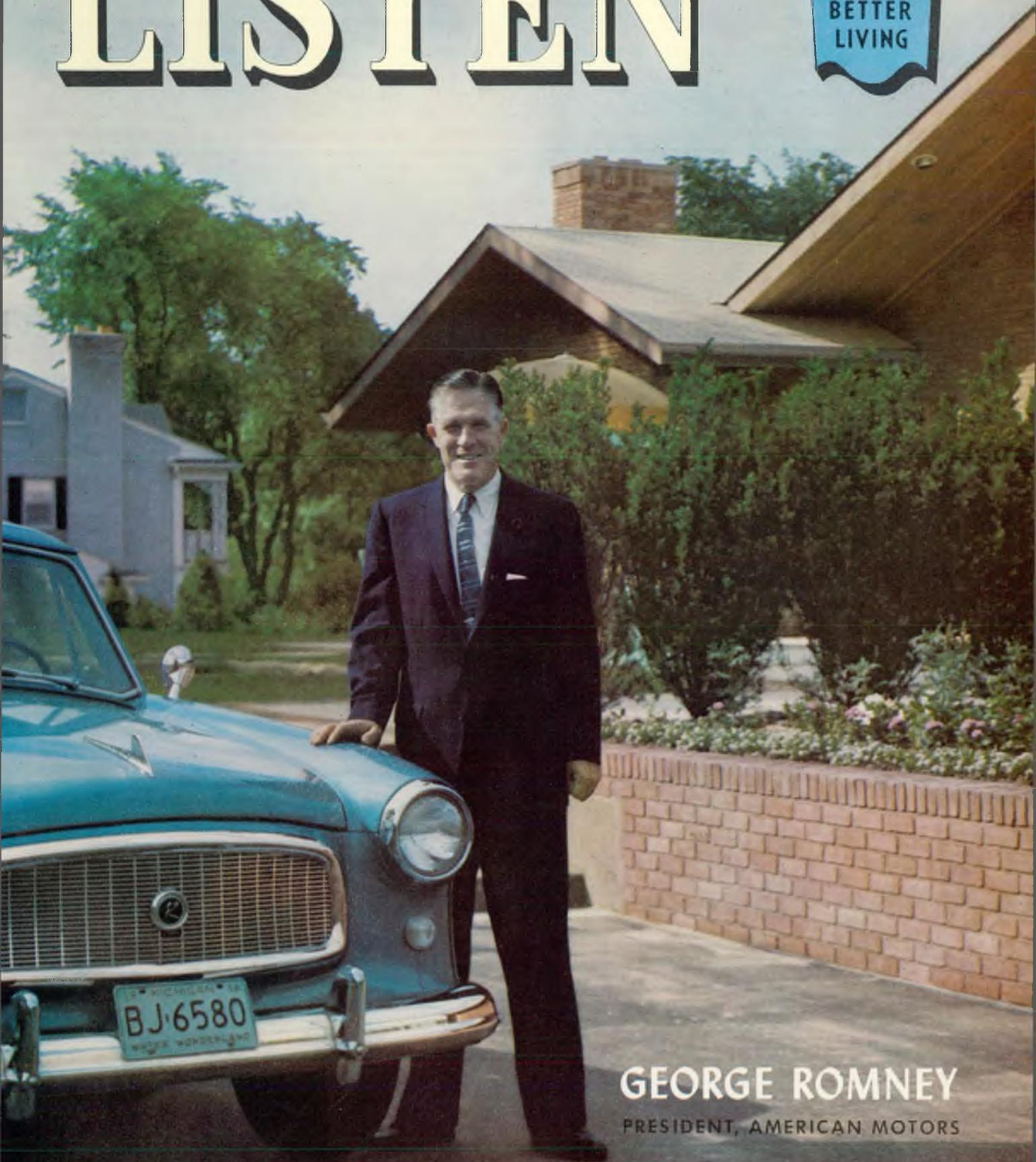


LISTEN

A
JOURNAL
OF
BETTER
LIVING



GEORGE ROMNEY

PRESIDENT, AMERICAN MOTORS



Dayton's Battle of the Bottle

In Dayton, Ohio, live some 7,000 problem drinkers who cost the community an estimated half-million dollars a year in lost wages, lost production, court costs, and support of their families. In 1956 there were 9,799 arrests for drunkenness in Dayton.

Liquor in Accidents

The state police of New Mexico report that in 1957 liquor was involved in 203 of the 427 fatalities listed for the year, or almost half of the total.

Problem Children

About 30 per cent of the nation's school children are problem children of one sort or another, says Dr. Maurice Fouracre of the International Council for Exceptional Children.

Schizophrenia and Alcoholism

In San Francisco, Dr. Josephine R. Hilgard and Martha Newman say that schizophrenia and alcoholism may be closely related. Their study of 2,800 alcoholic and schizophrenic patients in Agnews State Hospital in California

shows that schizophrenic women patients greatly outnumber the men. Among alcoholics, however, the reverse is true. When the two diseases were totaled by sex, alcoholic plus schizophrenic males and alcoholic plus schizophrenic women, the totals were close—1,508 men to 1,338 women.

Drunk Sues Hotel

Frank Leonard sued the Vincent Hotel in Benton Harbor, Michigan, for \$250,000 for giving him too much to drink. Involved in a two-car collision that injured six persons, including himself, he said the hotel was responsible for his injuries because the state laws prohibit sales of liquor to drunks.

"A Good Example"

Governor Stratton of Illinois says that there are to be no exceptions to his order that state employees convicted of drunken driving will lose their jobs. "We are not going to have our employees out on the highways after they have been drinking," the governor asserts. "They should set a good example."

Drinking—Not Only "My Own Business"

There are 80,000 alcoholics in the Province of Ontario, Canada, says Dr. Gordon Bell of the Bell Clinic. Each one affects the lives of at least four other persons. "We are convinced that despite a great deal of publicity less than 10 per cent have sought any kind of help anywhere," he declares.

Restrictions of Advertising

Twenty states put no restrictions on the advertising of alcoholic beverages in newspapers. Twenty-six states ban such advertising that might appeal to minors. Fifteen states ban billboard advertising of spirits. In other states where liquor billboards are permitted only token restrictions are imposed.

Wet Hotel

In one year's time the guests at New York's Waldorf-Astoria drink 11,000 bottles of bonded bourbon, 56,000 bottles of rye, 85,000 bottles of Scotch, 31,000 magnums of champagne, and 42,000 bottles of wine. They down 2,584,000 highballs.

Is This Good Business?

The State of Kentucky in 1953 received \$319,000,000 in taxes, \$10,700,000 of this from alcoholic beverage taxes, both state and local. Its educational system cost the state \$119,000,000, only \$3,435,000 of this from the alcoholic beverage tax grants. That year Kentuckians spent \$87,458,546 for alcohol.

For each dollar paid by its citizens in beverage taxes—Federal, state, and local—Kentucky received only 10 cents for its schools, according to figures released by the Business Men's Research Foundation.

Considering the total revenue from the use of intoxicants, it accounted for only 2.9 per cent of the school budget. If divided among 760,000 families, the tax increase for each family would total \$4.50. This is what the liquor tax "contributed" to each Kentuckian family for education.

However, to gain this amount in educational funds from liquor taxes, the average drinking family expended more than \$300, since more than half of Kentucky's families abstain. Thus, each drinking family spent more than 60 times as much for intoxicants as was gained for schools.

If at the end of the year each Kentucky family had saved the money spent for legal intoxicants, the average family would have had \$142.70 extra. It could have then contributed \$4.50 to Kentucky's education fund, and still have had a gain of \$138.20.

LISTEN

A Journal of Better Living

NOVEMBER-DECEMBER, 1958
Volume 11 Number 6

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OUR COVER

Probably there never before was a businessman more completely sold on his product than is George Romney on his Ramblers. Probably, too, this is the major reason his American Motors was the only domestic car manufacturer to increase sales during 1958, enough, in fact, to show \$15,000,000 profit.

Never does this broad-grinning executive miss a chance to put in a sales pitch. To a Senate committee investigating car prices he brought model Ramblers to show unitized body construction. To New York he sent Ramblers to demonstrate the utility of small cars on busy city streets. Whether in the east, west, north, or south, Romney's Ramblers seem to be there—even on "Listen's" cover, by courtesy of Howard Hallas, director of public relations.

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Our



Drinking Worlds

JUDGING from some of the daily dribble of news coming through the Iron Curtain these days, the average person in the western world tends to envision the Soviet Union as a nation of vodka drunks, virtually swimming in a sea of the potent stuff. On the other hand, judging from reported firsthand conversations with Soviet medical and scientific leaders, the actual situation has quite a different color.

Charlotte and Dyson Carter of Toronto are known for their work in research science and public health. In a book-length report,* published several months ago but somewhat tardy in hitting its circulation stride, they collaborate in describing some of the little-known social, economic, and medical aspects of Soviet life as they learned it in their personal talks in Russia. These observations cover subjects ranging from health baths in the new Russian spas to the retirement ages for Soviet workers.

Most startling, however, are the forthright comments from authoritative sources about the prevalence of drinking and alcoholism. For example, Dr. A. A. Partnov, chief of all the psychoneurological services of the Soviet Ministry of Health, observed that cases of alcoholism (those needing hospital care) in the Soviet Union are rare enough that they don't amount to a significant problem. Not only Dr. Partnov, but all the medical leaders interviewed, agreed that alcoholism is "incomparably less common in the U.S.S.R. today than in North America."

Nor is this fact due to any major differences in semantics. Though worlds apart on matters of economics and politics, Soviet and Western authorities seem surprisingly close on basic considerations dealing with problems arising out of drinking.

Soviet physicians have a figure they consider a reliable guide to the level of alcoholism in their country, based on the persons treated per 10,000. In 1940, about 8 out of 10,000 were treated for alcoholism. During the

war, the figure fell to one tenth that total. From 1950 to the present, it has been close to five per 10,000. "Alcoholism here is diminishing steadily year by year," according to Dr. Partnov.

"How many of your alcoholics are women?" came the question to this leading physician.

"Women? Alcoholics? Why . . . extremely few. . . . Alcoholism among Soviet women is very, very rare."

"You mean, women over here are somehow immune to alcoholism?"

"I mean . . . few Soviet women drink."

All this may seem to oversimplify the whole situation—or underestimate it. Perhaps it does. Even allowing considerable range for these possibilities, though, certain contrasts are evident with the Western world. Says the World Health Organization, 46 out of 100 adult American women drink regularly. Canadian women have a higher average—64 out of 100. As for the men, in each group of 100, on the average, there will be 70 regular drinkers in the United States. Among Canadians, there will be 76 in each 100.

Further W.H.O. findings show the United States leading the world in alcoholism—about 400 alcoholics per 10,000 adults. France comes second with 300, Canada following closely with 260.

All the Soviet scientists consulted insisted that alcohol can *cause*, and in many people does cause, some very serious diseases, including diseases of the central nervous system, the brain, the heart, the kidneys, and the liver. "They even say that alcohol can be a cause of precancerous diseases of the digestive system, mouth, and larynx—and that continued use of alcohol frequently leads to the development of such cancers."

The opinion that alcohol makes body tissues more susceptible to cancer seems to be gaining some headway now among Western authorities, too.

Basically there is agreement in Soviet medical circles on the thesis, "The cause of alcoholism is alcohol."

It is evident that in these days, when our world is divided virtually into two worlds, both are faced with decisions, personal and national, having to do with the use of alcohol as a beverage.

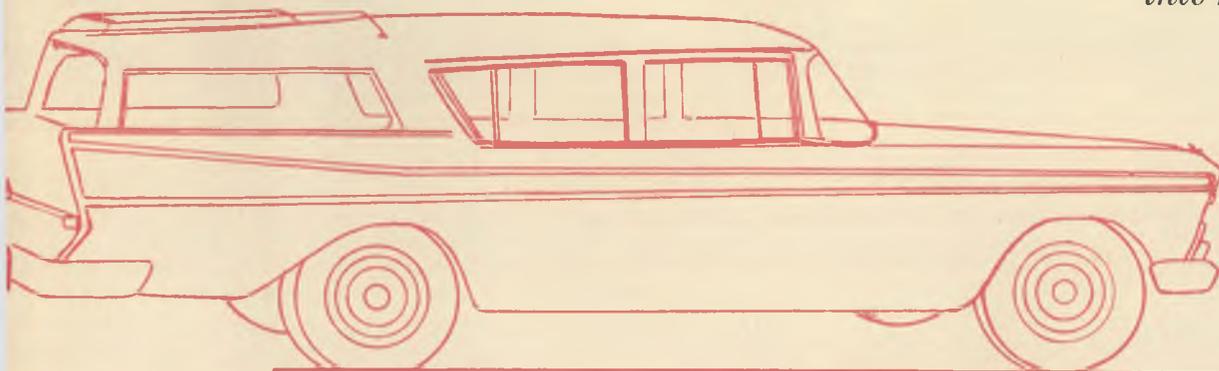
These decisions now being made, both as to the extent of individual consumption and the methods and vigor being used to combat the problems resulting from drinking, seem to vary quite widely between our two worlds.

In this connection, and for this reason, it is indeed apropos to suggest that the future of those two worlds may be influenced greatly by such attitudes and decisions, the greater success going to the world that faces up to the real truth about alcohol and has the national courage to act accordingly.

* *Cancer, Smoking, Heart-Disease, Drinking.* (Toronto, Ontario, Canada: Northern Book House, 1957.)

HOWARD E.
BRONSON

*Instead of more chrome
and horsepower,
George Romney, president of
American Motors,
builds economy and compactness
into his cars.*



CAREER IN CARS



VISIONS of people parking something less than a battleship on the streets of America inspired the start of one of the most amazing business success stories of modern times.

That story is of George Romney and his American Motors Corporation.

This rising star of the automotive world was managing director of the Automobile Manufacturers' Association when his friend, George Mason, visualized a highly maneuverable, economical car in contrast to the giants being produced by the automobile industry. An industry survey of personal driving habits revealed that many drivers purchase cars to go shopping, to go to church, or to take short trips.

Mason, then president of Nash-Kelvinator, saw much merit in this survey, which also made a deep impression on Romney. The views of the two men began to mesh, and Mason hired Romney as an assistant in 1947. Romney took over the reins when Mason died in 1954 and immediately concentrated the company's future automotive program on the compact car.

Although millions of new automobiles had been sold each year under the formula of making them constantly longer, larger, and more powerful, American Motors would sell on the basis of a compact, economical means of personal transportation.

The hard-fought battle for survival is now won at A.M. Since 1954, when the Nash-Kelvinator Company merged with the Hudson Motor Car Company to form the American Motors Corporation, the company had been losing steadily, and in 1956 owed some \$59,000,000. However, operating results have been so excellent in recent months that the bank borrowings were paid down to zero in early July of this year. The company in the past nine months of this year earned more than twelve million dollars.

Recently American Motors chose to revive its smaller car, the Rambler American, while one of the "Big Three" car manufacturers added another super-lengthy new model to its lines to compete in every price class with its greatest rivals. The hunch on short cars, however, paid off for A.M. with additional sales dollars. Total auto sales of American Motors have increased, whereas the new-automobile market in general has declined.

George Romney is a firm believer in himself, in his company, and in America's free-enterprise system.

Active in religious affairs, Romney is president of the Detroit Stake of the Church of Jesus Christ of Latter-day Saints. In this church, popularly referred to as "Mormon," a stake is equivalent to a diocese and a president to a bishop.

Romney maintains a strong interest in community life. In 1946 he helped organize and direct the Automotive Golden Jubilee, celebrating fifty years of motor progress. The Jubilee accomplished a more basic purpose than merely displaying antique cars on gold-painted Detroit streets; it brought together on one platform De-



troit's outstanding labor and industrial leaders in a Unity Rally. This remarkable achievement continues to bear fruit through the United Foundation, where labor and management now work in closer harmony for the common good of the community.

In 1955 he was named chairman of Boys' Day and Boys' Bowl (football) Committee of Detroit. This year he has been chairman of Detroit's important Citizens' Advisory Committee on School Needs.

The Romneys live on the edge of the Bloomfield Hills Country Club, north of Detroit, in a large rambling home appropriately called "the Swiss Chalet," recently completed from plans designed by him and his attractive wife, the former Lenore LaFount.

Being an early riser, Romney chose the site partly for convenience, as well as for its beauty, since many times before breakfast he plays six to nine holes of golf on the nearby course. However, neither this nor a great deal of early office work at home ever delays his arrival at his office punctually at 9:00.

Exercise such as this is basic to his theology. Health of the body becomes a central concern valued for itself, and also as a necessary means for self-improvement in the present life. Naturally, complete living requires a sound body. "Our body is the temple of our spirit; therefore, we should keep our body healthy and clean, and one way to do this is to abstain from things that would impair or weaken the body," he says.

The entire Romney family abstains from both alcohol and tobacco because of precept and example rather than from compulsion. Lynn, Jane, and Scott, the three older children, attended high schools where boys and girls were permitted to drink and smoke if they had their parents' consent.

"We've always given our consent, which amazed the school authorities," comments Romney. "They thought we would say that the children could *not*. Abstinance has been a matter of free choice to them. It hasn't hampered our relationship or their participation in the things that they want to participate in."

George Romney himself regards abstinance as a help, not as a handicap. "I found early in life that people respect those who adhere to their principles, and adherence to a belief of that type tends to help you rather

than hurt you. In my early business experience I represented the Aluminum Company of America in Washington, D.C., where the per-capita consumption of alcohol is higher than in any other city in the United States; but I didn't find abstinance from alcohol or tobacco a handicap. On the contrary, those people who were most worth knowing and whose friendship I wanted were people who had the depth of character to be more interested in someone who adhered to his convictions than in someone who merely went along with the crowd. This is highly significant when you realize that much of my time in Washington involved entertainment. Similarly, when I came into the automobile business, many people indicated that I was coming into a business where you really couldn't get ahead unless you took a drink, but I find the opposite to be true."

Both physical and spiritual strength are demanded in great quantity by Romney's job. In the fall of 1954 he faced what many believed to be a near-impossible task. His company was engaged in two of the most intensely competitive fields in the United States economy—automobiles and home appliances. The Kelvinator division had always done well, both domestically and abroad, but it was facing into a developing situation of chaotic marketing in the industry as a whole. The automobile division, along with the other remaining "independents," was being squeezed badly by the market struggle between Ford and Chevrolet that reached its apex in 1955. Romney was pressed with the need for new financing directly in the face of almost certain severe losses. He had major product decisions. The ability of his young firm to survive was being questioned, and in some instances, confidence was being deliberately undercut. Internally, he had the problem of selling the organization on the new product concept and on the company's future, as well as the problem of thoroughgoing reorganization. Externally, to win confidence for his company, he had to convince others of its potential. To win public approval of the compact car approach, he had first to crack the "frozen big-car mentality" that prevailed. And this is only the surface of a brutally difficult task.

Asked about his stamina in a trying job, Romney replied, "Abstinance is a sound law of health, and I think it contributes to one's physical well-being and the energy



As chairman of Boys' Day in Detroit, George Romney lays plans with Father Bernard Regan, principal of Catholic Central High School, and A. Vanderzee, vice-president of Chrysler Corporation.

With daughter Jane at the piano, and sons Mitt and Scott joining in, the Romneys follow one of their favorite diversions, the family songfest.

Mitt and Scott help dad inspect the new planter.

American Motors President Romney consults with his associates (left to right), J. L. Brown, Jr., secretary; E. W. Bernitt, vice-president of auto manufacturing; E. L. Cushman, vice-president of industrial relations.

that an individual needs in active vocational pursuits. Energy to the individual is what the motor is to an automobile. There isn't any question in my mind that alcoholic beverages sooner or later impair the human system."

Associating with successful people at all times helps one to achieve success, according to Romney. He was able to observe important people while still in college working as a tariff specialist for Senator David I. Walsh. Subsequently, he had the opportunity to consult with top officers in the Aluminum Company of America. Finally, he was stimulated by the top management people he met in Detroit while representing the automobile manufacturers and again at American Motors.

Business affairs, such as conferences, dinners, and engagements, should be so conducted as to bring satisfaction and pleasure to those who are present, this vigorous auto maker believes. "There is a vast distinction between treating your business friends and associates in a way that they will treat you. When I go into the homes of my friends, they give me beverages that I enjoy, and I appreciate that. I don't see why I should refuse to see them have beverages that they take and that they feel they enjoy.

"On the other hand, I know that as far as I'm concerned, I don't think those alcoholic beverages are good for me or good for them; but after all, one of the most fundamental things in human life and relationship today is the freedom of each individual, the freedom of choice.

Of course, I think where the businessman uses alcohol as a deliberate means of taking unfair advantage of business friends or associates, that is as reprehensible as using any other deliberate means of being unfair or unethical."

Businessmen can relax without using alcohol to relieve tensions, Romney thinks. His own method of relaxation involves engaging in family activities after the business day ends, reading moderately, and then retiring early. Although very active in church work, he finds it a good change, relaxing and restful. "An individual needs to pursue a program of activity that will develop him completely and that includes physical, mental, spiritual, and emotional development."

Romney's moral sense of values has a pronounced effect on his organization simply by example.

"We are conscious of a lively sense of moral values here at American Motors," declares Howard Hallas, director of public relations. "One expects effective leadership to be practical, but the added salt of idealism sharpens the flavor of our jobs. This kind of leadership brings more intelligent restraint on the one hand and more zestful effort on the other."

As the immediate past president of the Automobile Manufacturers' Association, Romney makes it clear that the manufacturers are not sitting on the sidelines waiting for someone else to find a solution to traffic safety problems. He says that they recognize drinking to be an important part of the traffic accident picture, and that many of the organizations

(Turn to page 24.)

Mr. Romney seated at his desk.

"I tell youngsters that people who drink, drink different things. Usually a feeling of inferiority exists when people try to force you to drink what they drink. But don't be afraid to stand by your convictions."



*"Listen" Interviews Commissioner
Henry L. McCarthy,
Department of Welfare,
New York City*



What Alcohol Costs New York City

MADELINE GEORGE

Do you consider, Commissioner McCarthy, that alcoholism is a major cost to New York City?

Yes, alcohol takes a terrible financial toll. At least \$200,000,000 a year is lost in New York City because of alcoholism. Consider how much money is lost in wages when men cannot work—at first in spells of absenteeism, later in loss of jobs. Add to that the money spent on police control, on hospitals, on relief. In New York City at least \$40,000,000 a year, in Federal and city money, goes to take care of alcoholics.

Have you observed any effect of drinking on family life?

I see a great deal of tragedy in families, and much of it is caused by alcohol. One fourth of all the families on relief in New York City—at least 10,000 of them—are receiving such help as a result of breakdowns in family life because of alcohol. Some fathers have died prematurely because of alcohol, and left their families destitute. The impossibility of living with alcoholics causes many separations and divorces, as well as desertions.

What about the result as shown in mental institutions?

While I don't know the exact figures, I've heard that an estimated 25 per cent of the persons committed to state mental hospitals are there because the major contributing factor to their condition is alcoholism. I wouldn't be at all surprised if that were the true case.

Does alcohol affect the crime rate?

Any prison chaplain will tell you that many criminals are there because they are victims of drink.

Would you say, commissioner, that these situations are the same throughout the nation?

Well, alcoholism is more prevalent in the larger cities. There is more consumption of alcohol per capita, partly because of the saturation of advertising. Now even some soft-drink companies are encouraging alcohol drinking by suggesting the mixing of their sodas with alcoholic drinks.

Do you feel that the problem of alcoholism is growing worse?

I personally think that alcoholism is on the increase, for we seem to be getting more and more broken homes.

What can be done about this situation?

Alcoholism should be approached from both the psychological and the moral rehabilitation angles. We also need greatly expanded resources in research. Money spent in research for cures of alcoholism is small in comparison to that spent for cancer, polio, and other diseases. Yet, this social disease far exceeds both cancer and polio in damage done to its victims.

What about the effect of drinking on children?

Consider the damage done to children in a family where one or both parents are (Turn to page 32.)

This is everybody's problem.

what about barbiturates?

THE DEATH WAS LISTED AS ACCIDENTAL.

There was no other official way to describe it. The patient had been taking from forty to fifty barbiturate capsules a day, but the doctors didn't know it. They ordered abrupt withdrawal of all barbiturates. If they had known the truth about her self-administered dosage, the withdrawal process would have been gradual and controlled, and the patient might have lived. She had concealed the information, so her death was "accidental."

On the other hand, at the Federal hospital in Lexington, Kentucky, a male patient who had been taking fifty capsules daily for two months died of heart failure during the gradual—not abrupt—withdrawal of barbiturates.

This is dramatic evidence of the danger of excessive dosage. However, there is also danger in small doses. A New York woman had been told to try to sleep by taking a prescribed dose of only one capsule a night. These pills have a tendency to lose their effectiveness, so after some weeks of one a night, she found herself taking two a night—and still not sleeping.

Then came a night when she took two and lay down on top of the blanket with a cigarette in her hand. Dizziness overcame her, and she blacked out. When she awoke, there were blisters on her fingers, a big hole in the blanket, holes in the sheets, and scorch marks on the mattress. But the fire had fortunately stopped there. How many fires are caused this way and how many lives are lost, will never be known.

Between three and four billion doses of barbiturates are legally prescribed by the medical profession annually. No one knows what amounts are sold illegally. The total consumed is estimated to be enough to put every man, woman, and child in the United States to sleep for twenty days!

How many deaths occur annually? What is an addict? What are common dangers of addiction? Answers to these and other questions about barbiturates come to us from the most trustworthy authorities—medical doctors, researchers, and pharmacists, who observe and treat users of barbiturates.

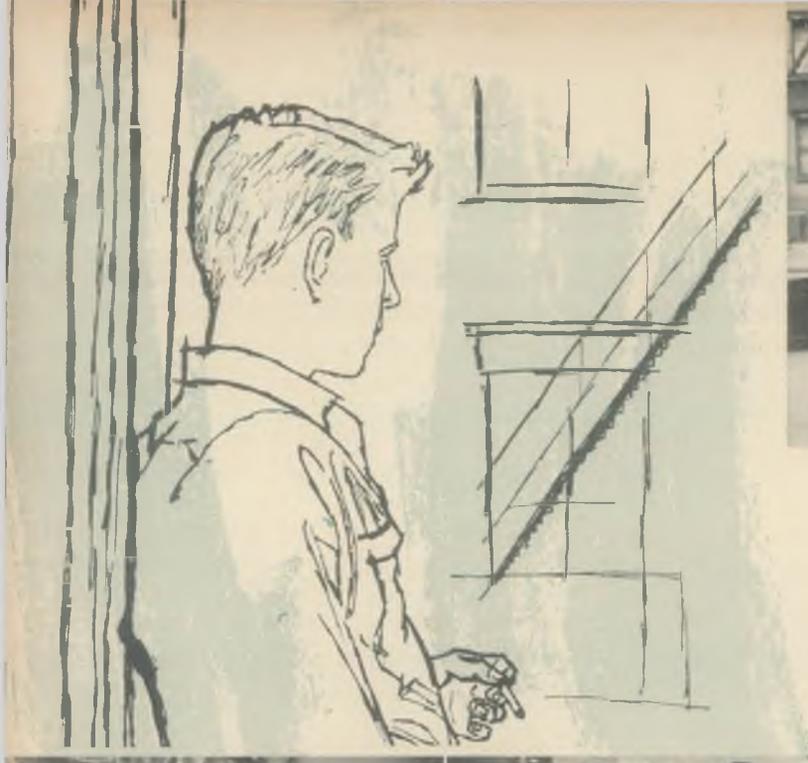
What is a barbiturate addict? An addict is a person who takes large amounts (four or more capsules of one-and-a-half grains apiece) daily for a long period of time. However, persons taking one or two capsules every day under the supervision of their physicians are not addicts, and will have no serious symptoms on withdrawal.

In general, *what groups of people most frequently begin taking barbiturates?* According to the Addiction Research Center at Lexington, Kentucky, the use of barbiturates "occurs more frequently in urban centers than in rural, is most frequent among persons between the ages of thirty to fifty, and the incidence of users is high among individuals who have easy access to these drugs (physicians, pharmacists, nurses, and members of their families). More women than men use the drug."

What are the common dangers of addiction? Frequently barbiturate addicts fall asleep while smoking and suffer serious burns. Chemical abscesses from injections of barbiturates are also quite common. Usually barbiturates are taken orally, but occasionally addicts attempt to dissolve the contents of capsules (Turn to page 31.)



Harriet Crittenden
and Dorothy Glazer



Tony, fourteen, lives with his father in a tiny apartment on New York's East Side. With no mother, and seldom seeing his father, he is bored, lonely, an easy prey for the street gang.

Tony has to prepare his own meals, take care of his laundry, clean the house, and do other chores which he resents. He doesn't respect his father much because of their poverty-stricken circumstances.



THE extent of juvenile crime in America has shocked the nation. In any given year, as many as 500,000 youngsters under seventeen are arrested as criminals.

Most of this crime, however, begins in the home. When parents fail in their duty to set the proper example, neglecting their children and offering little in the way of love or worth-while family activity, very quickly a teen-age boy may seek from the street gang the friendship, prestige, and feeling of acceptance he did not get at home.

To show how easily this can, and does, happen, the Boys' Brotherhood Republic, a settlement house on New York's lower East Side, staged these photographs. They trace the brief career of Tony in his brush with a street gang, illustrating how a boy can slip into a pattern of lawless activity. This is repeated daily in cities across the nation.

In the case of Tony, his own sense of right and wrong won out. However, the more usual ending is the opening of prison doors to receive another victim of someone's neglect.

found - a boy

In a deserted alley the boys attack a passer-by, mug him, grab his wallet. Even Tony takes part by holding the baseball bat to use if needed.



In a neighborhood lot he observes the gang drinking beer, having a good time together.



Sensing a new convert to their cause, the street gang brag to him about their many exploits. From then on the gang takes over.



To prove his worthiness, Tony has to steal the hubcaps from an automobile as the rest of the gang watch from a get-away point. Now he has made his first theft, broken the law his first time.



At the local candy-store hangout the gang plan their next activity, but Tony begins to have some doubts, is worried about the risks. On the way out he watches one of the members steal candy.

After having discussed a safe in a local business establishment that is just "asking to be high-jacked," the boys check their equipment—zip guns, knives, and other weapons. Sneaking through a back window, the gang goes to work on the safe while Tony looks on, growing more apprehensive. Tony is the first one to make a getaway. He will be glad when the caper ends. With a zip gun in hand and in company with the boy who has the proceeds, Tony jumps off a ledge as they make their escape.



Tony asks out, but the boys let him know there is no quitting once he has joined the gang.



He is in deep by now, against his better judgment, but he helps the boys plan another exploit as they study the neighborhood, seeking new victims.



This particular exploit doesn't go too well. Two of the boys are picked up. Unsuspected for the moment, Tony watches his pals get pulled into the local precinct station.

Tony decides he's had enough of the gang. He goes to the local settlement house to find more fit companionship. He has had a narrow escape in his brush with delinquents.

*Some tangible suggestions
on how to deal with the vicious
specter of addiction.*

"No Bones About It"

CASPAR W. WEINBERGER,

Assemblyman, State of California

EUGENE O'NEILL, that tormented, sometimes-twisted American playwright, once wrote a drama called, "Long Day's Journey Into Night."

In the play he described the horror that drug addiction can bring to the lives of one family. In this particular family it was the mother who had become a morphine addict. Her flights of fantasy, her terrible craving for the drug, racked the love of her husband and impelled him

to drink. Her addiction sent her elder son spinning off into the arms of loose women. And her younger, favorite son, sick with tuberculosis, lived a life of remorse and guilt ever after because his mother had become a drug addict as the result of pain in bearing him.

The O'Neill play was strong medicine, but that is not really the point here. O'Neill would not let the drama be produced until after his death. Why not? The reason is simple enough—the play was autobiographical.

The mother and father were the dramatist's own parents, the elder brother was his own elder brother, and the younger son was O'Neill himself.

O'Neill was honest enough to write this horror story, but in the writing he didn't have the courage to face the ruin which narcotics had brought on his family more than once. So he forbade production until his death, and lived out his guilt-ridden days in the knowledge that his private horror would not become public knowledge while he was alive.

I wonder how many American teen-agers today have taken O'Neill's lesson to heart. Indeed, I wonder if this lesson's morality has yet impressed itself on the American conscience and, especially, on the conscience of the teen-ager.

The real moral is that many of us live in private hells of our own making, and that the easiest way to damn ourselves is through the use of narcotics.

I can speak only for California, now the second most populous state in the Union, but these thoughts ran through my mind recently as I listened to testimony before a state legislative committee of which I am a member. *(Turn to page 30.)*



**INTRODUCING
CASPAR W.
WEINBERGER . . .**

by Paul R. Leake

Member, State Board of
Equalization; Editor, Woodland
(California) "Democrat."

In a poll of reporters who cover the state capitol news in Sacramento, Caspar W. ("Cap") Weinberger was declared "California's Most Able Legislator."

This distinguished forty-year-old assemblyman and attorney from San Francisco is credited with fathering most progressive legislation. His masterpiece was his part in bringing about needed reform in the state liquor administration. It was my distinct privilege to have worked alongside the assemblyman in this crusade to end corruption.

The people finally voted to create a new state liquor department to concentrate on enforcing existing laws and cleaning up a stinking mess.

The thorough manner in which his legislative committee proceeded with the investigations and the parliamentary skill the assemblyman displayed in guiding the legislation to enactment, were "Cap's" major triumph. Two former legislators and ten liquor officers, among other accomplices in crime, were sent to the penitentiary. Powerful ("Big Bill") William G. Bonelli, self-proclaimed "liquor czar," erstwhile dean of the Board of Equalization, is under indictment and supposed to be in Mexico.

All this was achieved in the face of formidable odds. Most of the credit is due Assemblyman Weinberger.

"Cap" is now spearheading legislation to curb narcotics evils. Receiving widespread commendation and approval by the legislators was his resolution asking Congress to deny foreign aid to countries sanctioning illegal traffic in drugs.

It is also "Cap" Weinberger who is pioneering the attempt to end the practice of cancer quacks. The peril of quackery appears to be spreading in California as malignantly as the disease itself.

Among other Weinberger bills popularly acclaimed have been those to establish television in schools, provide large-print textbooks for poor-sighted children, supplement recreational facilities, end fraudulent practices of debt adjusters, and assure a continuing audit of state finances.

*Here is some logical
common sense for young people on
this matter of drinking and driving.*

CLEAR THINKING FOR LONG LIVING

WILLIAM N. PLYMAT

President, Preferred Risk Mutual
Insurance Company

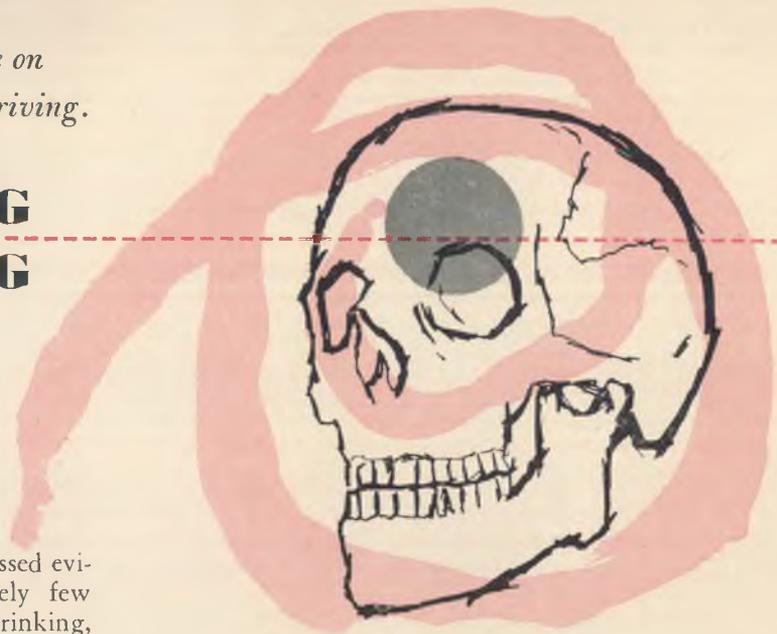
IN THE previous issue of *Listen* we discussed evidence showing that although only a relatively few drivers on the road at any one time have been drinking, about half of all drivers involved in personal injury and fatal accidents have been drinking. One interesting fact is that of this drinking group in such accidents, half have alcohol in an amount less than normally required to convict them for drunken driving. We also saw how alcohol mixes up with other factors to cause accidents that but for alcohol would not occur.

Now, what would an intelligent man do when he recognizes these facts? Logically, he should try to eliminate factors that *combine* to cause accidents, not turning his back on them.

For example, the best evidence available indicates that for a person to get lung cancer, he must smoke cigarettes extensively over a long period, and in addition he must have some as yet unidentified other factor which might be called "susceptibility." A really intelligent man looking at this fact situation would, I think, reason like this: "There are two factors—tobacco and an unknown one, susceptibility. If I have both, I get lung cancer. I do not wish lung cancer, so I will eliminate one of these. I know of no way to find the unknown factor." (Other disadvantages connected with the use of tobacco, such as its effect on the heart, other organs, and health generally, are here temporarily disregarded.)

But how do some men reason? Dr. Frank H. J. Figge of the University of Maryland is quoted as saying, "Too little is known about human susceptibility to cancer to advise persons to give up smoking." He goes on to indicate that if someone had smoked for six or eight years, it *might* be too late for him, since if he were actually susceptible, the damage might have already been done. He does not show that there is real evidence of this, but other studies show that the risk of contracting cancer is less among ex-smokers than among those who continue to smoke. Then he suggests that perhaps only 10 per cent of the population are susceptible.

These comments cause me to ponder a comment of another writer who, when referring to such susceptibility, said: "That personal susceptibility, the medical men have no way to identify. There remains only the one recourse



for anyone who is curious as to whether or not he is susceptible: Let him experiment on himself long enough. If, in the course of time, he develops cancer of the lung, he will have the satisfaction of knowing that he *was* susceptible." Would not a wise man faced with the facts decide, in the interests of prolonging his own life, that he would eliminate the *one* element known to join with an unknown one to cause lung cancer?

Then, let us look at how an intelligent man thinks when faced with the fact that alcohol is one factor which mixes with other factors to create accidents. He would decide to preserve his own life and the life of his fellow men. He would do everything in his power to improve his driving conduct, and eliminate as much as possible all the factors that cause accidents. Finding that alcohol is one factor that mixes with these factors in a deadly way, he would eliminate it. He would recognize that, try as he might, he could not always eliminate all factors which could mix with alcohol to cause accidents that *but for* the alcohol would not occur. So he would eliminate everything he could, alcohol included.

The high percentage of fatal accidents involving drinking drivers, with half of these involving relatively low amounts of alcohol, would cause him to realize that among factors causing accidents, alcohol is potent and powerful. He would decide never to ride with a driver who had been drinking, even if that driver's outward appearance and conduct did not seem to be substantially impaired. Each year many young people are killed because they are not careful to follow this rule. As in Russian roulette, sometimes the barrel with the bullet hits in the "right" place, and the fatal bullet is fired.

Now, one industry's very existence depends upon a man's not thinking in these terms. This industry is in an "unfortunate" spot, because the potency of alcohol as a powerful causative force in producing auto accidents is becoming more apparent each year. When facts are against a person who has an ax to grind, his only recourse is an attempt to confuse the thinking of the listener. The

ax grinder thus gives his listener some false premises to reason from, and then the listener can't find the correct conclusions. He tries to get his listener to focus on something unimportant to divert his attention. He raises the wrong questions and tries to steer his listener away from the right ones. Finally, he incites his listener and tries to anger him. Then the listener's thinking ability slips, and, to use the slang of the day, the "thinking operation" adds up to a cipher with the rim torn off.

The most potent item in this industry's bag of tricks is what I would call the exploitation of a mass misconception about cause. This misconception is the idea of *single* cause. Man is wont to think that an occurrence, event, or situation has a single cause. We all tend to search for such a single cause. It seems that we do not adequately recognize that many things happen because of dual causative factors or even a multiplicity of them.

The liquor industry uses this misconception to its own advantage by trying to divide accidents into groups of single-cause situations. Figures are set up to show that certain accidents are due to speed; others, to road conditions, weather, etc. When alcohol is discussed, in those cases where alcohol looms so large that it can readily be seen to be the *principal* and occasionally *sole* cause, an attempt is made to divert attention from all others where alcohol combines with other factors to cause accidents that *but for* alcohol would not have occurred.

It is true that competent studies have shown that with two drinks (blood alcohol of .05 per cent usually) an average driver has an impairment of 25 per cent in his driving ability, but under our drunken-driving laws he is not normally charged with drunken driving until he has six drinks or more (blood alcohol of .15 per cent usually). Between these two zones (.05 per cent and .15 per cent alcohol in the blood), for practical purposes a person is not charged with drunken driving.

The March 22, 1958, issue of the *Journal of the American Medical Association* contains an editorial on chemical tests for intoxication and points out the foregoing problem. It says in part:

"Anyone with alcohol concentration of more than 0.01 per cent in the blood may be presumed to have been drinking, a fact which under some conditions may be pertinent in assessing liability. It is probable that concentrations of alcohol between 0.01 and 0.05 per cent have a perceptible effect, at least in some instances, contributing to auto accidents, although the majority of persons tested at such levels may fail to show obvious signs of intoxication. . . . Some judges rule as though a person is drunk at 0.15 per cent and sober at 0.14 per cent. . . . It is most important that the applicable provisions of the present Uniform Code be properly enforced and that law-enforcement officers give more consideration to the middle presumptive zone, between 0.05 per cent and 0.15 per cent, which is probably responsible for most of the automobile accidents caused by overimbibing."

In a previous article in *Listen* it was indicated that half the drivers in fatal accidents had been drinking, but that in half of these cases the amount was below the zone where persons are usually charged with drunken driving. The evidence is clear on this matter. In Delaware in 1955, 138 drivers were involved in (Turn to page 25.)



Shaping Lives

It is my opinion that Major League ballplayers, or any athlete who plays professionally, or all who work with or come into contact with Little Leaguers or youth in general, do not fully realize their responsibility to these young people. The youth of the nation today are hero worshipers, and any single act of ours might influence their lives for good or bad.

I can refer only to professional baseball, of which I am a part; but I think athletes who endorse and use tobacco and alcoholic beverages are doing an injustice to these young fans and to themselves. Such habits certainly do not play any part in the success of an athlete.

From my experience as a professional ballplayer, I can see the harm that comes to those who endorse and use these products.

The old saying, "Your actions speak so loud I cannot hear what you say," should be a powerful beacon for these heroes of our youth as they analyze the patterns they are setting for the leaders and heroes of tomorrow.

It is my sincere hope that all who have influence with these youth will accept this responsibility as true leaders and try to shape their lives in a pattern they would be proud to have their own sons and daughters follow.

Vernon Law

Idaho-born Vernon Law, ace pitcher for the Pittsburgh Pirates, is a pillar of strength for his team. This big right-hander weighs 200 pounds and stands 6 feet 3 inches.

Because of an accident during last year's season, Vern was not permitted to play until this year's season began. However, he got the season off to a flying start with a two-hit, 1-0 shutout against the world champion Milwaukee Braves. Working as a relief man and a starter, he proved to be the Pirates' stopper on more than one occasion during this past season.

FAR out in the South Pacific, isolated by thousands of miles of unbroken water, lies tiny but famous Pitcairn Island.

To the isle in 1790 came nine British sailors, their Tahitian wives, and several native servants. The sailors were mutineers from the H.M.S. "Bounty," a British naval vessel sent to the Pacific to gather breadfruit plants. Only a short time previously they had set their captain, Lieutenant William Bligh, adrift with eighteen others in an open boat. In the "Bounty" the mu-

No island, large or small, has been more in this year's news than tiny, rugged Pitcairn.

Isle of Exile

HERBERT FORD

tineers sought a refuge remote enough to escape the long arm of British justice.

On Pitcairn, Fletcher Christian, the "Bounty's" mate and leader of the mutineers, found exactly what he sought. The island was virtually lost in the vast ocean, and it had plenty of fresh water, native fruits, and tillable soil. He ordered the "Bounty" stripped and then burned.

British justice never caught up with the mutineers who landed on Pitcairn, but it took less than three years for the corrupting influence of liquor to do much worse than any British seaman's court might have done.

Finding themselves restricted to the otherwise peaceful island, three of the mutineers, Williams, McCoy, and Quintal, began to experiment in making liquor from various plants. McCoy, who had been brought up in a distillery, finally discovered that he could make an alcoholic drink from the roots of the ti-palm. Quintal, seeing some upcoming drinks, assisted by loaning a large teakettle for a still.

If Quintal and McCoy could make a good brew from the plant, Williams was even more skillful at drinking it. One day in a high state of intoxication Williams demanded from Talalu, one of the native servants, that he give up his wife to replace Fasto, Williams's former wife who had been killed a short time before in a fall from one of the island's cliffs.

Williams somehow obtained the native's wife, and so enraged Talalu that he organized his fellow natives to avenge the act. In the kill-or-be-killed struggle that followed, Fletcher Christian was killed while at work in his garden. Also slain were Williams, William Brown, Isaac Martin, and John Mills.

The remaining mutineers, aided by *(Turn to page 26.)*



1. Parkin Christian reads the "Bounty" Bible. Seventy-four-year-old Christian, retired chief magistrate of Pitcairn Island, was a delegate to the 48th World Conference of the Seventh-day Adventist Church, in Cleveland, June, 1958. He has a son, Richard, a successful builder in Parramatta, New South Wales, Australia.
2. The "Bounty" anchor is recovered from the ocean, where it was deposited when the ship was burned by the mutineers.
3. Mail time is exciting for the 153 persons of Pitcairn. Here they wait, having a social time, while the mail is sorted for distribution.
4. Another Christian, David, is the island's only physician. Of sickness on Pitcairn, Parkin Christian comments, "Health is generally good." Of liquor, he asserts, "What is the use of liquor to make a man look like a fool, when he has a pineapple to eat."
5. Talking with a reporter, Parkin Christian stands with rigging of ship "Charles W. Morgan" in background. Mystic, Connecticut.
6. Parkin Christian, great-great-grandson of Fletcher Christian, leader of the mutiny on the "Bounty," and Walter Bligh, by family tradition a descendant of Captain William Bligh, meet at the Pitcairn exhibit at New York Center, in honor of the Pitcairn islander's first visit to the United States. The spyglass in the foreground belonged to Captain Bligh; the other is from the Seventh-day Adventist missionary ship "Pitcairn," which sailed to Pitcairn in 1890.

I'm glad I live in a dry state!

Behind the Times?

CALVIN BERGDALL

LIVE in a virtual nonentity, a place that is the rarest of the rare, and the last existing member of its species—a *dry* state. Though our state is maligned by its fellows, grumbled at by some of its natives, ridiculed in editorials, and infiltrated by bootleggers, I'm *glad* I live in a dry state!

I have a teen-age daughter and three boys under eight years of age. None of these have ever seen their parents touch a drop of alcohol, including beer. When we visit another family, we are not invited to have a drink.

I grew up hearing liquor mentioned only in secretive tones, and very much aware of the fact that it was illegal. In order to take a drink, then, men strolled out to parked cars or sneaked into another room; always drinking was to be hidden. In 1933, 3.2 beer was legalized in Oklahoma, and is still the strongest legal drink sold here.

No liquor stores operate on our street; no imposing array of enticingly arranged bottles catches the juvenile's eye. Regrettably, we do have beer taverns in our city, but the windows are blacked out so that one passing by on the street cannot see in. The drunks (you can get drunk on beer!) occasionally seen are unsteady, bleary-eyed, thick-tongued bits of humanity which in themselves are lessons to observant children.

Bootleggers? Surely, we have them. Their establishments are raided occasionally, often enough that the write-up in the newspaper serves to keep the public informed as to the potential source of their favorite brand. This is not a healthy situation; I do not condone it.

But the neighborhood bar is not here. The man with his week's pay in hand doesn't have the community drinking parlor, with its choice selection of colorfully named drinks, to tempt him. Yes, there is the beer joint, which is bad enough, but it doesn't compare with the

bar, either in alcoholic content or in price. I know that many men who now come faithfully home to their families would, if the tempting surroundings of the bar were available, tarry long on the way. They don't crave a drink badly enough to go out seeking it, as would be necessary were they to get it from a bootlegger, but if "good old Bill" offered to set 'em up, they wouldn't want to insult him by declining.

Social drinking is a bit of sophistication I feel my youngsters can do without. Instead, we have taught our daughter the art of gracefully but firmly refusing a drink should the occasion present itself. If the offer is pressed, the refusal need not be so graceful.

One young man entered the military service back in 1943 as a nondrinker. His stateside service was spent at San Diego, where, enchanted by the gay atmosphere and encouraged by the fact that everyone else was doing it, he began to drink. Now, fifteen years later, he is the town drunk, at the age of forty, a sot incapable of refusing alcohol in any form. He spent last Christmas in jail on a habitual drunkenness charge, and his chief regret was that he had to go thirty days without a drink. In what should be the prime of life he has an inconsequential past and a hopeless future.

Such, in his case, is the result of social drinking. Possibly the lad had a weak streak; possibly others could have withstood during the same sojourn in the military with impunity. I do not choose to argue that. My point is this: Had this boy stayed in a dry state, not having drinks and all that goes with them flaunted in his face at every turn, there undoubtedly would be one less social problem and one more happy family in America today.

During my years in the Army in World War II, I encountered soldiers who had been stationed at one time or another in my home state. Often their comment was: "You're from Oklahoma? That dry hole! When are you guys going to learn how to live?" Many mornings when I awakened refreshed and clear-headed and observed them suffering the tortures of a miserable hangover, I wondered when they would learn how to live.

In a dry state my children will grow up aware that there is a stigma attached to drinking. They are bound to come in contact with drink and drinkers someday; I expect them to. My ambition is so to train them in their formative years that they are fit to conduct themselves wisely. If they can get through their youth without indulging, it is unlikely that they will ever drink to any great extent. Years of awareness that the product was banned, that one had to sneak about and break the law to obtain it, cannot be forgotten in a short time. If the time comes that my children raise a glass to their lips, the twinge of conscience and guilt will be strong, and I doubt that such will diminish rapidly. To me this fact is enough to compensate for all the taxes the industry would pour into the state coffers and for all the jeers of the wise people who remind us that we are behind the times.

I realize that there are countless total abstainers in wet states. I glory in them; but were their communities dry, the percentage would be larger. It is the borderline cases that the dry state saves. Oklahoma's prohibition law may be sadly abused, and it may be far from perfect, but as for me, I hope my state stays dry forever!

*Here is a fascinating—and productive
—hobby for modern youth.*



Girls correct contestants' answers. (Right) Standing, Shapiro; seated are the announcer and the assistant stage manager.

Young Broadcaster

ALAN W. FARRANT

STATION KAJs in Alhambra, California, is owned and operated by seventeen-year-old Arnold Shapiro. It is a complete TV studio-broadcasting station, except for the camera—that is why it is a radio station.

Broadcasting with low power, the station is capable of reaching out only 250 feet. It can be picked up by 50 houses within the 250 feet of the station's studio, which is in what used to be the family garage.

This unique station was built by high-school student Shapiro, who is also writer, producer, and director of the programs. His helpers are all students from the Alhambra High School. The entire proceedings are put on without adult help—a fact of which Arnold is understandably proud!

"I didn't know anything about electronics when I began," he says. "I just learned step by step. Often I would hook up something wrong, and out would go a fuse. But I kept plugging and reading. Since I didn't get the equipment very fast, I had much time to study its proper installation. In fact, it took several years to get as much as I have now."

Arnold worked to get money for part of the equipment, the rest being given to him by his parents. Instead of normal Christmas and birthday gifts, they gave him a needed piece of studio equipment. One time they had a carpenter build a soundproof booth.

This booth is lovingly referred to as "Ulcer Gulch," which is the control room, having a large double glass window. Inside are sixty switches and dials, two phonographs, two tape recorders, three amplifiers, and a transmitter—all of which Arnold collected and installed himself, and without training.

Even though he has thirteen assistants, most of the work is done by Arnold. He puts on four disk jockey programs, with himself being one of the announcers. Each show lasts an hour. There are quiz shows twice a month, with all questions and correct answers written



Arnold Shapiro acts as director during the broadcasts. (Above, right) Two contestants await their turn to answer.

by writer Shapiro. He also writes any other program he decides to produce. Each Saturday and Sunday KAJs is on the air five hours.

He began in grammar school, taking an interest in school plays, and became so enthusiastic that his teachers encouraged him. He wrote plays and soon was helping direct them. From this to his high-school activities along the same line was an easy step. He was a Boy Scout from age eleven to fourteen, but had to drop out—too busy!

Then came the big plan, the main idea.

"Hey, mom, how about my using our garage for a radiobroadcasting station? Huh?"

"A what?"

"Well, it would be just like a TV studio. Except I would not have a camera. But all the lights, signals, directions, and so forth would be the same as in a TV studio. I want to be a producer or director of TV shows when I'm through school. This would be a wonderful way to train for it. And it would be a lot of fun."

"Well, I don't know. Ask your father."

Arnold did ask. After many hours of discussion the needed permission was granted.

In this former garage, in addition to the control room and stage, are the things to be found in any TV broadcasting studio, such as lighted signs reading: "Stand By," or "On the Air." All clocks are synchronized. Microphones are all over the place.

His crew often are not in complete agreement with boss Shapiro. They like to do things the easy way, the quick way, the wrong way.

"But that is not my way," Arnold says. "I go to the real studios to learn how they do things. Then I want to do things the same way for our shows. (Turn to page 34.)

A night visit to Hong Kong's sinister no man's
land sheds light on an international web of death.



Hong Kong is the largest way station for narcotics to America. Its business section is in the foreground, with Kowloon in the background, where ships with smuggled dope dock.

heroin hellhole

IT WAS past midnight; the place, Hong Kong. No man in his right mind would be wandering curiously through the dark, dangerous alleyways of this Oriental port.

But my destination was one of the worst native quarters in the Far East—the six acres of squalid hovels and dives sprawling in a sump for about seven hundred feet along Carpenter Road behind the forbidding old Kowloon City. The place is known as the Walled City. It is known also as no man's land.

I can't say that I was not warned to keep out of this evil *casbah*. A police inspector had cautioned me: "The moment you enter the Walled City, you're on your own. We are powerless to help you after that, because by an old treaty that should have been scrapped long ago we have no jurisdiction in there. If you are hurt or

killed, we can only hospitalize you, or *bury you*—providing, of course, we ever find you."

By day I had studied this human cesspool of criminal corruption. I had seen the thousands—ten thousand, the police claimed—of doomed derelicts who daily descended into the quarter to seek the heroin dens. I had, with practiced eye, noted the dregs of humanity slinking through its narrow, stinking alleyways. This quarter harbored every sordid type of wrongdoer known to criminal science, from the purse snatcher through dope addict and smuggler to assassin. I saw disease-ridden children crawling like crippled rodents in the filthy, gloomy labyrinths bisected by overflowing sewers.

My mission was to see with my own eyes the chief aspect of this quarter, under the cover of darkness—dope addiction and its traffic.

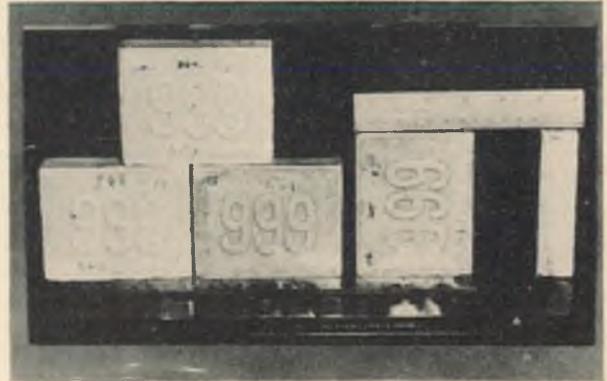
by Wilmon
Menard



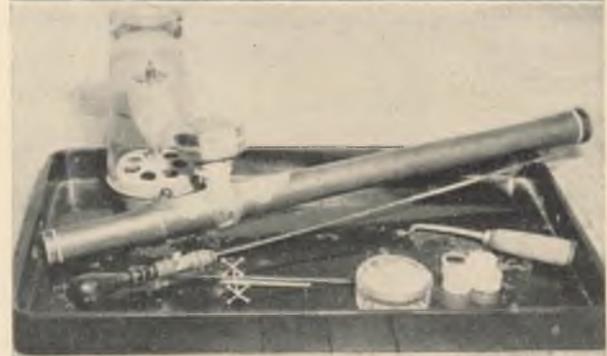
Opium is made from the dried opium poppy. Morphine and heroin are derivatives of raw opium.



Blocks of morphine seized by the Narcotics Squad of the Hong Kong Police Department. The blocks had facetiously been stamped "999," the emergency rush call of the Hong Kong Police Department!



A tray complete with all equipment for smoking opium. Opium smoking is dying out in America and the Far East, but is being replaced by the deadly addiction to heroin. An addict using pure heroin lives about four months.



This addict is smoking a heroin pipe. Skewered heroin pills are heated over an opium lamp and then inserted in hole of porcelain bowl. An addict receives about twelve effective puffs from one pill.



Investigating by night in Hong Kong, particularly in this area, can spell suicide.

Yes, I recklessly and foolishly entered the Walled City. I saw "walking zombies" gripped with heroin paralysis, awaiting death. I peered furtively into open doorways in which opium lamps flickered through the haze of narcotic smoke, hearing the bubbling inhalations of the heroin pipes. In a revolting latrine I saw two stiff corpses, victims of heroin, waiting to be removed by the clean-up coolies in the morning.

Then, impulsively, I made the mistake of trying to take a flash photo. The resultant flare seemed to be the signal for all the human rats of this quarter to converge, yelling, upon me. They seemed to crawl from underneath the slimy stones and rotting garbage. My camera was knocked out of my hand; my flash was ripped from the camera support. I retrieved my camera, but filthy hands kept tearing at my clothes. I was being smothered by the press of enraged humanity, and the stench was overpowering. All demanded alms, no doubt for a heroin pill.
(Turn to next page.)



A heroin shack is concealed in a small ravine in Kowloon.

A complete heroin-producing laboratory was seized by Hong Kong police.

An addict is caught by police in an opium den.

At last a young member of a Triad Society living in the *casbah* rescued me—for a price. And I was safely delivered, the pack baying at my heels, to the steps leading out of the Walled City. I lost no time in jumping into a taxi and taking quick flight. I had learned my lesson.

But I had obtained firsthand knowledge of the illicit traffic of drugs in Hong Kong.

The next morning, not far from my Kowloon hotel, I saw a small boy being led off by a plain-clothes Chinese police.

"No license to shine shoes?" I asked, rather sardonically.

"No right to sell packets of heroin on the streets," he said tersely.

I stared, unbelieving. The boy could not have been more than eight or nine years old.

In a Hong Kong court a week later I heard a crown colony magistrate sentence a twenty-six-year-old Chinese widow to a prison term for permitting her seven-year-old daughter, caught with forty-two four-gram packets of heroin, to become, for thirty cents a day, a "pusher" for an old woman addict.

Outside the courtroom an inspector of the narcotics bureau said shortly, "That's only a small part of the wholesale smuggling here. The 'big boys' are really op-

erating smoothly, flooding America with all the heroin that the underworld traffic will bear. Perhaps you should find out more about this dirty racket, and write a story about it. You can't tell, it might do some good, might stop some silly kid somewhere from taking a shot of heroin for a curiosity 'kick.'"

My first field of research was the United Nations, charged with keeping a wary eye on the world-wide illicit traffic in narcotics.

The chief function of the fifteen-man Commission on Narcotic Drugs of the United Nations Economic and Social Council, assisted by the UN Permanent Central Opium Board and the Division of Narcotic Drugs in Geneva, Switzerland, is to study addictions and traffickings on a global scale and to propose measures to bring international dope smugglers to justice. This would help to save wretched men and women everywhere from the certain suicide that attends sustained use of narcotics.

At the latest session of the UN a subsidiary body of the Commission, the Committee on Illicit Traffic, presented disturbing facts, some directly affecting the United States.

For example, since the large-scale destruction of secret opium-popy plantations in the states of Sinaloa, Chihuahua, and Durango in northern (Turn to page 29.)



A new form of smoking the liquefied heroin is inhaling the potent, lethal fumes through tin-foil straws.



A young sixteen-year-old heroin addict of Kowloon has a life expectancy of only about two months.



A heroin addict (center, with mustache and goatee) is a common sight in Hong Kong and Kowloon.

HORACE E. CAMPBELL, M.D.

*Vice-chairman, American Medical Association
Committee on Auto Accidents and Injuries*



THE Licensed Beverage Industries has issued a handsome and expensively printed booklet *New Perspectives on Highway Safety*, with the disarming theme, "Highway safety is everyone's concern."

The first half of the booklet is sound, for it repeats statements and data that all informed readers recognize as accurate and orthodox. Of the next twelve pages, however, it may truthfully be said, "There is nothing false, but much that is not true."

Hiram M. Smith, Jr., has pointed out in the *Virginia Traffic Safety News* many of the fallacies that occur. For example, on pages 14 and 15 are brought forward the oft-quoted National Safety Council data for 1955:

Seventy-one per cent of fatal accidents involved violations of traffic laws by drivers:

Excessive speed	31	Disregard of sign or signal	6
Failure to keep right of center line	9	Under influence of alcohol	6
Did not have right of way	7	Improper passing	3
		Other violations	9

old wine in new bottles

The joker here is the definition of "under the influence." In practical usage in the courts of this land this means .15 per cent alcohol in the blood, which means six ounces of 100-proof whisky actually in the blood of the average (150-pound) man, and the requirement that about eight ounces of 100-proof whisky be consumed to reach this blood-alcohol level.

Inquiry among my own acquaintances reveals that nearly all of them feel that they should not drive after even two ordinary drinks of liquor, and that they prefer to wait nearly two hours (dinner and a dull speech afterward) before driving. Based on the current definition of "under the influence," though technically truthful, figures are actually the blackest falsehood, if one is sincerely interested and actually "concerned" for highway safety.

The facts are beginning to emerge concerning one of America's most tragic situations. It is becoming obvious that something over half of all our injury-producing traffic accidents involves a drinking driver.

Of the 134 drivers killed in traffic mishaps during 1956 in Montana, 73, or 55 per cent, had been drinking. Of the 44 drivers killed in the twenty to twenty-five age group, half had been drinking.

In Maryland in 1953, a third of all the motorcar deaths was given detailed study, including blood-alcohol tests. Sixty per cent of the drivers had been drinking, and 53 per cent of the passengers.

In Delaware in 1955, 138 drivers were involved in 97 fatal accidents. Nearly 41 per cent of them had been drinking; and to put it in another way, the 97 fatal accidents involved 56 drinking drivers, or 57 per cent.

In Delaware in 1956, even though the number of fatal

accidents was greatly reduced by increasingly stringent enforcement, the percentages were almost the same: 36 per cent of the drivers had been drinking, and 51 per cent of the fatal accidents involved a drinking driver.

As H. M. Smith, Jr., concludes, "L.B.I. isn't helping the problem with such red-herring tactics."

The most subtle falsehood occurs in the section entitled "Facts and Fiction." Again let it be said that the figures that follow are technically correct, with one exception, to be mentioned later:

DEATHS PER 10,000 VEHICLES	
<i>During Prohibition</i>	<i>Post Repeal</i>
11.8	9.6
DEATHS PER 100,000,000 VEHICLE MILES	
16.5 (Correct 15.8)*	10.6

The joker here is that the post-repeal years conveniently include the years of gas rationing, 1942-45, when the deaths dropped from the highest figure ever (until last year): 39,969 in 1941 to 28,309 in 1942, 23,823 in 1943, 24,282 in 1944, and 28,076 in 1945. In 1946 we entered the 30,000 bracket again, and passed 40,000 in 1956 for the first time.

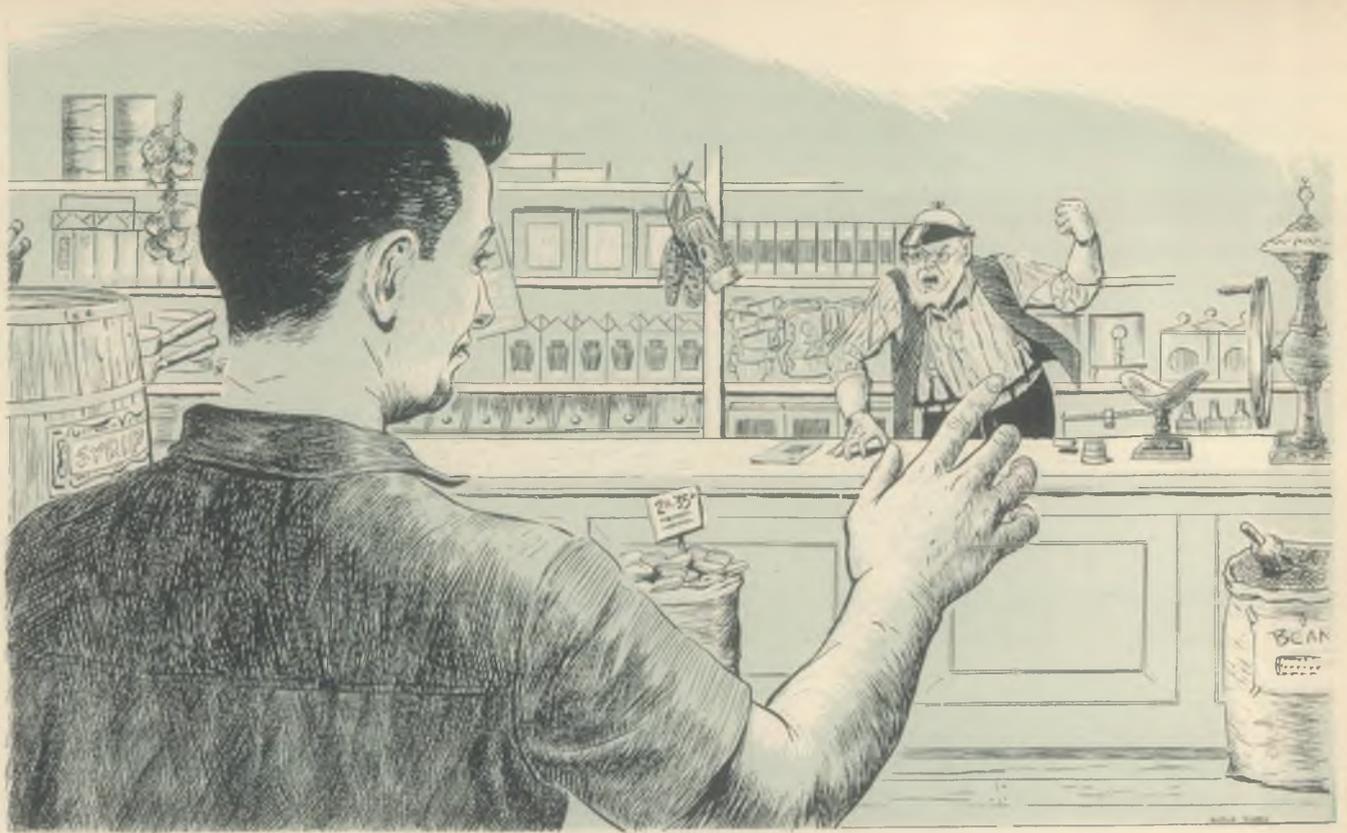
Bad as prohibition is claimed to have been, the *traffic deaths increased sharply after repeal, and L.B.I. knows it.*

MOTOR VEHICLE DEATHS IN THE UNITED STATES

	Total Deaths	Rates per 10,000 Vehicles	100,000,000 Vehicle Miles
1933 (Last year of prohibition)	31,363	13.2	15.6
1934 (First year of repeal)	36,101	14.4	16.7
1935	36,369	13.9	15.9
1936	38,089	13.5	15.1
1937	39,643	13.3	14.7

(Turn to page 24.)

*This correction stems from correspondence directly with the National Safety Council.



A GROCER LOOKS AT ALCOHOL

"I HATE liquor!" A short, stocky groceryman, eyes blazing behind his horn-rimmed spectacles, shook his fist at me and gave vent to the uncontrollable ire welling up within.

Traveling most of the afternoon over the hot and dusty Highway 101 in Southern California, I was nearing my destination—a small farming community which provided a rural setting for a new million-dollar boarding school recently erected. I was looking for a friend on a neighboring farm, and I pulled into a small roadside grocery to ask directions.

I passed a customer who was leaving the store in unusual haste, considering the warmth of the day, and I looked through the doorway to see the cause of his hurried retreat. The proprietor, whose face was as red as the label of the can of tomatoes on the counter beside him, looked as if his blood pressure was rapidly nearing the bursting point.

"No, we don't sell liquor here, and we don't have beer either!" he shouted, more for my benefit than to inform the erstwhile customer, whose car soon disappeared down the road in a cloud of dust.

After partially regaining his composure, he blinked at me, and splut-

Roger W. Coon

tered something about these "highway booze hounds" who think every respectable grocery store is a "potential tank house" where they can sate their thirst for the noxious poison.

"I hate liquor!" he roared.

"So do I," I said; "but why the sudden outburst?"

Too late I realized I had said the wrong thing. My inquiry was equivalent to lighting the fuse on a stick of dynamite. I meekly waited for the explosion, but it never came. A new surge of feeling flickered across his face. He was silent for a moment.

"You come that way?" he asked suddenly, pointing up the road.

I nodded.

"See that 'For Sale' sign on that ranch a half mile up on the other side of the road?"

I had seen it.

"Liquor put that sign there," he said softly. He coughed to hide the catch in his voice.

"Five months ago Sid—he was the rancher there—had to go eight miles up the road to the city, or three miles down to the next town to get his liquor. Bein' sixty years old, he didn't git around

much, so he didn't drink much. Good thing, too. Couldn't tell when to quit.

"Then my competitor a quarter mile up the road put in liquor," he said bitterly, but without rancor. "Sid got his beer every night with his groceries, which he then got up there." He pointed significantly up the road.

"Oh, it wasn't losin' the trade that got me—it was what that stuff was doin' to Sid. Sid was my friend, until liquor came between us.

"Well, he couldn't control his appetite. Kept drinkin' more and more. Few months ago they found him lyin' unconscious outside the barn. Took him to a hospital, but he didn't live. Now the place is vacant. Liquor put it up for sale."

I moved, as if to leave.

"Oh, don't go yet," he expostulated, "there's more you ought to hear. See that farm over 'cross the road yonder?" He was pointing now.

"Don and Bill worked over there only a few weeks ago. Before liquor came to town, they were fairly good workers—nothin' to brag about, y' understand, but they did get the work done.

"Then liquor was put in up the road. They beat a path from the field to the

store every five minutes, goin' down for another drink . . . and another . . . and another. They'd sit under them trees and sleep when they wasn't drinkin'—went to sleep irrigatin' the field one day and nearly drowned all the crops. But that wasn't the worst.

"One day they were balin' alfalfa, and bein' drunk they started to bale the green hay with the other. Few weeks later they discovered the hay startin' to rot and mold. Owners of the place couldn't do anythin' else but break open all the bales—more'n twenty tons they opened—and spread it out on the ground. It was a total loss.

"Costs a lot to keep liquor in this town," he reflected.

I moved toward the door, and he fol-

lowed me out to the gas pump where I had parked my car, still spilling out his hatred for "the devil's brew."

"Liquor's got no friends—even amongst those who deal in it," he continued as he filled the gas tank.

"Next to the last owner of the store up the road that sells the damnable stuff was down to Los Angeles t'other day. On the way back—it was kinda hot—he stopped for a couple of beers. Half a mile from here he hit a tree and spread his face all over the pavement. That's what liquor does for its own.

"That man ain't the only one liquor killed in this community," he said as I climbed into the driver's seat and prepared to leave.

"Lemme tell you 'bout Sam. Sam

was a farmhand over on the Murphy place. Busy most of the time, and couldn't get away often to get his booze. But when he could get it, and only two steps from his front porch, he couldn't resist.

"He spent all his time over there in that saloon drinkin' and drinkin'. He couldn't tell when to quit, either. One morning they found Sam dead in the milkhouse. Up in the kitchen they found two empty beer bottles and a half bottle of wine on his breakfast table."

He looked me square in the eye as he said evenly, "Both Sam and Sid were good friends of mine—good fellows, till liquor got a hold of 'em. Liquor killed both. Do you wonder why I hate liquor?"

MANY youth know all about the chemistry of alcoholic drinks. Most of them are well aware of the injurious effects of narcotics. They know of the high percentage of highway accidents attributable to drink. In fact, they know as much concerning intemperance and its consequences as do the older members of our society, if not more. Still they drink!

We have used the "common-sense approach," or what we think is that; we have used "education," some states even requiring all teachers to take a course in the harmful effects of narcotics. What is left to do? What "uncommon-sense" approach shall we use?

Recently I visited in a home where there are five children. Neither the father nor the mother drinks or smokes. But two doors down the street lives a family that serves whisky and beer, that has alcohol on the table daily, the children having access to any of it. Now what is my friend to do about his children?

No tears were shed by the membership of a certain church when their minister was transferred to another town, not because the minister was a poor pastor, or a poor leader, or a poor preacher. He simply didn't agree that "beer belongs" in the home. He didn't think it was necessary for his church members to have cocktail parties or to start their dinners with a cocktail.

Perhaps if we take a careful look at certain social customs being thrust upon us we shall see why educating our youth regarding the effects of narcotics has not been very successful. It seems to be human nature for us not to *do* as well as we *know*. We know, I think, that if we really want to get rid of the whisky and beer nuisance in our com-



When the young folks know the truth about drinking, why do they do it anyway?

CALVIN T. RYAN, Ed.M.

Monkey See, Monkey Do!

munity, or state, yes, our nation, we could do so in a relatively short time.

Actually it is unpatriotic to live an intemperate life in a democratic country. Whatever a citizen does to hamper his own efficiency, mental or physical, destroys that person's usefulness to his country. And whatever one does to interfere with the efficiency of another person likewise reduces his potential as a citizen. The use of alcohol seldom confines its effects to one person, because one seldom goes alone and gets drunk. Liquor advertisements play up the sociability of drinking.

However, the appeal of patriotism is inhibited by the availability of strong drink to our servicemen. For some unknown, but nevertheless false, reasoning, military men have the idea that drinking helps make the "boys" better "fighting men." Of course the opposite is true.

The appeal to patriotism is minimized also by accounts of taxpayers' money being spent by our State Department in entertaining foreign diplomats. They are accustomed to their drinks, so we must not make them uncomfortable! Wouldn't it be a splendid advertisement for the United States if

it were known all over the world that in this country no whisky or beer or wine is served "officially"?

Also, my friend, father of the five children, is a traveling man. He tells me that he no longer takes his wife to his company conventions, for there is so much drinking that he does not know what to do with her. He says, "It is taken for granted that all who work for the company are drinkers."

But my friend is making good, and he never drinks. The officials under whom he works admire him for his stamina. "Drinking does not add to my sales, or to my friends," he declares. He has what it takes, without the "help" of whisky, wine, or beer.

Yes, our youth still drink, and when we recall the pressures, examples, and appeals, I think we can see why they do. I think we can see why common-sense appeals are without much effect.

It is futile to blame youth for juvenile delinquency, at the same time that adults are preparing them for such behavior. Until such time as adults are ready to see to their own lives and examples, the problem of "monkey see, monkey do," as far as drinking is concerned, will be ever with us.

causes accidents that *but for* the alcohol would not occur.

In spite of this powerful evidence, the liquor industry would recognize only the cases where there are "drunken-driving violations" (over .15 per cent). They ignore the *joint cause* accidents where alcohol is an important, but not the sole, factor, and where frequently *but for* the alcohol the accident would not have occurred.

By charging alcohol with only the gross *single-cause* accidents where the driver is very drunk, and ignoring the others, the liquor industry hopes to lessen public concern about the problem and to suggest that it is really not a big problem. If the industry can do that, men will continue to drink and drive and die.

The tobacco industry plays the same tune in claiming that nobody can define "susceptibility" or explain what causes it, that we cannot determine how much smoking is needed to combine with "susceptibility" to cause lung cancer, that we may have already smoked too much and it may be too late anyway, and that only a small number of persons are "susceptible." By such emphasis the unwary are led away from simple truth: If you want to avoid lung cancer, it is best not to smoke.

By the same method the liquor industry tries to divert attention from the plain truth that if you want to eliminate nearly 50 per cent of your chance for a fatal or injurious accident, what you need to do is eliminate alcohol. If we are honest with ourselves, we will have to admit that if we could eliminate all fatal traffic accidents in which alcohol was a causative factor, we would save half the lives lost in America each year.

What we must do is to "persuade" people to avoid all drinking and driving. We can be completely successful in this only if somehow we shall be able as time goes by to "persuade" people to avoid all drinking.

Let us take a hypothetical story. John Smith is a high school senior, or a college freshman. To himself he says: "I would never drive a car when under the influence of liquor. If I drank quite a bit, I would not drive. But I'm afraid to say that I don't want a drink because my friends might poke fun at me. So I'll just take a drink or maybe two at the most." This is his thinking while cold sober. So he takes the drink, then the second comes easier. These drinks affect his thinking in a subtle way, in that he is now thinking a bit differently.

Let's look at his thinking now. He says to himself: "I've had only two drinks, and I don't feel a bit impaired

in my ability to do anything. In fact, I think I feel more at ease than before. I can drive a car even better now than if cold sober because I am less tense, nervous, and jittery. One more drink won't hurt me. The others are drinking much more than I. I can't be a 'fraidy' cat. I'll have just one more—it won't hurt anything." So he has another one.

Now, if he is of average weight, he has passed the threshold of impairment, but he is not conscious of that fact. He does not know it, does not feel it. Now the "pressure" of his friends who have drunk more than he, is much harder to resist, and since they feel guilty about having drunk more, they seek to free themselves from a feeling of self-condemnation by trying to persuade others, including our friend, to "catch up" to them. So in a bit another drink is added, and the thinking ability slips more.

"Alcohol is the most criminal and artistic method of assassination ever invented by the bravos of any age or nation."—John Ruskin.

At this state John Smith is unable to judge his ability to drive, since he is in an alcohol-caused dream world. At his friends' prompting he gets behind the wheel to demonstrate that he can hold his liquor and is master of himself. He drives a little faster and shows off.

Maybe the first few times he does this he gets home safely because he has run into no emergency or other factor that combines with alcohol to cause accidents. Then he tells himself that because he has done this successfully a few times, he can always do it, and liquor just doesn't affect him as it does some people. Finally, some night an accident-causing factor arises, and alcohol joins it. John Smith is in an accident that *but for* alcohol would not have occurred.

This story illustrates the fact that the deadly part of a drink is that it impairs a man's ability to think clearly on the question of whether he should have another drink; this road often leads to fatal accidents, and sometimes to acute alcoholism.

What John Smith desperately needs to know is that two drinks create in an average man a dangerous impairment in driving ability; that if he is going to drive a car and drink socially as he travels about, he is going to behave unwisely; that something has to "give," if he is to live really safely.

Moreover, the danger of auto accidents is only one of the dangers he faces every time he uses alcohol, for each time he uses it he impairs his ability

to think. If he gets into any provocative or retaliatory situation of life while drinking, he is in for trouble—the kind of trouble that often winds up with the man in prison.

Today is a good time to decide that you are going to think more clearly than ever about this matter of drinking and driving, and about every other problem of your life. Now is the time to decide that you are not going to be diverted, confused, or misled by anyone who has a personal ax to grind, and that you are going to watch out that such persons are not giving you the wrong questions to consider and providing you wrong premises from which to reason.

If you decide you are going to seek the answers objectively and impartially and then follow them, you will find a safer and more successful life. And if you do this carefully, I am certain you will find yourself unable to get away from the wise conclusion that the really *right* and *best* answer for you is: "Because of this evidence and all that is involved, I will not drink—*ever*."

This, then, is a suggestion as to how to think relative to drinking and smoking. A person should also *direct* his thinking in a similar way with regard to all other problems of his life. If you as a person do this, you will find life and find it more abundantly. You will live longer and will enjoy living to the full.

ISLE OF EXILE

(Continued from page 15)

the widows of the slain men, in turn killed all the Tahitian servant men.

Somehow McCoy and Quintal escaped the bloodshed. One day after the tragedy, however, McCoy made his way to Pitcairn's shore, and in his drunken condition, tied a stone to his body and leaped into the sea.

Quintal, McCoy's partner in distilling, drank himself into murderous moods. Once when his wife returned from fishing with a smaller catch than he thought necessary, he bit off her ear. Finally, after losing his wife in an accident similar to that which befell Mrs. Williams, he demanded the wife of one of his two remaining English companions. Knowing full well that in a drunken stupor he might take their lives to achieve his goal, mutineers Adams and Young made Quintal drunk on his own liquor, overpowered him, and killed him with an ax.

Again, in 1831, after an abortive attempt to settle on Tahiti because of drought on Pitcairn, the islanders re-

vived the old still of McCoy and Quintal. With the racy influence of their Tahitian friends lingering in their minds, the group attempted to forget their hard times by drinking. Quarreling, immorality, and wrangling immediately broke out.

Finally, the more stable members of the group broke the round of drink and strife that once again threatened to destroy the mutineer settlement. Since that time alcoholic beverages have never been allowed on Pitcairn.

As the more responsible citizens of Pitcairn gained control, they sought to bring order and peace to the tiny islet that had suffered so much damage both to life and property because of one small still. Thursday October Christian, the patriarch of the island, determined to lead his people into a devotional way of life. The arrival of church papers, and finally a missionary, aided Thursday's plans materially. Church services began. For a short time an island newspaper was distributed.

The closing years of the nineteenth century were progressive years for Pitcairn's people. Now resolved that their community would have no more problems caused by alcohol, they started education for their children and a trading-with-passing-ships system that has become increasingly important to the economic life of the island. Basket-making, weaving, wood carving, and other skills were learned. An island government was established.

With the opening of the Panama Canal, during 1910 and 1911 many ships began to call at Pitcairn, since the island is about midway between Panama and Australia. Some of the steamship companies made arrangements for the islanders to board their ships and sell fruit and curios.

Today Pitcairn's metropolis, Adamstown, is a model community. Practically every islander is a church member of the Seventh-day Adventist faith. An island-wide work program keeps public roads and other facilities in good shape. A ready fleet of four specially built longboats and some of the world's best seamen to man them assure the island's income from the sale of fruits, curios, and other items to any passing ship that pauses long enough for boarding. Ships cannot land at Pitcairn Island, because of an unusually rough shore line with no sheltered anchorage.

Pitcairn's colorful history has had more than its share of the cursing, sodden days of such men as Williams, McCoy, and Quintal. Its citizens today are making a different kind of history—one of sobriety, Christianity, and good citizenship.

He was a wanted man; on this Christmas
Eve the search came to an end.

The Skinny Man

ROBERT SUMMERS

IT WAS Christmas Eve, and cold. The skinny man paused briefly at the door, and with shaky hands reached up and pulled the collar of his shabby coat tighter around his neck, then stepped onto the sidewalk. It was two above zero, and the icy wind sweeping down Chicago's Michigan Avenue pressed his thin trousers close against his legs. He shivered.

Since it was Christmas Eve, he simply *had* to see his three small children. He knew he couldn't go inside his house, but if the police weren't watching the house too closely, maybe he could look through a window at them for a few minutes. When the bus pulled up and stopped, he cast a furtive glance up and down the street, then stepped inside.

At the end of the ride he got off the bus, walked across the street, and entered one of the city's largest housing projects. He kept to the shadows as he made his way to his street. Circling the block two or three times to make certain there were no police cars lurking in the vicinity, he approached a house near the middle of the block. Pressing close against the wall, he moved to a front window.

The shade was drawn low, and he had to stoop to look in. He saw Tommy, his eight-year-old, sitting on the couch with the baby, three-year-old Nancy. They were looking at a ragged book, as Nancy kept glancing up at Tommy talking excitedly and pointing at the pictures. Five-year-old Linda sat on the floor in front of the couch, building something with a few wooden blocks. Through the open door to the kitchen he saw Mary, his wife, sitting at the table, her sewing basket in front of her, working on the lining of a small girl's coat. In front of the other window stood a little Christmas tree, sheltering only three small packages.

He stood ankle deep in the snow, his haggard face pressed close against the cold window glass. Suddenly he knew

that today, Christmas Eve, was judgment day. His memory went back through the years, groping, searching, for some defense, but he knew there was none.

At the age of nine he was the teacher of his Sunday school class; at fourteen he was teacher of a men's Bible class. Some said that he was a prophet; others, that he was foreordained to be a great minister of the gospel. As time drew near for him to enter college, his father, with six other children to support, could not afford to send him.

The church, fearful of losing a promising young minister, paid his tuition, board, and room at its seminary. During the first year he began to drink some, but got by with a few severe reprimands. But during the following summer vacation, his drinking grew steadily worse. He entered school again with renewed resolution, but that was soon dissolved by the bootleg he consumed at numerous "blind pigs." Three weeks after the opening of the fall term one of these blind pigs was raided by the police, and he was there, and drunk.

Eventually he went East and began working as a salesman for a large wholesale house at a good salary. He worked four months before he went on his big drunk. Five weeks later he returned, was forgiven, and given another chance. Two weeks from that time, however, he went on a second drunk, and was fired.

Then he met Mary. He could now hear her soft voice saying: "Bill, you've been alone too much. What you need is a home and companionship." So Mary and he were married. He found another job.

Tolerant, sympathetic Mary used that same excuse for a long time, and then another, and another, until finally she had no more. She began to look at him with a kind of resigned patience. When the children came, she

(Turn to page 32.)

An ethical principle to
guide toward the
achievement of the best life



SPIRITS AND THE SPIRITUAL

MARTIN HAYES BICKHAM, Ph.D.

AMERICA is faced with an internal conflict. Two trends confront each other for influence and dominance in American society. These are (1) the organized forces of the alcohol production and distribution interests and (2) the moral and ethical forces that undergird the spiritual and cultural life of America.

Sociological examination of American culture reveals an advancing degree of alcohol saturation. Alcohol is undermining the moral bases of our culture, and there is a call for ethical reinforcements.

Arnold Toynbee, in his book *The World and the West*, published in 1953, points out, "A technology may eventually have a deeply disintegrating effect upon the spiritual life of a society."—Page 59. We see this happening in America. New technologies now being applied to the production, preservation, and distribution of alcoholic beverages are greatly increasing the amounts being pressed upon the people, with increasing danger. After speaking about the disintegration that arises from alcohol, Professor Toynbee says, "The West has again found itself threatened with spiritual disintegration."—Page 14.

In America this "spiritual disintegration" involves a weakening of what Paul Tillich describes as our "ultimate concerns," such as love of God and of our fellow man. We face an "entrenched exploiting minority" who are pressing alcohol products upon the people by every device known to modern technology, and without apparent concern for the dangers resulting from their tactics. This bid for dominance challenges our religious and educational forces.

The indictment of alcohol, which inheres in Professor Toynbee's phrase,

the "spiritual disintegration from within," is challenging and penetrating. One finds in Toynbee limited interpretation of what he means by this.

It may be interpreted freely in these terms: As human beings, we have spiritual capacities that find expression in our powers of attention, perception, volition, action, and conduct. These make up our consciousness. As Lloyd Morgan and other biologists have recently shown, the primary function of consciousness is "control." The "control centers" in human beings are in the brain. When a person drinks alcohol, it interferes with the functioning of his brain and defeats the full exercise of his spiritual capacities.

It is increasingly evident that if our culture is to be released from the drive toward "spiritual disintegration," some powerful corrective remedies must be devised and utilized widely by moral and ethical leaders. One resource that has not been widely used or drawn upon rests in our modern scientific conceptions of ethics as guides to the shaping of human conduct. Here we may utilize the insights of such students of ethics as John Dewey and T. V. Smith.

Dewey, in his *Philosophy and Civilization*, calls attention to "the necessity of study and scientific analysis of the different forms of conduct that appear in experience."

Professor Smith says, "Ethics is the critical manner of rationalizing the processes of conduct, and the orientation of ethics is social."

Dewey and Smith support the position that "social ethics" is the wisest scientific way of dealing with such "social phenomena" as are emerging in the alcohol saturation now under way in American culture.

This older position has recently been

confirmed by two students of social life, Richard Dewey and Humber. In their book *The Development of Human Behavior* (1951) they hold, "Ethics applies to ways of behavior or conduct that are scientifically determined to be advancing the best and highest interests of human beings and human society."—Page 1.

In seeking guiding ethical principles, we need to be clear that there is no line of demarcation between our simple moral perceptions and the most clearly developed scientific ethics. The whole field of the moral and ethical and spiritual experiences is a continuum. We may abstract phases of this field and seek thus for a better grasp of the details.

Forty years ago these aspects of human experience were impressed upon my mind while I was enrolled in a course at the University of Chicago, under Dr. Henry Churchill King. Dr. King taught that Jesus Christ faced the total continuum and complexities of life, building upon the moral nature of the universe and the loving nature of God, as the religious ground of human experience. Christ based His ethical position on these moral and religious ultimates. In line with these analyses, Dr. King insisted that "ethics deals with the conduct of men in their mutual relations," that "ethical ends and maxims may be developed and advanced in virtue of their own worth," and that "we speak accurately of ethics only when we regard the conduct of men in their mutual relations as something by itself, abstracted from religious feelings."

When one seeks to apply these insights of the meaning and uses of ethics to the struggle to release our culture from the "spiritual disintegration" arising from the advancing alcohol saturation, some serious quandaries arise.

First, we face the question as to what forms are assumed by this "spiritual disintegration" which accompanies alcohol consumption. One finds little in contemporary works to throw light on this. In line with the attempts at interpretation given above, one may ask: Does alcohol interfere with man's spiritual capacity? Does it drive or blot out man's spiritual vision? Does it weaken and break down man's capacity to make reliable moral judgments? Does it hinder or prevent the formation of, and ability to adhere to, sound ethical principles?

While little in definitive answer to such questions is available, certain clues may be gleaned from recent studies.

For instance, a study of public attitudes toward alcohol consumption, made in 1946 by scientists attached to Rutgers University, brought out the fact that in the United States 89 per cent of the adults belonging to Jewish religious bodies, 79 per cent of the adults attached to the Roman Catholic Church, and 59 per cent of the adults affiliated with Protestant religious bodies were using alcoholic beverages in some form and to some degree.

These are startling figures and show how far alcohol saturation is penetrating into the phases of culture that are supposed to sustain and uphold the spiritual qualities of American society. In Professor Toynbee's view, this situation reflects the "spiritual crisis" he says is now appearing in Western civilization, and may represent what he calls "a pernicious backsliding from the path of *spiritual progress*."

Turning to the inner psychological situation, evidence accumulates to establish the fact that alcohol consumption impairs our powers of perception, memory, imagination, reasoning, and conduct. These aspects of personality we look upon as spiritual. If alcohol weakens and impairs their function, it is seen to be weakening the spiritual bases of personality. Here again one may see a phase of the "spiritual crisis" Toynbee feels is engulfing modern Western man. It is evident that beverage-alcohol consumption is a heavy factor in this disintegration.

As alcohol consumption increases, it weakens the spiritual life of the users. In the same way, alcohol saturation weakens and disintegrates the spiritual life within our institutions, and slowly

but surely undermines the spiritual foundations of our culture. It is in this situation that another ethical principle may become extremely useful in saving our culture from this form of "spiritual disintegration." It may be phrased in these words:

Throw the whole weight of your own personal spiritual capacities into the struggle to resist the spiritual disintegration of our American culture that is advancing as alcohol saturation increases.

Here we ground our activities upon the deep insight of Dr. Albert Schweitzer, who holds that "ethical existence is the highest manifestation of spirituality."

Such an ethical principle, if consciously and persistently applied in the conflict now operating in American culture, would go far toward defeating the drive of organized beverage-alcohol interests and, at the same time, strengthen the temperance forces in their efforts to encourage an alcohol-free culture and way of life.

The highway's no place for a
racer
Or a lover who wants to embrace
her;
And I'm prone to think
If you drive while you drink
You may get a cop for a
chaser.

—National Safety Council
"Test Talk."

HEROIN HELLHOLE

(Continued from page 20)

Mexico, the smuggling of heroin from Hong Kong has increased on Mexico's west coast. Smuggling of Indian hemp, or marijuana, from India, Pakistan, and Burma has increased in ports of Great Britain, and now Alsatian dogs are being trained to "smell out" hemp, cocaine, and heroin. Canine demonstrations prove that, from a variety of baggage, the police dogs select the right article containing illicit narcotics, sitting beside it until customs officers arrive. Traffic in narcotics, originating in Lebanon and Iran, producing centers of opium, cocaine, heroin, and hashish—interrupted as a result of the Israeli-Egyptian War—has again resumed, using two secret routes, one crossing from Jordan to Sinai through the southern Negeb, the other from Saudi Arabia to reach Cairo, an international drug clearinghouse in the Middle East for smuggling to Europe and America. Small *dhows* cross the Red Sea at night, delivering the illicit shipments to caravans of racing camels, who travel only at night, hiding by day in desert ravines. This circuitous way,

which caused cocaine and hashish shortages in Egypt, raised prices 300 per cent. So eager are caravans to get through that desert traffickers even conceal tins of opium and hashish by making incisions in the loose folds of skin under the stomach of a camel, which are then crudely sutured and bound by camel-pack girths.

So heavy is this traffic that Interpol, the international police force with headquarters in Paris, which is chiefly concerned with world-wide dope smuggling, has asked the United Nations Secretary General, Dag Hammarskjöld, to post special trained agents with the UN Army in Sinai to combat this resumption of illicit drug trade in the Middle East.

Because of increasing smuggling, Turkey has found it necessary to impose the death penalty on peddlers who buy opium-poppy seeds from farmers in the remote mountain areas.

Syria is fast becoming the No. 2 clearinghouse in the Middle East, with increasing numbers of clandestine narcotics-processing laboratories.

The United Nations was compelled to approve an \$86,500 technical aid project to assist Iran's first opium-control program in order to safeguard its 19,000,000 inhabitants, 1,500,000 of whom are dope addicts. Dope causes some 100,000 premature deaths, 50,000 abandoned children, and 5,000 suicides every year.

India has promised halfheartedly to diminish its opium chewing, which its citizens use as a "treatment for dysentery." Opium does have a tendency to cause constipation.

Narcotics consumption and addiction have increased alarmingly in Denmark and Finland.

Astronomical seizures of illicit narcotics have been effected in Burma, Thailand, Malaya, Singapore, and Ceylon. Thailand, with 500,000 addicts and a fifty-ton traffic a year in her legal opium smoking, has promised to reduce over the next few years its "pipe houses."

Hiroji Yamaguchi, Japan's representative to the United Nations Commission on Narcotic Drugs, declared that the increasing addictions to narcotics in Japan, all of which are smuggled in via Hong Kong and northern Korea, are extremely serious, with a 45 per cent switch to deadly heroin.

Swiss police in Zurich arrested five members of an international gang whose processing laboratory in Milan, Italy, was capable of producing for shipment to America, via Montreal, thirty kilograms of pure heroin, an amount sufficient for 3,000,000 to 10,-

000,000 heroin shots, with a retail value on underworld markets of from \$3,000,000 to \$50,000,000. Opium supplies for the manufacture of this heroin have been grown by Turkish farmers in the hinterlands.

In New York recently a Federal District Court jury convicted eighteen members of a \$20,000,000-a-year international ring for smuggling and distributing heroin and cocaine in Detroit, Chicago, Washington, D.C., and New York.

In Japan, United States airmen's luggage has been found after being used by Chinese in Tokyo and Hong Kong to smuggle heroin.

More significantly, the recent seizures of drug caches aboard vessels docking in west coast ports of the United States clearly indicate that heroin smuggling from the Far East to America has increased. Recently Treasury agents discovered processed narcotics, worth \$300,000 on underworld markets, aboard the Norwegian freighter "Hoegh Silverstream" in San Pedro, California, inbound from the Orient.

It has been established that the clearinghouse for heroin smuggling to America is Bangkok, with Hong Kong serving as the transshipment sea junction to America's west coast ports.

Narcotics processors have now perfected techniques to adulterate morphine and heroin. An ounce of pure heroin can be bought for about \$60 in Hong Kong, but in America it costs about \$8,750 on underworld markets!

The amount of concentrated forms of heroin that is slipping into the United States must be astronomical, because, despite Hong Kong's vigilance and the ceaseless war against dope traffickers in America by trained agents, the narcotics confiscations account for only 1 per cent of the dope that is getting into the underworld channels of American cities.

What does this have to do with the average young person today? This question will be answered in Part 2, to appear in the next issue of "Listen."

"NO BONES ABOUT IT"

(Continued from page 12)

This testimony, as such usually tends to be, was dry and statistical, but the facts were horrifying. These facts broke down into two broad categories:

1. California's rate of narcotics addiction among sixteen- to nineteen-year-old youths has increased almost 600 per cent in the last eight years.

2. California, New York, and Illinois have a greater rate of drug addiction than all the other states.

It is estimated that the United States

has some 60,000 drug addicts. And where do more than half of these addicts live? You're right, in California, New York, and Illinois.

This means that many thousands are driving themselves to early graves through the illegal use of drugs, for there is no doubt that narcotics addiction shortens physical life. Cases are on record of drug addicts who literally starved themselves to death by an unwillingness to eat properly.

But other implications may be even worse. What are they?

Because specific drugs are illegal in all states, narcotics addicts live hunted, haunted lives, fearful that they will lose their source of supply. Therefore, they will pay any price to get their supply.

Invariably this drives them into lives of crime. They have to get the money to pay their leechlike suppliers, and the only way to get it is to sell themselves, or to steal, or sometimes to kill.

The suppliers, or peddlers, in turn are invariably controlled by international criminal rings, smugglers without morals who as often as not get their illicit goods from the communist nations behind the Iron Curtain. And many of these countries deliberately try to pour narcotics into the United States in order to corrode our minds and bodies, especially of our youth.

I should comment on one more aspect of the narcotics problem. Addicts who are arrested are taken off drugs by state and Federal institutions, going through the most vivid withdrawal agonies, in which they quite literally revert to animalism.

What can be done about this narcotics problem?

As far as California is concerned, I have proposed a threefold solution:

1. We must enact laws with stiffer penalties to deal with narcotics peddlers.

2. We must give the state attorney general adequate authority to organize a hard-hitting responsible narcotics bureau.

3. We must attract high-type personnel for our narcotics bureau, train these workers thoroughly, and make sure they co-operate fully with local police in uprooting the evil gangs who are fastening the grip of narcotics on our youth.

The experience with tougher laws in Ohio is a guidepost to what can be done. Several years ago Ohio decided on mandatory twenty-year sentences for dope peddlers. Today it is said there are less than one hundred drug addicts in the whole state. Compare this to the vastly increasing rate in California, where drug suppliers usually get off with one- to two-year prison terms.

I have, in addition, put forward another plan to help control the grim international drug trade. In the California legislature my resolution petitioning Congress to cut off all foreign aid now being sent nations which traffic illegally in drugs, passed with only one dissenting vote.

Let's make no bones about it—this bill was aimed at those countries whose production of heroin causes our single greatest drug-control problem. Federal control of some thirty synthetic narcotics is nearly perfect, and opium and cocaine have been pretty well eliminated from the smuggling pipe lines, but heroin is still there, menacing us and our children.

If we are to have no more broken families like that of Eugene O'Neill, we must act on a broad front—*now*.

LISTEN—National Journal of Better Living

Six big, beautiful issues every year

ATTRACTIVE
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POSITIVE
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I would like to receive additional information regarding alcohol or narcotic drugs. (Anyone wishing helpful material on problems of this nature may write the Editor confidentially, without incurring any obligation.)

Please send me "Listen" regularly, for which I enclose my remittance:

3 years: \$5.50 2 years: \$3.75

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LISTEN—National Journal of Better Living

6840 Eastern Avenue, N.W., Washington 12, D.C.

WHAT ABOUT BARBITURATES?

(Continued from page 9)

and inject them into their veins. The Veterans Administration says that the most common complications of barbiturate addiction are injuries resulting from convulsions during withdrawal of the drug. Exhaustion and bronchopneumonia are real dangers to individuals who develop a withdrawal psychosis.

As a general rule, chronic use of barbiturates occurs in persons who have some underlying psychiatric disorder. They cannot face the problems of reality, but they suffer from tension and anxiety, have trouble sleeping, behave compulsively, and instead of attacking the trouble at its source, are attempting to escape it, only to find themselves in deeper difficulties with the drug. According to the Veterans Administration, with the exception of poisoning by carbon monoxide gas, acute barbiturate poisoning is the most common type of poisoning treated in hospitals.

In making a study of this subject, Dr. Joseph F. Fazekas, chief of staff, District of Columbia General Hospital, and Dr. Theodore Koppanyi, professor of pharmacology, Georgetown Medical School, report that there are at least 50,000 true addicts, not to mention the habitués who, of course, far exceed the addicts. A habitué is one who takes less than four capsules daily as a sedative under the supervision of a physician.

There are fifteen accepted barbituric acid derivatives. They can be recognized by their "al" suffix; for example: Phenobarbital, Seconal, Nembutal, Luminal.

What are the effects of combining barbiturates with alcohol? The National Institute of Mental Health has found that the combination is much more toxic than would be expected on the basis of merely addictive effects. Therefore, death may occur after relatively small amounts of alcohol and barbiturates are taken together.

Drs. Fazekas and Koppanyi declare further that the use of barbiturates may be thought necessary in the treatment of epilepsy, as well as in other sundry convulsive states; for the tranquilization of maniacal patients; as preanesthetic medication; and as basal and surgical anesthetics. Unfortunately, they are much more commonly used and prescribed today.

During the year most recently reported by the National Office of Vital Statistics (1954), accidental deaths from barbiturates totaled 345, and suicidal deaths totaled 721. There may be many



For Your Reading and Reference

Herbert Brean, *How to Stop Drinking*, New York, N.Y.: Henry Holt and Company, 1958.

Nothing hurts the liquor industry more than a heavy or chronic drinker. Liquor propaganda today centers around trying to make "moderate" drinkers and keeping them that way.

Purported to be neutral in the question of drinking, this book tends to encourage a person to begin drinking. It lulls him to complacency in the claimed assurance that a little drink is not harmful, and virtually disregards the "lead-on" factors of drinking.

This is indeed one more book of the many that encourages, on the one hand, the production of the very victims that it is trying to help after they have gone too far.

Aubrey Willis, *Our Greatest Enemy—Beveraged Alcohol*, New York, N.Y.: Exposition Press, Inc., 1958.

Written by a former alcoholic, this book describes the personal life of the author "since turning to God and being on His team."

It graphically pictures the evils of drink, in the traditional stereotyped pattern, and warns youth of the potential danger of moderation.

Perhaps most interesting for reference is the section of comments on Biblical references to liquor.

more indirectly caused or inaccurately reported.

The Addiction Research Center defines involuntary suicide with barbiturates as occurring in persons who are chronically intoxicated with barbiturates, having poor judgment, and being unable to remember how much of the drug they have taken. They continue to take more and more capsules until a fatal amount has been consumed. As to the main causes of accidental barbiturate poisoning, carelessness in not

keeping the drugs out of the hands of children or irresponsible persons, therapeutic misinformation by physicians or patients, and occasionally allergies to the drug are largely responsible.

As we know, barbiturates do get into people's hands illegally, without doctor's prescriptions, through unscrupulous druggists, or are sold by dope peddlers, as a sideline at bars, or are distributed through mail-order drug houses. Illegal barbiturates are often called "goofballs," "yellow jackets," "wild geronimos," "red birds," "blue heaven," "idiot pills," and "thrill pills."

How can the illegal traffic be controlled? Drs. Fazekas and Koppanyi say, "Doctors, pharmacists, teachers, clergymen, and social workers can all make a contribution toward curbing illegal traffic." As to effective legislation, "it is doubtful if there could be any other than the present Federal and state laws and statutes against the promiscuous use of barbiturates. First, an additional large law-enforcement agency would be required; and second, there is the possibility that with further legislation, the manufacture of barbiturates would be driven underground to a greater extent than at present."

Others take a different view. In the U.S. Congress before a subcommittee on narcotics, the deputy commissioner of the Food and Drug Administration spoke of the woeful inadequacy of state man power and facilities as well as of laws to control illegal traffic in barbiturates. He spoke of possible helpful legislation that would extend the responsibility of Federal Government in checking this traffic. This included record-keeping throughout distribution channels to show stocks of the drug received and sold, with right of inspection by Government inspectors; listing of manufacturers for identification, so that unauthorized producers may be more easily identified; prohibition of possession except by listed manufacturers, authorized dealers, licensed physicians, and users who have prescriptions. These laws would apply to the traffic within a state or between states.

Barbiturate users are dangerous not only to themselves, but to society. They may be as dangerous when driving cars as are alcohol-intoxicated persons. Young hoodlums, among other irresponsibles and thrill seekers, have discovered that when barbiturates are taken in combination with alcohol, an effect is produced called "a bolt and a jolt," a mixture of courageous feeling and lack of inhibitions which inspires reckless and criminal acts.

All of which makes the barbiturate problem everybody's problem.

WHAT ALCOHOL COSTS

(Continued from page 8)

alcoholics. Juvenile delinquency is one of the fruits. Children get badly scarred; often they are exposed to horrible conditions for a long time.

Does New York have a rehabilitation program?

Last year New York State appropriated \$235,000 for all research in, and treatment of, alcoholism. Florida, on the other hand, earmarked a percentage of its liquor tax, which made large amounts of money, far exceeding New York's amount, available for research and rehabilitation.

What is New York City doing for its alcoholics?

There are several kinds of alcoholics. We think first of the homeless men, derelicts on the Bowery, for instance. There are more of these than most people realize, anywhere from 4,000 to 10,000 in any one single night. As to the drunks one sees sprawled in doorways, rest assured that they don't stay there very long. The police department and hospitals pick up men in that condition and give them shelter and medical care.

The city does its best to try to find jobs for these men, and we do what we can to rehabilitate them. For three and a half years we had a place for them on Hart Island. We had ninety-day programs and took care of about 5,000 men. Half of them never returned to the courts or relief rolls, so apparently the help for these men was permanent. We had to give up that program, however, when we had to turn over the island for another use. Since then we have been trying to get another home for these men.

What are the other kinds of alcoholics?

These so-called Bowery bums might be compared to the part of an iceberg that shows. Actually only about one ninth of an iceberg is above water. Below the surface are many thousands of alcoholics, often hidden from employers and friends, but not from their families, who must bear the brunt of the problem.

Do you have contact with these men?

The only contact we have with them is when they are brought into court, because of wife beating, for example.

In the Home Term Court, a family court, there is an alcoholic clinic. It has given promising results during its four years of operation.

What is done for them?

Psychiatric and medicinal therapy are used. If a man is brought in on complaint of his wife and found guilty, the judge will say to him, "I can sentence you, fine you, put you under a peace bond, order you to leave the household, but, instead, I suggest that you come into our alcoholic clinic and return regularly for treatment." Many of these men are helped considerably. Nearly all of them are married, with children, and are employed. Yet, without proper care, they face a miserable future, for themselves and their families.

What other suggestions do you have for dealing with this problem?

There should be a lot more publicity given to alcoholism, including ways and places of treatment. Social workers should use every resource available and without moral judgments. Once alcoholics start to recover they become good citizens again.

We need public recognition of alcoholism as a major problem in this country. When leaders in a community become aware of it, they should devote as much money and other resources as possible to research and treatment. We should explore every avenue—medical, social, psychological, and religious. Some can be saved each way.

Do you drink alcoholic beverages yourself, Mr. McCarthy?

No, I'm a teetotaler. I haven't had a drink since I was a young man.

Do you feel that alcohol really benefits the drinker in any way?

Alcohol doesn't do people any good. I'm in a position where I can see the results firsthand.

What is your opinion of total abstinence as a solution to this problem?

We never know who may become an alcoholic; even drinkers themselves do not know. Of course, if nobody ever drank alcoholic beverages, we wouldn't have to worry about alcoholism; but people do drink and when they become alcoholics they need our help.

I'd certainly be glad to back any move toward total abstinence. My respect goes to the men who don't drink. Nondrinkers are the more manly ones, the best athletes, and the best men in all fields.

THE SKINNY MAN

(Continued from page 27)

thought this responsibility would change him, but it didn't.

Finally the day came when he severed the last string binding him to the traditional rights of decent society. On this particular day, the day after payday, he came home after an all-night drunk, broke. Mary was in the hospital, recuperating from a tumor operation, and her sister was staying with the children. He was sick, and felt that he had to have money somehow for more whisky. He looked at the table-model television set, the pride and joy of Mary and the children, for Mary had saved for more than two years to buy it. He knew there was a kid's program coming on soon, one that the children always watched. Walking over to the set, he reached behind it, pulling a wire loose.

When the children turned it on, there was no picture. He told them he would take the set to a repair shop and would be back with it soon. They were delighted. But he didn't come back that day nor the next day. Three days later he did come back, but without the television set or the \$50 he had pawned it for. Linda rubbed her face gently against his, and whispered, "Daddy, when are you going to bring back our tell'yen set?" He said, "Today, baby," and she hugged him.

He went to the hospital to see Mary. With troubled eyes she searched his face intently, and asked, "What have you done now, Bill?" He told her, and turned to look out the window. Finally, she said, "The way I love you, Bill, and the way the children love you, you have the power to drag us down with you. Please don't let that happen, Bill. Go away and leave us, if you really love us." He leaned over and kissed her bluish lips, and whispered, "Good-by, Mary."

He took the television set home to the children that day, but he was a wanted man. He had cashed a check for \$75, a worthless one. For the next several months the money he obtained from bad checks went from dollars to hundreds, from hundreds to thousands.

He didn't know how long he stood there at the window that cold Christmas Eve, but the next thing he remembered, he wasn't standing any more. Two policemen were lifting him from the snow underneath the window. He was a wanted man—now, on this Christmas Eve, he was found, to be taken behind prison bars.

The Temple

Clarence Edwin Flynn

This human frame in which we dwell
A few swift years of life to tell
Is not a mere automaton
Which today is, tomorrow gone;
Not merely a machine to use
For any selfish aim we choose;
Not just a house in which to keep
Necessities to eat and sleep.

The body is a temple wrought
According to God's noblest thought;
A throne room for the Infinite
Where falls truth's sure, revealing
light;
A place to know and understand
The Spirit's will for mind and hand;
A dwelling place of the Divine.
Woe to him who defiles that shrine.

Milestones

Dawn Flanery Parker

The distance on life's journey
Is marked from sun to sun,
Not by the hands of a clock,
But by good deeds we have done.

Joy

Emily May Young

Is joy a will-o'-the-wisp
Performing a fantastic dance,
Luring and beckoning one on,
But always a step in advance?
Is joy a thing to pursue,
To catch and to hold to fast,
Or only a shadowy form,
A vision that's vanished and past?
Is joy a thing to be bought,
Its source a material mine;
Something to choose as to shape,
Or warp, or woof, or design?
No, joy is not to be caught,
Though its dream we often espy;
And joy is not to be bought,
Though there is an abundant
supply.
For joy is a gift from above;
The joy of the Lord is our stay,
A tool for fashioning good,
Which will neither rust nor decay.

My Debt!

W. E. Whitney

I know the feel of failure
And the talon claw of sin;
I've felt that heartsick anguish
That can flood the soul within!
I know the taste of liquor,
And tobacco's filthy fume.
I know the bitter relish
Of a drunkard's lonely life;
I've found that liquor's evils
Do not team with healthy strife!
Yet I've found I am forgiven
By a God who will forget;
For my soul has found the Saviour;
Blessed Christ has paid my debt!

Poems With a Purpose

by "Listen" Authors

Soft Touch

E. J. Ritter, Jr.

If you whimper with problems
Of diminutive size,
If the smallest of setbacks
Brings tears to your eyes,
If you can't start again
When something goes wrong,
If you can't displace sorrow
With solace or song,
If you cannot be master
Of small woes at first—
You'll be a soft touch
For life at its worst!

Neighbors

Helen Sue Isely

Neighbors are paperweights
When the wind is blowing.
Neighbors are lilac buds
When the ground is frozen.
Neighbors are bright candles
When the night is huge.

YOUNG BROADCASTER

(Continued from page 17)

"I can't pay them for helping, but I do promote them from one job to another, as openings become available. This helps make them more willing to do it my way."

Speaking of pay, it is the one thing KAJS doesn't have. There are two stores who sponsor the quiz show, but only to give awards for the winners. The expenses are not high, but to one having no income they present problems. Shapiro has no time for a salaried job, his schoolwork and the broadcasting taking up all his time.

"Why, I don't even have time to go fishing or go to the beach," he says. "When I'm not doing something directly connected with a coming-up show, then it is something indirectly connected, like getting out my program announcements. These are written by myself, but I pay to have them mimeographed. Each of the fifty houses who can hear me have to get a copy. Mostly the programs announce for the entire month, but sometimes I get out one for a special show."

People often ask Arnold why he broadcasts on such low power. "Why not," they ask, "use more power and reach more homes? Then you'd be able to get people to pay for advertising."

To these well-wishers Arnold explains, "Anyone broadcasting over 250 feet has to have a license from the Federal Communications Commission. I might be able to get one now, having my father get it in his name, but I'm not going to do it. All my activity in regard to KAJS is done without adult help. I intend to keep it that way!"

In addition to the listeners on home radios, Shapiro has a live audience for many of his shows. Up to forty people can crowd into the front of the garage, to watch and listen. During the summer, many more are often on hand.

In the audience there is often one or more of Arnold's high-school teachers, who are very much in favor of this student's activity—and the parts the other students have.

Here is what one teacher has to say, "The work Arnold and his assistants are doing is something they couldn't learn in school—not only the experience on the actual jobs, but how to conduct themselves before the public."

"Sure we are learning," agrees Arnold. "We are also having a lot of fun, yes, and excitement. Putting on the programs requires work, both before and during the show, but it is the type of work which is really fun."



CENTENARY DOCTOR

Interview by
PHYLLIS SOMERVILLE

I was but one of a long stream of callers, on occasion of his hundredth birthday, coming to pay tribute to Dr. George D. Haggard, who at the time of his retirement was Minnesota's oldest practicing physician. Bushels of letters and telegrams congratulated him and wished him well, including messages from President Dwight D. Eisenhower and Congressman Walter C. Judd of Minnesota.

Dr. Haggard has given to the world more than merely one hundred years of life; he has fulfilled his youthful ambition of doing "good deeds." Leaving attractive offers of employment as a machinist, he became a medical student at the age of thirty-two.

When in 1893 young George walked out of the University of Minnesota with his medical degree and began practice, he made his first calls on bicycle, then in a rig with three horses. In 1903 he bought his first car, which he actually designed himself. Until 1946, when he quit driving, his boundless energy and hard-pushing profession wore out a dozen more cars.

"With the Mayo brothers, I believe beverage alcohol has no place in medicine," this venerable but clear-eyed doctor told me, and then he added, "nor in the life of anyone to use as a beverage. I do not drink or smoke."

About five minutes prior to the start of a broadcast, the program announcer "warms up" the live studio audience, cracking a couple of jokes, then explaining the idea of the show. He asks that full co-operation be given, such as keeping quiet and applauding generously.

For a quiz program, writer Arnold gets together the questions and answers for a written portion of the program.

After the time period allowed for each set of questions, the announcer takes the papers and hands them to two teen-age girls, who correct them. During the test and correcting, music is broadcast from a tape.

During the half-hour broadcast there are three sets of questions, and at the completion the winner is given a prize furnished by one of the sponsors. Between the written portions, the announcer reads the questions to the listeners and the contestants. And, too, between the written tests the station announcer in the booth says there will be a commercial.

Commercials are made by announcer Arnold, who has previously put them on tape. He is much too busy during an actual broadcast to give the commercial live.

During the broadcast there is plenty of back-stage activity for the live audience to watch. Up in the control room (Ulcer Gulch) producer Arnold speaks over a mike to the floor crew, all of whom wear earphones. When it is time for applause, as an example, he notifies the teen-ager in charge. He, in turn, signals the live audience and they "clap their hands off."

With Arnold in the control booth during a quiz show there is an additional helper, a girl who keeps track of the time. She notifies the floor crew if they are ahead or late. This information is passed on to the program announcer and contestants with silent signals.

As the show ends, the program announcer thanks the contestants for appearing and reminds the winner that he will be on next time. He also requests the listeners to patronize the sponsors of the program.

The station announcer then takes over, giving the call letters (KAJS) and stating that the station is owned and operated by Arnold Shapiro.

When asked about his plans for the future, Arnold replied, "When I finish school I'd like to work at one of the larger TV studios. I want to produce and direct. With the training I'm getting with my own station, I should stand a good chance."

And who would disagree?



OPINIONS



Pushover for "Persuaders"

Typical American teen-agers are described as "fear-ridden" youngsters whose intense demand for popularity through conformity makes them "pushovers" for "hidden persuaders, shoddy merchandise, shoddy morals, or a patched-up police-state philosophy."

"America started out as the great experiment. Now America's children are afraid to experiment," says Dr. H. Radler, of the Purdue Research Foundation.—*Advertising Age*, May 12, 1958.

Legislation That Is Needed

"The legislation that we must have to control the drinking driver is that which simply makes it illegal for any motorcar operator to have a blood alcohol level of .05 per cent or above."—Horace E. Campbell, M.D., Denver, Colorado.

A Disease?

"The premise that the alcoholic is sick not only operates to his detriment but contains within itself a profound fallacy more far-reaching in its scope than its mere application to the alcoholic. It represents a basic materialism of thought which actually deprives one of all responsibility for one's life and conduct and of the very basis for self-

respect."—Edward J. McGoldrick, Jr., director of the Bureau of Alcoholic Study, New York City Department of Welfare.

Avoid Riding With Drinkers

"Even casual investigation will reveal that an enormous number of people are killed or maimed simply because they did not follow the firm rule of avoiding transport with drinking or reckless drivers."—Dr. Carl J. Potthoff, University of Nebraska College of Medicine.

Recipe

"When the nut on the steering wheel becomes too tight, the thing to do with it is to pinch, remove, and let soak for 30 days."—A police chief.

Roman Catholic for Abstinence

"You will find that by deciding not to drink you may have to put up with 'what the crowd thinks.' That is a sacrifice too, and I admit that it really hurts at times. But who is going to run your life? You, or the crowd? . . . I honestly do not believe that there are any reasons of real importance at all why the average young person should begin to drink."—John F. Ford, S.J., Weston College, Massachusetts.

Is This Good Leisure?

"People don't go to neighborhood saloons primarily to drink. They want to be sociable. One group of drinkers spends an average of 14 to 23 hours a week in saloons."—David Gottlieb, lecturer in sociology at Northwestern University, Chicago.

On the Alert

"Parents should teach their children to run from the addicts they may meet, and never to associate with them. They should try to know their children's companions and be on the alert for drug users."—William J. Spillard, former director of major investigations for a Federal narcotics commissioner.

Alcohol and Sport

"In this marvelous organization of adaptability of the body to work, needless alcohol taken in and rapidly absorbed adds a disturbing influence. Contrary to the increased oxygen needs of the muscle at work, alcohol lessens the oxidation in the cells. It will impair the psychomotor reactions, at the same time decreasing the attentiveness, memory, judgment, and concentration, indispensable qualities for a maximum physical effort."—Professor Henri Gachot, Strasbourg.

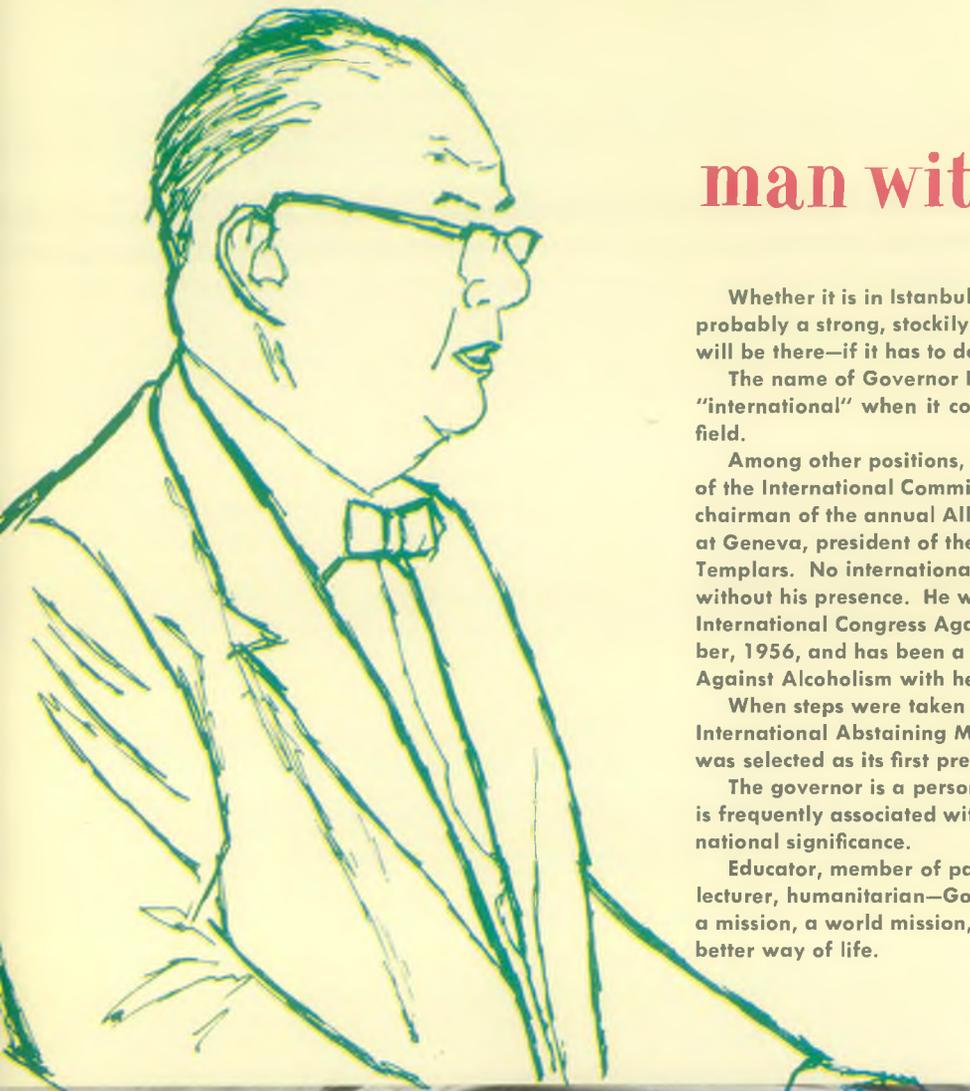
"Not Such a Bad Trip!"

"Nearly five years have passed since I had my last drink. The sun shines brighter, and the sunset is of a rosier glow—a glow not engendered by alcohol. When I awake in the morning I require none of the nostrums which the advertising agencies assure will 'relieve the effects of overindulgence.' I do not wonder where I parked the family car last night, or the name of that fellow I vaguely remember having insulted. Nor need I spend a futile hour endeavoring to account for the hundred bucks missing from my wallet, from which but a deuce and some small change remains. In short—I discovered life is not such a bad

trip after all!"—Thomas R. Mahone, Portland attorney and ex-state Senator.

Target for Today

"One of the strongest influences within a family is, of course, the mother. She is traditionally the moral guardian—and family shopper as well. Much of her time is devoted to food—planning meals and parties, get-togethers and entertainments. Advertising that associates beer and ale with food and family sociability is attuned to one of mother's main concerns. Beer is today largely a home affair, and home means family. This is the new condition that must be kept in mind."—"The ABC of Beer Advertising," published by the United States Brewers' Foundation, Inc.



man with a mission

Whether it is in Istanbul, Paris, Los Angeles, or Stockholm, probably a strong, stockily built man from Kalmar, Sweden, will be there—if it has to do with alcohol education.

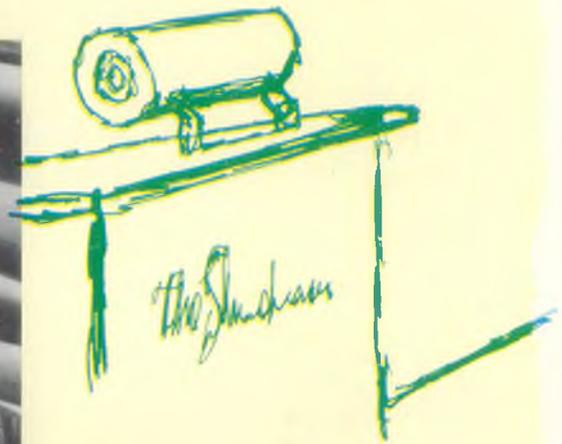
The name of Governor Ruben Wagnsson is synonymous with "international" when it comes to organizations working in this field.

Among other positions, he is president of the European bloc of the International Commission for the Prevention of Alcoholism, chairman of the annual All-Europe Institute of Scientific Studies at Geneva, president of the International Order of Good Templars. No international meeting on the subject is complete without his presence. He was a vice-president of the twenty-fifth International Congress Against Alcoholism in Istanbul in September, 1956, and has been a director of the International Bureau Against Alcoholism with headquarters in Lausanne, Switzerland.

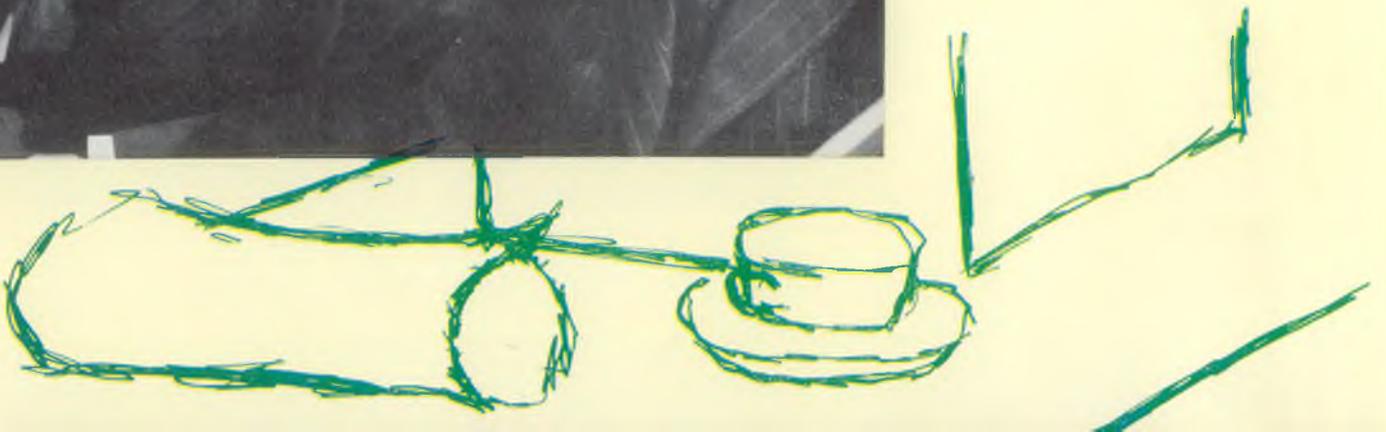
When steps were taken at the Istanbul meeting to set up the International Abstaining Motorists' Association, this world leader was selected as its first president.

The governor is a personal friend of King Gustavus VI and is frequently associated with the king in carrying out projects of national significance.

Educator, member of parliament, newspaper correspondent, lecturer, humanitarian—Governor Wagnsson ever is a man with a mission, a world mission, to lead and persuade toward the better way of life.



King Gustavus VI of Sweden (left) and Governor Ruben Wagnsson of Kalmar Province, Sweden.



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