXES."

Bars—Who Really Wants Them?

I wind up saying to you in all frankness: "BARS ARE BAD FOR BUSINESS." There are, of course, exceptions to this general rule. Bars are good for the profit of those who operate them. They also provide some additional revenues for hotels and motels who operate them. A car that is wrecked through a drinking accident makes business for a repair shop, but an increase in these kinds of losses winds up in increased insurance premium charges for all motorists. It may mean more business for hospitals and some doctors, but this in turn may merely mean increased insurance premiums for health and hospital insurance for all people.

In the end nobody really profits from accidents, injuries, and illnesses that come out of increased liquor consumption. In the end the real loss winds up on the backs of all the people,

and businessmen get their share in a more-than-average way by the tax load they have to carry.

There is one other group who will surely profit from liquor by the drink. These are the firms that make the liquor. If liquor by the drink would really result in moderation and decreased consumption, they would be against it. But they are for it. It is noteworthy that the same general arguments pop up all over the country in election campaigns, state and local, on this issue, which seems to indicate that campaign materials come from some central source guiding the campaigns.

You will observe that the operations of the industry men are always behind scenes. They never are found participating in debates or public presentations for liquor by the drink. They evidently hope that the public will not find out about their work for liquor by the drink. There can be only one reason why this industry fights hard for liquor by the drink. It is because it means more sales of liquor and more profit.

One might assume from the immediate foregoing that those opposing liquor by the drink never win these elections these days. Utah in November of 1968 had a statewide election on liquor by the drink, and the voters of that state turned down liquor by the drink decisively. The vote statewide was 144,239 for liquor by the drink and 270,132 against.

Many times large cities will vote for liquor by the drink while rural areas will vote against liquor by the drink. It was thus noteworthy that Salt Lake County, which includes Salt Lake City and suburbs, also voted strongly against liquor by the drink. The totals in the county were 80,934 for liquor by the drink and 104,998 against. In that campaign the usual claims were made that the major need for liquor by the drink was to accommodate tourists and that in the area the need was for cocktails to be available in fine dining facilities with liquor being available only in such locations as sold food.

The Utah legislature later responded to this demand taking those advocates at their word and establishing a system whereby minibottles could be purchased from a state liquor commission agent in a limited number of fine restaurants so that one dining could buy such a bottle and make his own drink. The restaurants were not allowed to make a profit on this business. Resulting sales have been negligible compared to wide-open liquor-by-the-drink systems. Now liquor-by-the-drink advocates have started a new campaign for wide-open bars and liquor by the drink saying that sellers should be allowed to make a profit. But today, except for this limited business, Utah has no real liquor-by-the-drink system, and no wide-open bars.

The Final Decision

In the final analysis, each voter has to make his own decision on how he will vote in a statewide referendum on liquor by the drink. It is obvious from the foregoing how I would vote. My votes would always go for the most restrictions that can be maintained on the liquor business.

Every dollar that is drained away into the coffers of the liquor sellers is a dollar lost for private business, and the dollars spent in bars yield no enduring benefits to the buyer. ■

In the Pursuit of Life, Liberty — and High

by one who thought she had found the real beauty of life, but —

I AM sitting here, surrounded by sterility in the shape of faceless doctors and nurses. How long have I been here? Every time I open my eyes I sense the walls closing in on me. I open my mouth to speak but am unable to; perhaps my vocal cords have been severed. This useless agony is entirely frustrating. If only I could establish my connection with this place and find some answers. I don't think I have come upon anything worse in my life than this ignorance of WHY?

Someone is coming close; I can feel it. I am afraid to open my eyes—to the truth? But I must. It is another one

of those people in white. She has a kind, smiling face—no doubt a mask to hide her true identity. I can't really believe I am in a hospital.

O God—I was right. She is bringing that needle toward me, and I can't move to stop her. Someone please help me. The black now surrounds me like a fog. They will probably begin their interrogation now.

"How do you feel, my dear?" the deadpan voice asks.

I must answer in order to find out why I am here, but I will not satisfy them.

"She doesn't seem to be responding," says the smiling face. "Shall I inject some more?"

No, no, not that needle again!

"I think we're ready now."

I won't tell them anything. We were at the party, and the last thing I remember is Tony saying he felt homesick and wanted to go see his parents in Montreal. Someone else said, Why don't you fly, Tony? And he did. Right out the window. We were all laughing as we watched him plummet toward the street. Then someone said, "I hope he gets a warm welcome."

We felt great that Tony had gone home. We sympathized with his homesickness. After we saw him safely in the air, we went back to our party. School had been pretty rough on everyone lately, and we were just sitting around complaining about the latest set of exams. Suddenly I had this fantastic urge to create. Not just ordinary artistic creativity, but godlike. I wanted to begin the world all over again; to wipe out the hatred, prejudice, wars, and depression throughout the world.

I told everybody my idea. Great, fabulous, wonderful, they said. Where to start? Why not right here? OK. I said that I would demolish every person in the room, and bring them back as kind, loving, unproblematic souls. Great!

The knife was in the kitchen, the one Tony had used to fringe his jeans. I said, OK everybody, close your eyes and you won't feel a thing. They all laughed and we began the creation. I remember the beautiful warm blood of life, and I thought I would have to save it all in order to bring rebirth to everyone. The knife was wonderfully sharp. I was so happy at my idea of a new world. But then someone started to scream. Oh no, you must be quiet. If we want a world full of peace, you MUST be quiet. But they kept on screaming—sharp piercing screams of agony. This wasn't right. My creation was being ruined. I had to stop that screaming. And I did.

But there was more screaming, inhuman-like, and people—hundreds of people grabbing and pulling me. They were ruining everything. I tried to stop them, but somehow had lost my knife. The blast of cold air hit me like a brick wall. I was shoved into a car—a pollution-making car. I was full of hate—for them and myself at not being able to finish my creation.

But I will finish it. I must. ■

Shirley M. Dever

Check Your CARE Count

A BROWN-EYED, pink-cheeked, bubbly girl in her early twenties is my closest female friend. When I hear the rumble of Mary's little red VW at the top of our hill, my heart seems to quicken and I can feel my face flush with anticipation. Since I care so much for Mary, it came as a jolt to learn that once she dared to believe I didn't care for her.

It happened one day when she chanced to be parked in front of the local post office. Expectantly she watched our truck drive up beside her little red bug, heard a door slam, then gaped in disbelief as a red-jacketed girl dashed into the post office and back out without so much as a glance in her direction.

"My eyes filled with tears," she later confessed to me, "and I thought it was all over between you and me. Luckily, I looked up as I got out of my car. I couldn't believe my eyes. The driver of your truck was a girl all right, but she was blond and wore her hair different from yours. Suddenly it dawned on me that your sister was at the wheel."

I sighed with relief. It would hurt me to the core to lose Mary's friendship. "Joanie and I often wear each other's jackets," I explained, "and the day you mentioned, she was taking care of some errands for all of us. That must be why she was in such a hurry she didn't notice you."

She nodded her head. "I knew it couldn't be either Chuck or you. You've always taken time for me, no matter how busy you've been."

Mary had taught me a lesson I'll never forget. Some trifle can have a tremendous impact on another human being. An unintentional snub from someone who is not a snob can nevertheless cause hurt. Most of us ask, at least inwardly, many times in our lives: "Does someone care about me?" But perhaps the question we should concentrate on is: "How much do I care about other people?"

These two questions started my wheels spinning, and I came up with ten questions by which a person can check his "care count." Here is the way you do it, scoring yourself as directed at the end of the test:

YOUR CARE COUNT

1. When a friend has an obvious problem, are you willing to take time out to listen to him, even on one of your busier days? Yes__ No__
2. When someone familiar comes to your door for help or advice, do you try to help him personally rather than refer him to someone else? Yes__ No__
3. When a stranger knocks at your door, are you willing to stop what you're doing to talk to him or help him out? Yes__ No__
4. When you pass someone you know on the street, do you always manage to smile and say "hi" or "hello"? Yes__ No__
5. When you receive a request for a donation from some worthwhile organization, are you willing to give what you can? Yes__ No__
6. When you see films of starving children in underprivileged places in the world, do you feel genuine concern for them? Yes__ No__
7. When you see or hear of people getting into trouble or living under unbearable conditions, do you realize you can at least love these individuals? Yes__ No__
8. After misunderstandings with members of your family or friends blow over, are you honestly ready to let bygones be bygones? Yes__ No__
9. When someone close to you displeases you in some way, simply because he's different from you, are you willing to apply the live-and-let-live theory? Yes__ No__
10. When you're in trouble, do you make every effort to help yourself so you won't be a burden to someone else? Yes__ No__

These are questions designed to help you discover how much you really care. If you should come up with all Yes answers, this would indicate that you have a great deal of empathy and sensitivity for other people. Even if you answered only half of them Yes, you care a lot more than many people do in this impersonal, frantic-paced decade. If most of your answers are an honest No, however, you need to do some soul-searching to see why you've become indifferent to others.

Anyone who thinks deeply about our world and national problems has to admit that if the ability really to care were universal, most of the problems would be solved. Think of this in terms of what it could do for our overpopulation, litter, pollution, and lawlessness problems! Think how fast wars would cease!

From the standpoint of an individual, "care" is a dynamic

TEENS—Life Can Be Beautiful

four-letter word. The alcoholic, drug addict, heavy smoker, overindulgent eater, and social butterfly could all be helped by the two-way use of the word. First, they would have to care about themselves enough to try to help themselves. Then they would feel deep down inside that someone else genuinely cares about them. Only *one* someone else might do the trick.

After the incident with Mary, I decided to show more care for the lonely individuals in our community. One elderly farmer has lived alone more than twenty years. Suddenly I became aware that many of his friends and neighbors meet him with merely a wave of the hand or a casual "Hi." I singled him out, and learned so much about him that I wrote an article about him and sold it to a state newspaper. This experience was delightful for both of us.

A middle-aged divorced woman has also lived alone for about twenty years. Though she is often ignored as an "odd-ball," I discovered in her a true friend with a lot of hidden artistic talents.

I can still recall the words of a song which was popular a few decades ago. It began: "Do you care? Is there a chance for me? Do you care? I wish I knew!" Most human beings we pass on the street, or in our cars, are asking these poignant questions. That's why each of us can do a great service

by being kind to those people we take for granted and treat impersonally, such as waitresses, hotel clerks, taxi drivers, newspaper boys, milkmen, garbage collectors, department store clerks, bank tellers, and mail carriers.

Recently I was privileged, along with innumerable Americans, to watch another of Jacques Costeau's unique underseas specials on television. When the sea-roaming *Calypso* finally pulls into a port, the captain is nearly always asked: "How can I help?" His stock reply is "Love life." The narrator commented further on this point. "Perhaps his [Costeau's] secret to his total commitment to the sea is his love for *all* life."

On a closer-to-home basis, a teen-age friend of mine made an unforgettable remark about a woman I've known and admired for twenty-five years. She had been talking about some of her teachers at the local high school.

"Why do you think so much more of Mrs. Exton than of your other teachers?" I asked impulsively, hoping to get an honest off-the-cuff answer.

"She *cares*," Terry sighed. "She's the only one who really *cares* about us kids!"

Isn't this, when you stop to think about it, one of the highest compliments one human being can pay to another? ■

VIEWPOINT

Helen Sue Isely

Mirrors
Merely reflect.
Reflective thought does more:
It steers the thinker into new
Action.



Teens Talk Road Safety

OVER 300 South Dakota teen-agers sponsored a protest meeting.

They were not carrying placards or marching in demonstrations. Instead they met for two days quietly discussing new safety projects for use in their schools and debating resolutions to improve driving conditions in their state. This was the annual Governor's Teen-age Conference.

Many of their resolutions became law in the state, for the young people do not take this session lightly. One of the resolutions passed was for lowering from .15 percent to .10 percent the blood-alcohol ratio for presumed intoxication. This resolution passed, but not by an overwhelming majority, because of the number who wanted the figure lowered to .08.

Students displayed their concern for traffic safety by attending the conference, but were visibly shocked by a demonstration at the opening of the session. The council president asked fifty-two delegates to stand as he said, "Fifty-two teen-agers like you and me died in traffic accidents this year. Look around you at how many that is. That is why we are here today."

As the names of the deceased teen-agers were read, the room was deathly silent. The teen-agers knew why they were there.



Many motor vehicle laws in South Dakota were first presented at the Governor's Teen-age Safety Conference. This group is discussing the problems caused by drugged drivers.

Hector Dumpty, the great-grandson of Humpty, talked about alcohol and the driver. Hector, by the way, ended up as broken as his great-granddaddy when he got drunk and started driving.



"When I ask a simple question, I want a simple answer!"



Frank Owen

© Cartoons - of-the-Month



JOHN'S

JOHN stomped his feet in the thin coating of powdery snow on the shoulder of U.S. Route 40 and flapped his arms in an effort to keep warm. His breath hit the cold night air of Ohio as little puffs of steamy vapor mingled with lightly falling flakes.

The top of the small suitcase on the ground beside him was covered with the white stuff. John squinted his eyes, scanning the highway to the west. It was a bad night to travel, and few cars were on the road even though it was only a little past nine o'clock. But he was bound to get another ride soon.

A car was approaching now. John held up his thumb hoping he would soon be in a warm car and out of the freezing night air—he had endured for the past hour.

CHOICE

Charles W. Jones

The car sped past, kicking up small clouds of loosely packed snow. It was another turndown, so John's spirits sank. An empty feeling started in his stomach and spread upward to his throat. Maybe the folks were right. Maybe he shouldn't have tried thumbing home even if it was his first leave and it meant saving the price of a bus ticket.

They warned him in their last letter that hitchhiking is risky and that most persons are afraid to pick up strangers these days. Maybe he should try to get to the nearest town and catch a bus for New Jersey. Maybe—but wait, another car was coming. This one might be his ride.

The yellow convertible slid to a stop so close to John that he shuffled backward to avoid being sideswiped. The right-hand door opened and the face of a girl about twenty-two, topped with silky blond hair, looked out. "Want a ride, huh, soldier?"

John hesitated. Something seemed to hold him back.

"Well, come on!" the girl said impatiently. "Get in! Or don't you want a ride?"

"Sure." John said. "Sure I want a ride." He sprang forward. It might be a long time before the next car came along. He put his suitcase on the floor of the back seat and squeezed in beside the girl who was clad in a tight red sweater and a red miniskirt.

Sitting behind the steering wheel, a cigarette dangling from his left hand, his right forearm draped over the wheel, was a young man perhaps twenty-four or twenty-five years old. Thick black hair from the back of his neck curled over the neck of his black turtleneck sweater. Long irregular teeth lapped over his fleshy bottom lip as he smiled and stared at John through half-lowered eyelids. Without saying a word, the man tromped on the gas pedal.

The rear wheels spun for a second or two, then took hold, and the late model car hurtled forward.

The funny feeling in John's stomach increased as the car raced through the darkness too fast for the poor road conditions. He explained to the couple that he had been on the road since early that morning and was on his way home after finishing basic training at a midwestern Army post. He learned their names were Ralph and Lynn and that they were traveling from California to New York City.

"You sure have a nice car here, Ralph," John said, running his hand admiringly over the sleek finish of the padded dash. "I want to get a car like this someday myself. That is, if I don't get married too soon. I guess you two know how hard it is for a young married couple to pay for a good car like this."

Ralph and Lynn looked at each other for a second, then burst into laughter. "Married!" Lynn guffawed. "The only thing we're married to is good times and fun!"

"But I thought—" John began, then broke off and turned

his eyes away from the couple. He felt his face redden.

"I'm thirsty," Ralph said. "Get me another one of those beers, Lynn."

The girl twisted in the seat, stretched an arm into the back of the car. She opened the can and handed it to Ralph. He raised it to his lips and took a long swallow. The car swerved from side to side until he lowered the can and got his eyes back on the road.

The tight feeling that crept into John's arms and legs reminded him of the night he crawled beneath live machine gun fire on the infiltration course.

The girl twisted in her seat again, got another can of beer, and opened it. She smiled at John and offered him the can. "No thanks," he said, "I don't drink."

"Huh?" The girl looked at John with a bewildered expression, then jabbed Ralph with her left elbow. "Get that! He don't drink! A big, tough soldier boy. And he don't drink!"

Ralph grinned and wagged his head from side to side. "Man! What's the Army coming to!"

Lynn leaned forward and came up with a leather handbag. She flipped back the top and brought out what looked to John like a homemade cigarette. "Guess you don't smoke either," she taunted John. "Well, I'll bet if you ever tried one of these you'd smoke, again and again and again!"

"And again!" Ralph added. John noticed for the first time how glassy Ralph's eyes looked.

John felt tight all over, but it was no longer a feeling of fear. It was a feeling of anger. He looked at the couple through narrowed eyes and when he spoke it was through clenched teeth. "That's marijuana, isn't it?"

WATCH IT!

Mildred N. Hoyer

Thanksgiving Day, 1970

Frozen turkey
Frozen trimmings
Frozen pie
And frozen stew.
Keep a sharp eye
On that freezer;
Gratitude
Get frozen too?

The girl laughed again, deep and throaty, and poked Ralph with her elbow. "Little Boy Scout's beginning to wake up and come alive. Maybe he'll start to get with it now."
"Stop the car!" John ordered. His voice was steady. He was alert, but calm.

"Huh? What?" It took Ralph a few seconds to grasp what John had said. "Why? What do you—" He looked at John and what he saw in the young soldier's face must have told him something. He applied the brake and steered to the shoulder of the road.

John got out and stood, suitcase in hand, snow collecting on his shoulders. "There's mountainous country up ahead in Pennsylvania. You'd better leave the beer and pot alone. Driving will be bad enough without those."

The girl stared at John, then the corners of her full lips curved upward. "Don't worry about us, Boy Scout. Better worry about yourself. It's going to be a long, cold night out on that road." The door slammed, wheels spun, and the high-powered car jumped forward into the night.

John watched the twin red tail lights recede in the distance, then disappear over a hill. He was alone again.

What was that saying he had heard about whistling to keep up your spirits? Well, then he'd whistle. The notes came out loud and clear, if a little off-key. "Baby, it's cold outside."

John was still whistling when his next ride came along, a big interstate tractor-trailer rig. Climbing into the cab, John was greeted by the broad smile of the leathery-faced driver. "Bad night to be out on the road."

"Yes, sir, it is. Thanks for picking me up." He rubbed chilled hands together and was grateful for the warm air blasting from the big truck's heater. "I'm going to Atco, New Jersey, in the Camden area. You going near there?"

"You're in luck, fellow," the driver answered. "I'm going to Wilmington—only a short hop for you from there to New Jersey."

"Great!" John said, relief flooding over him. He settled back in the padded seat of the cab, exchanged names with the driver, and began a conversation.

Watching the driver's sure hand on the steering wheel, his attention to the road, and his relaxed, confident way of driving, John said, "There's a world of difference between the way you drive and some other people. The last ride I had, the guy drove like a maniac. And the stuff he was smoking and drinking won't help much tonight."

Interest flickered in the driver's face. "He wasn't driving a yellow convertible, was he?"

"Yes. How did you know?"

"Stopped for coffee about ten minutes ago, and the other drivers were talking about it," the driver said. "Came over the radio. We'll probably see some flares not too far ahead. They're still trying to raise the car from the gulch it went into. The guy and the girl will live, but they'll never look the same—or feel the same. On top of that, they'll have to explain about the beer and the marijuana."

John fought down a sickening sensation that rose to his throat, and forced himself to relax. Thank God he was still in one piece, safe and warm in the cab of this truck.

How fortunate can a fellow get? he wondered. "Will you be stopping again tonight?" he asked.

"Sure," the driver said, "in a couple more hours."

"Do me a favor," John said. "Let me buy."

NOTE FROM HISTORY

HE TOOK THE PLEDGE

Russ Spangler

IT WAS a Sunday evening late in October, 1842. John wandered about the streets, half drunk and half clothed. As he staggered along, homeless, aimless, and all but hopeless, a man tapped him on the shoulder.

"Mr. Gough, I believe?"

"That is my name," John replied, and started to walk on.

"You have been drinking today," said the stranger in a kind voice.

"Yes, sir," answered John, "I have."

"Why do you not sign the pledge?"

The stranger seemed so kind and genuinely interested in him that John somehow felt able to unburden himself. At last someone had taken an interest in him and even promised hope and restoration if he would but sign the temperance pledge.

Right then and there John decided: "If it should be the last act of my life, I will make my promise and sign it, even though I die in the attempt; for that man has placed confidence in me, and on that account I love him."

It was the sort of encouragement John needed, and it led him to take the step for which he had been struggling. Little did that stranger realize that the following evening, as John fulfilled his promise, he would begin a lifelong career as a temperance crusader.

He estimated that in forty-four years he delivered about 9,600 lectures to more than nine million people. These were not all temperance speeches, for he delighted hundreds of audiences with his well-known lyceum lectures. As one of his biographers observed, however: "Whatever be the subject, sooner or later the audience find themselves listening to a lecture on temperance."

John Gough had a reason for continually speaking about temperance reform. He had been a "hopeless" drunkard himself at the age of twenty-five. He came home one night in a drunken stupor, and in a fit of delirium tremens came near to burning himself to death. Apparently he had dropped a lighted candle on his bed and some friends came by just in time to rescue him from an untimely cremation.

Instead, Mr. Gough was destined to keep the temperance fires burning for the next forty years. The very night he signed his total abstinence pledge he was given an opportunity to relate his story. That first temperance speech was so well received that he was invited to speak at every weekly meeting of the Washington Society.

Soon invitations to speak poured in, and Gough found that he was in the business of lecturing on temperance. Although none of his former companions would ever have dreamed it possible, it was the sort of thing he knew he must now do. Wherever he went he was able to kindle within the hearts of drunkards a desire to reform. With his words alone he fired the imagination, excited zeal, painted hope, and promised victory.

There was little doubt that there was but one purpose behind all the rhetoric of John Gough. He once said: "I would as soon obtain the reputation a man gave his clock as any other. He said, 'I have a very reliable clock, for when it points at two, it always strikes twelve, and then I know it's half past seven o'clock.' I care but little in what direction I point or how I strike, if I can accomplish my purpose of enlisting sympathy for our cause, stimulating investigation of our statements, or exciting interest on our behalf."



Reports of the drug problem in pro sports are exaggerated, say team physicians. "If the athletes take them, they don't get them from us," the doctors say. "Players and trainers have an obligation to follow our directions."

30 Percent of U.S. Youth "Addicted" to Smoking

"Caution: Cigarette Smoking May Be Hazardous to Your Health."

Despite the warning printed on each package of American cigarettes, nearly one third (30 percent) of the young people between 14 and 25 smoke regularly, according to a Gilbert Youth Poll.

Another 31 percent have smoked at some time; only 39 percent have never been smokers.

Of the 30 percent "addicted" to cigarette smoking, slightly more male than female respondents said they considered themselves regular smokers—34 percent to 27 percent.

As the age of the respondent increases, so does the percentage of young people who smoke. Only 17 percent of those in the 14-17 age bracket smoke cigarettes, but 33 percent of the 17-18-year-olds, 45 percent of those 19-21, and 47 percent of those 22-25 are committed smokers.

Of those respondents who have quit smoking, 54 percent did so because they "just did not get anything out of it," or for similar reasons. "I just can't believe that so many people continue to smoke—there's nothing to it," offered a Midwesterner.

A primary concern of 23 percent of the young people who no longer smoke was health: "You just see all of these articles about lung cancer—I got the message after a few years."

Only 5 percent of the reformed smokers said the antismoking cam-

paigns conducted on television had influenced their decisions.

Smoking for 83 percent began without parental approval, and most young smokers—42 percent—were under 14 when they started, the poll revealed. "We thought it was 'in' to have a party and smoke," said one 16-year-old from Nebraska.

A general indifference to health hazards was admitted by 55 percent, a group that felt the publicity had not influenced their thinking on smoking at all.

25 Nations Hit Smoking

Increasing concern over the possible health hazards of smoking has resulted in intensive anti-tobacco campaigns in at least 25 nations, according to the U.S. Public Health Service.

While most of the antismoking campaigns are similar to those in the United States—health warnings on cigarette packs, restrictions on advertising—the survey reported several unusual approaches.

- Bulgaria requires that if you want to smoke on the job, you must get permission—in writing—from any nonsmoking fellow workers.

- Posters in factories and elsewhere in the Soviet Union carry such legends as "Tobacco Is Poison," and "How to Burn Up Your Health."

Drug Use Found to Be Low in Pro Sports

Drugs are no substitute for "good conditioning, excellent coaching, and proper mental attitude" in athletics, says Dr. Robert J. Murphy, team physician for Ohio State University.

It is morally wrong and illegal to dope race horses, but no rules exist in American sports, Dr. Murphy says. However, "in my experience around the country, the use of drugs is far less prominent than one is led to believe."

Dr. Thomas Schindler, president of the Professional Football Phy-

sicians Society, says the drug problem is negligible in professional football.

"Reports to the contrary merely are making mountains out of molehills," he says.

"Team doctors do not allow medicines which will do players any harm, and this is a tenet not well understood by a great many people."

The doctor, he continues, handles the professional athlete just as any other doctor would an individual patient. Each one must be treated individually.

"With the professional football player," Dr. Schindler says, "you are dealing with a particular brand of catfish."

Dr. Murphy says doctors must keep in mind that "the athlete as a person is constantly striving to improve his performance and will follow almost every hint or suggestion that a fellow athlete will make."

"If a world record is made by an individual who stands on his head 30 minutes a day and drinks beet juice three times a day, you can be sure that hundreds of others will be trying it soon," he says.

Dr. Murphy states that athletes in individual sports such as track, swimming, and weight lifting "seem more susceptible to fads than in the team sports."

Employees Use Drugs

Of 50 major New York corporations, 45 reported incidents of drug use among employees, according to a study released by the New York Chamber of Commerce.

Most of the companies said they expected the problem to worsen.

"People are pushing drugs in the lobbies and passing them out on the job," said a spokesman for J.S.A. Associates in New York, a newly formed corporate consulting agency specializing in drug cases.

"The companies don't know what they're dealing with," he said. "They don't know where to go."

The Habit Kicked Back

Did you hear the story about the doctor who was researching the effects of nicotine contained in cigarettes? He had a test tube full of liquid nicotine, and spilled part of it on a chair.

His research assistant sat down in the chair a few minutes later, and died within 12 minutes from nicotine absorbed through his body.

Ad Agencies Are Calm Over Cigarette Ban

Advertising agency executives appear unperturbed over the prospect of losing millions of dollars in billings because of a new law banning cigarette commercials on the airwaves.

"It's not the black cloud it would appear to be," said one agency executive of the ban on cigarette advertising on television which takes effect January 2.

Tobacco companies in 1969 spent some \$270 million advertising cigarettes in television, radio, magazines, and newspapers. Of that sum \$214 million, or 79 percent, went for television and radio.

What makes a big cutback almost inevitable is that the cigarette industry is reluctant to pump a lot more funds into newspapers and magazines.

William Kloefer, a vice-president of the Tobacco Institute, says the tobacco companies are fearful that if they flood periodicals with ads, the Federal Trade Commission might compel manufacturers to insert a health warning in all its print advertising.

And tobacco companies don't want to be in the position of spending money to disparage their own products, he said.

In This NEWS

◆ There is extensive drug use in the military, say enlisted men. See page 20.

◆ Physicians get unknown-drug cases to treat. See page 21.

◆ Want to live a long life? See page 22.

Officials Deny Extensive Drug Use in Military

High officials at the Department of Defense believe that a drug habit as expensive and time-consuming as heroin addiction cannot escape notice for long under the rigorous supervision of service life. But other military men, officers as well as enlisted men, disagree.

Discussions with more than a score of soldiers and former soldiers—men involved in military drug control efforts and former addicts undergoing treatment at civilian centers in New York—suggest these conclusions:

Addiction to heroin and other "hard" drugs is going undetected in the Armed Forces, and the use



In Vietnam drugs are easy to obtain and addiction is possible to conceal, say servicemen.

of "soft" drugs like marijuana is more widespread than official statistics show.

This is made possible by a drug subculture based on the "ignorance of superior officers," the anonymity of men on large bases, a strong "no ratting" buddy system, and the accessibility of drugs and of items that can be stolen to sell for drugs.

Pentagon officials acknowledge that a drug abuse problem has developed in the military, and they are stepping up their attempts to combat it.

They have begun to distribute antidrug posters, pamphlets, films, and radio and television spots worldwide. They have set up re-orientation courses aimed at persuading "experimenters" to stop rather than punishing them. And for the first time they are discussing the feasibility of establishing

addict rehabilitation centers on military bases.

However, Pentagon officials have tended to discount reports that drug taking has become a widespread practice in the military.

Servicemen insist, however, that much drug use is never investigated, that official estimates of drug use are low because of the "ignorance of superior officers."

An Army lieutenant colonel, who has worked for a year in a drug contract program for troops in Europe, agreed that many of his colleagues knew very little about the extent of drug abuse in their commands.

"They aren't suppressing information," the officer said; "they just don't know what's going on."

A Vietnam veteran who told of supporting a heroin habit for five years in the service said that while in the States he and a partner had obtained money for drugs by selling heroin on a large base near New York and by stealing supplies. While in Vietnam, he said, he sold stolen goods to the Vietnamese.

"We gave the Charge of Quarters \$100 for an hour in the supply room," he said. "You could pay your way into or out of anything."

He volunteered for Vietnam after three years, he said, because "guys who had been there told me how cheap 'stuff' was and you could even send it home if you wanted to."

While stationed on a large base there, he said, he stole "everything from combat to radar equipment" to trade to a Vietnamese for envelopes of heroin. "I couldn't truthfully say whether I was trading that stuff to Vietcong or who," he said. There were investigations of the thefts, he said, but he was never caught.

Shortly before his discharge, he said, his addiction was discovered by his first sergeant, but he was not turned in because "it would have been a black mark on everybody."

Officials in Washington charged with countering drug abuse in the military emphasize that civilian drug problems are bound to be reflected in the Armed Forces.

Malnutrition Raises Cirrhosis Deaths

Philadelphians drink more liquor than anyone else in the state and have one of the highest death rates from cirrhosis of the liver. The average Philadelphian spends \$65 a year on liquor.

People most likely to die from cirrhosis are either poor and malnourished or wealthier urbanites who drink a lot, says Dr. George K. Tokuhata, a Temple University professor and director of Biostatistical Research for the state.

His study analyzing liquor sales and cirrhosis deaths for the year 1960 also revealed:

—Cirrhosis of the liver shortens life by at least 10 years, from a normal life-span of 70.

—Alcoholism plus cirrhosis robs the individual of another five years.

—Women alcoholics die at particularly young ages and may lose up to 18 years of normal life. An alcoholic woman with cirrhosis is likely to die five years earlier than her husband in the same condition, while without liquor she lives two years longer than he.

Today's Chuckle

One Senator to another:
"You spend a billion here,
a billion there, and first
thing you know, it adds
up."

A New Brand of Rum

A certain brand of rum available in the Caribbean area may contain marijuana, warns the U.S. Navy.

Sailors have been told of it and that they should be aware of the hazard and be careful. Navy men are allowed to bring back one imperial gallon of liquor without paying customs duty.

A toxicologist with the Virginia Medical Examiner's Office says the consumer of a rum-marijuana mixture would "get more effect from the rum than the marijuana."

He adds that there would be an effect if there were a high concentration of marijuana in the alcohol. But he notes that in this case "I would think the concoction so unpalatable, so distasteful, that it would be hard to take."



The Drunken Mice

Dozens of staggering mice at the University of Florida are getting drunk—and they're turning up surprising new evidence about the damaging effects of alcohol on the "executive drinker."

The evidence is this: America's increasingly common "executive drinker" may be permanently damaging his brain and intellectual functioning, even though he eats a good diet along with his daily martini.

In fact, the U of F research—the first major study of the long-term effects of alcohol on the brain—indicates that even moderate drinking could result in loss of learning ability, loss of short-term memory, and the general deterioration of brain function.

Dr. Bernard Freund, a medical researcher at the U of F College of Medicine, set out to answer this question: Does the chronic consumption of alcohol have any effect on a person's ability to learn after alcohol is no longer consumed?

The answer, he says, is Yes. He believes the research has dispelled a common notion that the malnutrition often seen in alcoholics is responsible, by itself, for the damage to brain function seen in "skidrow" alcoholics: confusion, loss of memory, and loss of learning function.

Dr. Freund reported the same kind of deterioration in "sober mice" after they'd been consuming alcohol for months—but also after they'd been given a constant good diet.

He believes that alcohol itself was responsible for a marked deterioration in the ability of the mice to learn.

"I believe the damage was due to alcohol itself and not malnutrition, as has been said for many years," the researcher said. "I think the data show that a drinker cannot protect himself from chronic brain damage by taking a vitamin pill."

110 Youths Dead From Sniffing

The practice of sniffing chemical solvents for "kicks" has killed at least 110 American youths in the last decade, and deaths as a result of the practice are rising sharply, reports "The Journal of the American Medical Association."

"A rapidly rising number of solvent sniffers are dying suddenly and unexpectedly," says the publication.

Victims represented all socioeconomic classes, but 81 of the 110 youths, 11 to 23 years old, were from suburban middle-income white families.

Among solvents the youths sniffed were toluene in model airplane ce-

ment, trichloroethane in spot removers, gasoline, and fluorocarbon propellants used in pressurized aerosol containers.

Medical textbooks attributed deaths from rapid breathing of these solvents, called volatile hydrocarbons, to brain damage and respiratory failure. However, the published report says that severe abnormalities of the heart's rhythm were the most likely explanation for the sudden sniffing deaths.

The cases showed that some youths sniffed hydrocarbons directly while others breathed them from plastic bags. Either way, the practice could kill, the study says.



Early this year Randolph, Massachusetts, declared a 24-hour moratorium on smoking. Smokers were asked to donate the money of a pack of cigarettes to a scholarship fund. Nonsmokers too were asked to contribute.



"Not drunk, offisher—tranquilized."

Impure Drugs Plague Doctors

A major problem in treating young drug abusers is that the attending physician cannot always be sure which drug he is dealing with, says Dr. Edward A. Wolfson, director of the Division of Drug Abuses at the New Jersey College of Medicine.

Drug pushers are selling young people almost anything these days, Dr. Wolfson says. As a result, physicians who get their cases are hard put to know what to treat them for.

"Our young people know a great deal more about drugs than their parents," he says. "They know much more than their teachers and even than their doctors. But they get a lot of stuff that is by no means what it is supposed to be.

He tells of one cache of 36 pills, presumably mescaline, which was picked up and tested. Fourteen of the pills contained no mescaline, he says. Seven were mostly aspirin, and some had no drugs in them at all.

Some antidotes are helpful for some drugs, Dr. Wolfson says, but some are harmful to the point of being lethal.

Dr. Wolfson emphasizes three points:

- He believes marijuana laws are punitive and unenforceable. He called for a lessening of penalties in order to delegalize what he called a trivial drug.

- He believes a more astute medical look should be taken at the methadone program for treating heroin addicts. He says it substitutes one form of narcotics addiction for another. While conceding that methadone has its uses in some cases, he says it should not be accepted as a cure-all.

- He deplores the intense hue and cry he says has been raised over the drug problem. He says organizations and communities are rushing to hysterical programs that are not well planned and have no basic ingredients.

"What we have," Dr. Wolfson continues, "is not a drug abuse problem, but a people problem. Let's begin thinking about people and what causes them to use drugs. Drugs are not evil. Medically they are a godsend. It is why they are used that is a problem. That is what must be studied."

JAMA Withholds Articles on Smoking-cancer Link

"The Journal of the American Medical Association" has decided not to publish two previously announced reports on a controversial experiment with dogs that is supposed to link cigarette smoking with lung cancer.

But the magazine, which is probably the most widely read medical journal in the U.S., insists that the articles haven't been rejected outright but simply returned for revision.

The reports have been causing controversy since early May, when the Tobacco Institute, the industry's trade association, announced it was mounting a major attack against the validity of the researchers' findings.

The articles describe the results of a two-and-a-half-year experiment on 94 pedigree beagle dogs that was carried out by two eminent scientists: Dr. E. Cuyler Hammond, a vice-president of the American Cancer Society, and Dr. Oscar Auerbach, senior medical investigator for the Veterans Administration Hospital, East Orange, N. J.

When the results of the experiment were first reported at a meeting of the American Cancer Society last February, a society spokesman said the experiment "should have a significant impact on the smoking of cigarettes" in

5-Prong Campaign Attacks Drug Use

The Advertising Council has unveiled a new five-prong campaign against drug abuse that might well turn out to be the biggest volunteer advertising effort in its history.

Created by Compton Advertising, the broadcast and print efforts are aimed at pre-high schoolers, high school through college age, parents, servicemen, and inner-city residents. Each uses a different approach and each will require different types of free media space and time.

"Why do you think they call it dope?" is the overall theme. One particularly moving radio spot leads off with a contemporary rock-type song that starts, "God save the soul of a boy bound for glory," and continues while a girl reads off the actual names and causes of death of some recent narcotics victims—like the recital of Vietnam dead. Then a man says, "If you have a friend on drugs, get him off. It's hard to bury a friend."

Isometric Humble Pie

R. M. Walsh

Swallow your pride upon occasion. It does much for tranquility. It's non-fattening, no cyclamates, Reduces egos which are heavyweights, And is good exercise in humility.

WHAT WHERE WHY WHO WHO HOW WHEN WHAT

- ◆ "More than 28,000 Americans died in 1969 because of drunken drivers," according to Howard Pyle, president of the National Safety Council. Alcohol was a factor in more than half of last year's 56,400 traffic fatalities.

- ◆ Tar and nicotine ratings may have to be listed in cigarette advertisements. The Federal Trade Commission has quietly instructed its staff to draft such a regulation. (New York "Times")

- ◆ A house-to-house survey of a 40-block area of Harlem turned up 18,000 hard drug addicts, including 2,000 children between the ages of seven and 15. And 90 percent of those children lived by themselves without the presence of an adult in their immediate environment. (AP)

- ◆ Federal agents seized 1,334 pounds of hashish in the first quarter of 1970, compared with 623 pounds in all of 1969. And 1969 seizures of heroin totaled 245 pounds, worth more than \$60 million, compared with 24 pounds five years earlier. ("Christian Science Monitor")

- ◆ Breathing highly polluted air drives rats to drink alcohol, cuts down on their growth, and makes them less active, reports Dr. Robert S. Pogrund. (AP)

- ◆ On the average, everyone in West Germany smoked 1,826 cigarettes last year. This is a per capita increase of 70.2 percent over 1959, when 64.7 billion cigarettes were consumed.

- ◆ High levels of DDT and other long-lasting hazardous pesticides have been found in cigarettes and appear to increase the health hazards already facing smokers. According to North Carolina State University researchers, pesticide residues in tobacco and cigarette smoke "add to the massively accumulating evidence of the pervasiveness of persistent pesticides in the world environment." (Washington "Evening Star")

Depressed Sleep

Depressed persons sleep less than normal persons, report Dr. Joe Mendels of the University of Pennsylvania and Dr. David R. Hawkins of the University of Virginia.

Patients hospitalized for depression have trouble getting to sleep and wake up more often than is usual. But the most significant feature of the sleep of depressed patients is the shortness of their stage-four sleep, the deepest stage of sleep, characterized by particularly slow brain waves.

Sometimes, Drs. Mendels and Hawkins say, the reduced proportion of stage-four sleep in depressed persons may not improve even after the clinical symptoms of depression have been alleviated.



Dr. Oscar Auerbach

ARE YOU PUZZLED?

A LETTER "R" PUZZLE Frieda M. Lease

The letter "R" is the only difference in each of these pairs of words. The first is spelled with an "R." Omit it to get the second word.

1. --r-- to room
----- to remain
2. -r-- implore
----- reimburse
3. r---- contest of speed
----- of first rank
4. --r- heal
----- a hint, or sign
5. -r---- weak
----- to fall short
6. ----r- to gain knowledge
----- thin
7. -r---- independent
----- a fixed charge
8. -r---- publish
----- unit of measure
9. --r--- a cord
----- to pierce or wound
10. -r----- person attached to another
----- demon
11. -r---- a bird
----- farm animal
12. r---- bellow
----- propeller
13. -r---- to twist
----- organ of flight
14. -r----- to lecture
----- fruit

It Pays to Be Happy!

People who are happy in their work live longer than those who aren't.

That's the conclusion of Dr. Erdman B. Palmore, a Duke University psychiatrist.

In fact, Dr. Palmore says his 13-year research indicates that the degree of satisfaction a person feels with the way he spends his time is the single most important factor in determining whether he will live extra years.

Dr. Palmore set out to learn what are the life factors most often shared by those people who defy the insurance companies' actuarial tables of life expectancy.

Among those who lived longer than life expectancy tables said they should, Palmore found four major forces at work.

The most influential of them all, according to the study, was not a physical factor at all, but that element Palmore called work satisfaction.

The second most significant factor was plain, simple happiness with the world and life in it.

Only then came physical factors—the quality and efficiency of a person's body function and the degree of his use of tobacco, obviously the less the better.

Reversing Palmore's interpretation, the forces which seem to speed death most powerfully—at least among the people he observed—were boredom, failure, and sadness.

"We know that the mind affects the body in various ways," Dr. Palmore says. "We don't completely understand why, but we can see further evidence from this study that a relationship exists between the mental state of the person and his physical condition.

"It would seem that the best way to increase longevity is to maintain a useful and satisfying role in society, keep a cheerful disposition, remain physically sound, and refrain from smoking."

Nixon Challenges Bored Drug Users

President Nixon says the way to help young drug users is not "to make life easier for them—that's the worst thing you can do"—but to offer them a challenge.

In a filmed interview with Art Linkletter, the President attributed the drug abuse problem to young people who "don't think they're getting enough out of life."

"That's really a reflection on them, not on life," Mr. Nixon said. "This is a good life, this is a good country."

"They need not be bored. They need a challenge," he added.

"They need to be involved in something that is more exciting and important."

Athletes March on Drugs

A national sports committee to help fight drug abuse among America's youngsters has been formed under the direction of MOD Corps—the March on Drugs.

Five professional athletes were the first recruits in a group expected to reach several hundred who will make speeches, meet youngsters, and explain the dangers of narcotics:

Rickie Harris, defensive halfback, Washington Redskins—"I went to high school at the edge of the Watts section in Los Angeles, and the problem was terrific even then. I escaped because I was busy being an athlete. Yes, I have taken pep pills from a licensed physician to get me through a football game, but that's far different than from a pusher on the street. I don't take pep pills anymore. And no painkillers with a needle, either."

Ron Woods, outfielder, New York Yankees—"About 40 percent of the kids in my school at Compton, Calif., were taking drugs. Like Rickie, I stayed away because of sports. The way things are today, with so much around, I don't know whether I could avoid it again without some help."

John Schmitt, center, New York Jets—"I went to a private school on Long Island, and the biggest deal was sneaking off for a beer. But when the Jets asked me to talk to some young people a few months ago I was amazed at what I heard. Kids in the early grades, even kindergarten, knew more about drugs than we did—and we thought we were well briefed."

Others in the initial group are Tom Nieporte, professional golfer, and Mike Bass, defensive halfback, Washington Redskins.

Norman King, a New York advertising man and chairman of the March of Drugs, says the committee will be expanded to include chapters in all sections of the nation, with star athletes being sought for the speakers' bureau.

"The athletes are young," says King. "Kids can relate to them better than they can to adults."

UN Drug Commission Plans World Action

The United States has urged the United Nations to convene its narcotic drugs commission in special session to map plans to combat the "disastrous spread of drug addiction."

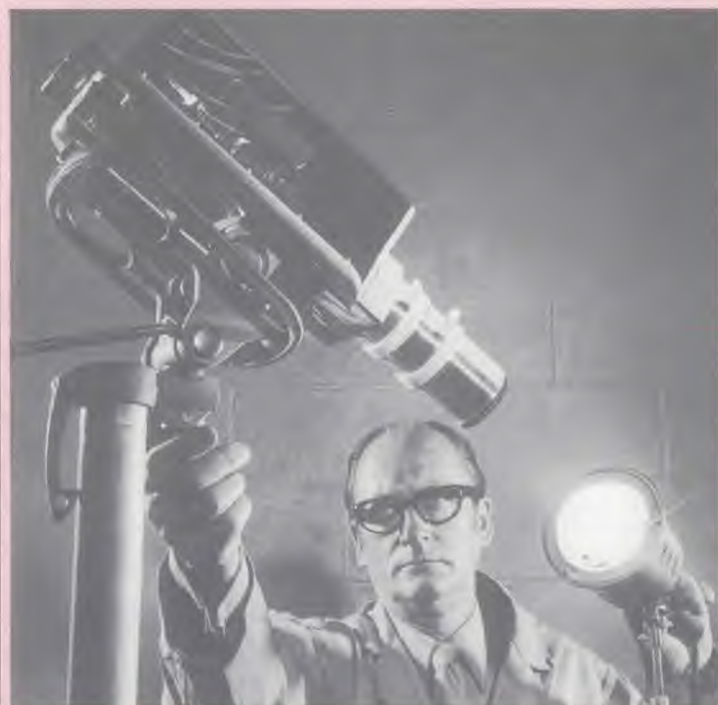
Charles W. Yost, head of the United States mission to the United Nations, said action was needed because of a sharp increase in the abuse of heroin and other narcotics in "all strata of society."

"There is an ominous expansion of such abuse to young people and even children," Mr. Yost told the United Nations Economic and Social Council.

The United States formally asked the commission to meet in September to prepare "Short- and long-term policy recommendations for integrated international action against drug abuse."

ANSWERS:

1. stray—stay; 2. pray—pay; 3. race—ace; 4. cure—ure; 5. trail—fall; 6. learn—lean; 7. free—fee; 8. print—pint; 9. string—sing; 10. friend—fend; 11. crow—cow; 12. roar—oar; 13. wing—wing; 14. preach—peach.



Future moon missions will have better cameras than before for the crucial picture taking on the surface of the moon. This camera is designed to take clear pictures in the best, and the worst, of lighting. The "sun gun" at right is a device that duplicates the brightness of the sun.



What to buy your teen-agers for Christmas

1 Buy your daughter a new hat...



2 Put a little something under the tree for your son, or...



3 Send them subscriptions to LISTEN.

The price tag alone cannot measure a gift's true value. Take a "Listen" subscription, for example. It costs just \$4.00 for 12 issues. But each issue contains a message that can steer a teen-ager right for a lifetime—a message of healthful, happy living. And that's worth a lot more than a fast sports car or even a crown of gold.

"Listen's" articles talk about smoking, drinking, and the drug scene. But "Listen" doesn't preach. It just presents the facts and demonstrates them with true stories. The "Listen" interview articles let America's lively people do the talking—such people as sports stars, lawmakers, and respected stage and screen celebrities.

What to buy your teen-agers for Christmas? Whatever else you give them, be sure to include a "Listen" subscription. Because with each issue of "Listen" goes your message of love and concern. To place your order, just fill out the coupon below.

Gentlemen:

Please send a "Listen" subscription to the address below.

Additional addresses are included on a separate sheet of paper.

Name _____

Address _____

City _____

State _____ Zip _____

LISTEN, just \$4.00 for twelve months. Mail this coupon with your check or money order to "Listen," Dept. N. 1350 Villa Street, Mountain View, California 94040.



HAPPINESS?

Art Fetting

If you're a comic-strip character, happiness might be a snowflake—a puppy's wet nose—peanut butter and jelly. Or if you are like most people, happiness might be more money, more love, more recognition, or better health.

But is happiness smoking a cigarette? A lot of TV commercials would like you to believe it is. However, a recent study conducted by Lieberman Research Inc., sponsored by the American Cancer Society, indicates that nonsmokers are happier, more sensible, more success-oriented, and more self-confident. This isn't a survey of the over-sixty generation. We're talking about teens.

This national survey of 1,562 teen-agers, consisting of one third thirteen- or fourteen-year-olds, one third fifteen- or sixteen-year-olds, and the rest seventeen- or eighteen-year-olds, shows that teen-agers in general think cigarettes are dangerous, but social pressures push four out of ten into smoking habits. Many young people said they smoked because it "makes you feel like a big shot," "makes you look older," "makes you feel like one of the crowd." They said that smoking relaxes them when they feel nervous or helps when they are bored or depressed. Far more boys than girls thought smoking made them more attractive sexually.

It is obvious from the study that much of the teenage thinking is the result of Madison Avenue propaganda. Smoking isn't relaxing; it is a stimulant. Smoking doesn't make you look older; it's like sucking your thumb. If you believe that smoking will make you look like a big shot, then chances are you'll never really become a big shot. And as far as smoking making a girl more attractive sexually, teens should realize that the smell of a cigarette is actually repulsive to nonsmokers. As one young man aptly put it to a girl who was trying to interest him, "Janie, you smell like a dirty ashtray."

What does the study show about what young people believe in regard to smoking and health? About 65 percent of the smokers and 86 percent of the teenage nonsmokers believe cigarettes cause lung cancer. About half of the smokers and 70 percent of the nonsmokers think it is "definitely or probably true" that

cigarette smoking triples the risk of premature heart attack.

In rating themselves, the smokers describe themselves as nervous, frustrated, depressed, rebellious, reckless, sexy, swingers, liking to live dangerously, living for the moment, and wanting to try new things. Nonsmokers describe themselves as happy, relaxed, clean-cut, cautious, ambitious, hard-working, intelligent, and successful.

Being a nonsmoker isn't the easiest thing in the world. The time in life that is most tempting is when you are a teen-ager. Social pressure is the greatest at that time. You want to be popular, "in," accepted. You don't welcome criticism. It's much easier to go along than stand alone, but things that are easy aren't always best.

How much courage does it take to say No to a cigarette? Not really so very much when you make an adequate study on your own first. The simple act of lighting a cigarette looks so easy, so harmless; but the one thing that you must never forget is that smoking is addictive. You have proof of this all around you. Maybe you have an addict in your family. Watch how he fights when his craving calls. What happens when that pack-a-day smoker is caught without his "fix"? He becomes irritable. He craves. His system demands more nicotine. I've seen plenty of smokers, caught without a cigarette, become absolutely irrational as they fished through a dirty ashtray looking for a long butt to satisfy their craving. Believe me, they didn't feel like big shots right then.

How much happiness do you have? Enough? Well, if you want to keep happy, then don't start smoking. If you want to be happier and you are presently smoking, then why not quit and see what happens? Once you've licked the habit, you'll be happier with yourself, and your body will be happier and healthier.