

# LISTEN



**Billy O'Dell**  
*Pitcher, Atlanta Braves*

# LISTEN

JOURNAL OF BETTER LIVING

## EDITORIAL

### *Is Everyone a Doctor?*

Self-prescribing is a dangerous practice. This is a basic principle of medical ethics, drilled into the minds of doctors and other medical people all during their training.

For years—because it takes a long time to become qualified as a physician—medical students are warned of the potency of strong drugs, and that a person who once starts taking them becomes less able of himself to evaluate their effect on him or the dosage needed. Thus the need for prescriptions.

At one time or another, everyone wants to serve as his own doctor, and take this matter of drugs into his own hands. Perhaps there is a drug in the medicine cabinet that was prescribed for another member of the family, and your symptoms are similar. So you take several tablets or finish the last spoonful of solution as a remedy for your problem.

In this procedure there may be great danger. For example, a patient on sulfonamides should take adequate fluid every day while he is taking the drug. A layman would know this only if his doctor told him while prescribing treatment.

Moreover, in the case of penicillin, this drug is most effective when injected. The first dose must be adequate, and following doses must be given at specific intervals. Also, antibiotics may, while controlling certain disease germs, also suppress some harmless germs, especially those in the digestive tract that may themselves be holding in check other germs not affected by the antibiotic. This may encourage other disease conditions.

So it is not safe to doctor yourself with potentially dangerous drugs or to use them in any way without the help and guidance of an expert who understands drugs and their purpose and dosage.

Which brings us to the matter of alcohol. Medically, alcohol is a narcotic drug. There can be no quibbling on this point, though the average person may not be aware of the fact.

Therefore, whenever a person drinks anything with alcohol in it, he is self-administering a narcotic drug. He is self-prescribing, even though the drug may not be for a disease condition. He is doing the very thing that all doctors are strictly warned against. It is all the more dangerous, because in most cases he is a layman and does not know the nature or the potential of the drug. And the more he takes, the less able he is to know what it is doing to him.

If in these days alcohol were used only as a prescription drug, we would have no problem of alcoholism at all. Of course, any disease condition for which alcohol might possibly be a help or cure would now be treated with much better drugs than alcohol. The medical profession today doesn't recognize alcohol as a desirable drug in the practice of internal medicine.

Yet millions of people continue to self-prescribe and self-administer this drug, against all logic, ethics, and necessity.

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## Gene Church Schulz



# Should I, or Shouldn't I?

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## HOW TO MAKE DECISIONS

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Tony has been mowing lawns all summer to earn spending money. His customers know they can count on him. Today he is due to cut Mr. Brown's grass, but his friends are going to the beach, and they have invited him to go along. What should he do?

Marja's parents don't want her to go steady, but her feelings for Bob are so special that she doesn't enjoy dating anyone else. Should she refuse other boys, even when Bob goes away to college next month?

Rick has been saving to buy a car. He found one he likes, and he has enough money. But now his parents are asking him to "wait till next year."

What would you do?

As a teen-ager you face similar decisions every day of your life. Not only these, but infinitely larger ones, some of which affect your entire future. If you make wise choices, you will likely have a happy, fruitful life. If you're not quite sure how to decide, there may be a "muddy road" ahead.

As children we were taught the difference between right and wrong, good and bad, black and white; and most of our actions were based on these simple standards. The adult world, however, is more often tinted in shades of gray. Most people are strong enough to choose the rocky path up the mountain, the path that requires every ounce of energy to reach the summit, rather than the easy, downhill path that leads nowhere. But real life choices are rarely as simple as that. Usually we must choose between degrees of good and bad.

Lack of confidence is the greatest barrier to effective decision making. On reaching an important decision, it is natural to be somewhat fearful about the outcome. To feel otherwise would indicate a lack of concern and failure to accept responsibility for the choice. Only when fear prevents our making a decision and acting on it is there cause for worry.

In spite of hazards along the trail, there's really no need to dread decision-making time. All of us are sure to make some right decisions—and some wrong ones. The important thing is to develop a little know-how to foresee the results our actions will bring about.

Few choices are really final. We usually have opportunities to change our minds, to make little detours along the road, even to make drastic changes in our plans and ourselves! There is no disgrace attached to changing one's mind.

In a sense, every individual is responsible for setting up his own decision-making criteria, but the following suggestions may serve as a guide in formulating a system of your own:

- 1.** Recognize what the problem is. If you want to go somewhere and your parents want you to stay home, your problem may be not so much whether or not to go, as whether to please your parents or yourself. If you comply with their wishes today, the trust and confidence you gain as a result may mean more to you than the outing.
- 2.** Weigh carefully the factors on both sides as they relate to you and to others. Avoid emotional pleas ("I'd love to have one!" or "I couldn't stand to do that!") but give

first consideration to your own goals. In choosing a career, for instance, you should be influenced by your parents' advice, but in the final analysis your own needs, aptitudes, and interests are most important.

If the decision is a serious one, rule a sheet of paper in half; list all the reasons *for* in one column and those *against* in the other. You may go one step farther by assigning a point value of, say, one to three to each reason. The results should help you make up your mind.

**3.** Consider immediate and long-range consequences for yourself, your family, and others. Ask yourself, "If I make a wrong decision on this matter, is it likely to hurt someone else?" If you copy a classmate's homework paper, you run the risk of getting him in trouble as well as yourself. If you buy things you don't really need, must others in your family make needless sacrifices to compensate for the expense? Are you willing to accept the consequences of your actions—good or bad?

**4.** Is this a decision you can be proud of? When I was growing up, I had a friend, Mrs. F., to whom I sometimes went for advice. One had the feeling that she would know what to do, how to behave in any situation. Although she is no longer living, I still find myself asking, "What would Mrs. F. do about this problem?" In this way I've been helped with many decisions.

**5.** Decide on an alternate plan in case of failure. Bill applied for a summer job at a service station. The manager agreed to hire him when another employee went into the service. Everything was fine, except that the local draft board did not cooperate. June passed, and still the other fellow had not quit his job. If Bill had made an alternate plan, he might have found supplementary work.

**6.** Make your choice, based on all these considerations, and act at once *with confidence* in the outcome. If you have been sincere and purposeful in making your decision, you have nothing to fear.

## ... From a Prison Cell

**DEAR TEEN-AGER:** This open letter is being written from behind the high gray walls of Southern Michigan State Prison, the nation's largest walled-in prison, which isolates about 5,000 persons from society, many of whom are no older and no worse in character than you are.

For the record, this prison is located outside the city limits of Jackson, Michigan. Society refers to it as a penitentiary.

Your opinion of me is neither going to change my stay here one day more or less, nor is it going to make my shame and the shame I have brought upon others any easier to bear.

For your sake, what does matter is that one day long ago I too was a normal teen-ager, probably a lot like you. The next day I had stepped (or leaped) across that narrow gulf which separates the innocent from the guilty.

As I write this letter, the hands of the clock approach midnight, the end of 1,825 days behind bars, or exactly five years—a large slice out of my youth. Make sure this never happens to you.

Before you get hopped up on goofballs or marijuana and steal some car for a joyride, or break into that store or service station, let me tell you a little about crime and punishment.

Here in Michigan, the Southern Michigan State Prison is the first step for many teen-agers and youthful adults who have started out on crime's infamous avenue. Some of them, the really smart ones, end their criminal careers right here. They serve two or three years, are paroled, and eventually become good citizens.

Others use it as a stepping-stone to other prisons such as Atlanta, Leavenworth, Sing Sing. Then one morning they wake up to discover that while they have vegetated in a prison cell, youth has passed them by. It is a sickening experience.

Luckily, most prisoners eventually concede that all the baubles in the world aren't worth the price that society demands of, and receives from, those persons who violate its statutory laws. The unfortunate thing about all of this is that such wisdom seldom comes until youth, vitality, and ambition have ebbed away.

Listen to the voice of experience. Crime doesn't pay enough money to compensate for all the heartaches one has to go through to serve even a single year in prison. Nobody could have made me believe this five years ago; I didn't want to listen. I had tasted the fruits of crime and thought I had found them sweet. Foolishly, I kept reaching for more, egotistically thinking I was the one fellow in the world who would get away with it. That was mistake number two. Prisons from Maine to Florida, from New York to California, are filled with fellows who thought they could get away with it. There is really much more in serving a prison term than merely being locked up in a cell. First, there is the loss of character, then comes debasement and ridicule from society, then there is loss of individuality, and much more.

The worst hurt of all comes when a relative or a friend visits you. Dressed in the typical prison garb, you find them separated from you by scant inches, yet they and you are years and worlds apart. Visits are the same for all prisoners. We notice a tinge of gray in Mother's hair, little indelible lines in the wife's or sweetheart's face, jagged streaks of red in their eyes, and we know they've felt a hundred pangs for every hour we've suffered too. It twists some of us up inside.

This is the final reward for hanging out in a liquor tavern or a roadhouse, for accidentally killing someone in a street drag race, for acting on impulse rather than on sound reasoning.

I have only one piece of advice for teen-agers and young adults. Stop and think before you act irrationally! Ask yourself: Am I prepared to sacrifice all? Can I live with loneliness, regret, and heartache?

If you can't, you'd better turn back before it's too late, for these will be your only companions in a prison cell.



Respectfully yours,  
*James L. Scales*  
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# What Has Happened in

William N.  
Plymat



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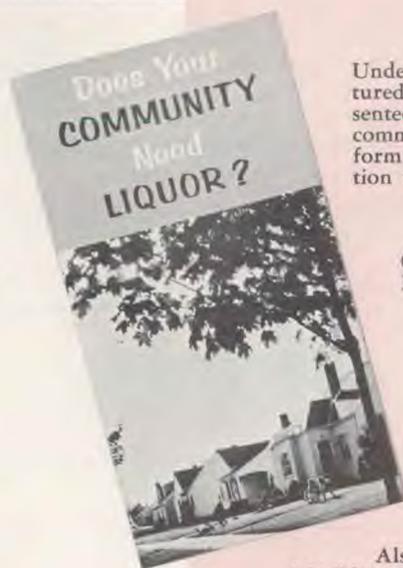
## *Since Liquor-by-the-Drink Became Legal?*

*I*N 1963 the Iowa legislature passed a law permitting sale of liquor-by-the-drink effective July 4, 1963. There was an immediate rush for licenses as soon as the law became effective. As of June 30, 1965, there were 2,457 liquor-by-the-drink licenses in Iowa. On the basis of the 1960 census, showing 2,757,537 people in Iowa, this total averages one liquor license for every 1,122 persons in the state.

Many are now inquiring as to what has happened since the change from bottle sales *only* in state stores to bottle sales by the state plus liquor-by-the-drink by private licensees.

In the year following liquor-by-the-drink, sales to ultimate consumers for home use went down, and sales to liquor-by-the-drink licensees came into being with a sizable amount sold to these drink sellers.

“DOES  
YOUR  
COMMUNITY  
NEED  
LIQUOR?”



Under this title, *Listen*, in its May-June, 1964, issue, featured a major article by William N. Plymat which presented factually the economic and social impact on any community when liquor laws are liberalized. In reprint form this article has been used in many areas in connection with local-option issues.

Quantities of this reprint, "Does Your Community Need Liquor?" can be secured at the following prices:

10 cents each  
\$ 7.00 per 100  
\$50.00 per 1,000

Order from "Listen," A Journal of Better Living, 6840 Eastern Avenue, N.W., Washington, D.C. 20012.

Also reprints will be available of this current *Listen* article by Mr. Plymat, "What Has Happened in Iowa Since Liquor-by-the-Drink Became Legal?" Write to *Listen* for full information.

**SALES OF PACKAGE LIQUOR SOLD IN STATE-OWNED STORES**

	(fiscal years)	
July 1, 1960-June 30, 1961	\$44,357,030.68	(before LBD)
July 1, 1961-June 30, 1962	44,831,056.16	(before LBD)
July 1, 1962-June 30, 1963	44,598,253.30	(before LBD)
July 1, 1963-June 30, 1964	49,778,394.15*	(after LBD)
July 1, 1964-June 30, 1965	52,009,251.12*	(after LBD)

\*See footnote at bottom of page.

On March 31, 1966, the Iowa Liquor Control Commission announced that Iowans had purchased \$37,858,278.15 in bottled liquor during the first eight months of the current fiscal year ending February 28, 1966. This was an increase of \$1,386,091.64, or 3.8 percent, over the same period the previous year.

Under the new law a 10 percent retail sales tax was levied on all sales of liquor-by-the-drink. Reports to the State Liquor Commission on tax returns show the sales reported by the licensees. The figures for the first full year of operation show that licensees remitted \$3,380,242.97 in tax, so that total sales of liquor-by-the-drink was \$33,802,429.70.

The figures for the two years are as follows:

	Year Ending 6/30/64	Year Ending 6/30/65	Increase	Percent Increase
Liquor-by-the-drink tax paid	\$ 3,380,242.97	\$ 3,978,891.91	\$ 598,648.84	17.71
Liquor-by-the-drink sold	33,802,429.70	39,788,919.10	5,986,488.40	17.71
Purchased from state stores for retail	11,788,047.91	12,822,431.56		
Apparent gross profit of LBD sellers	\$22,014,381.79*	\$26,966,487.54†	\$4,952,104.75	22.49

\*The actual gross profit would appear to be somewhat larger than the sum shown for the first fiscal year after liquor-by-the-drink, because licensees would not have sold all their inventory as of the last day of the fiscal year.

†The apparent gross profit of the second fiscal year would be subject to some small adjustment due to the size of inventories as of the end of the second fiscal year.

It is interesting to note that during the second fiscal year under liquor-by-the-drink, *bottle sales* of liquor for home consumption increased only 3.38 percent, while liquor-by-the-drink sales increased 17.71 percent over the sales figures in dollars in the first fiscal year. Thus, while bottle sales for home consumption were increasing moderately, the sale of liquor-by-the-drink increased sizably.

**UPWARD TREND IN SALES OF LIQUOR-BY-THE-DRINK**

The trend of liquor-by-the-drink sales is startling. The monthly tax reports of all liquor-by-the-drink sellers is most

revealing. The month-by-month totals of the 10 percent tax show a continuous sizable increase. The figures available to date since liquor-by-the-drink became legal July 4, 1963, are as follows (please note that the tax is 10 percent, so sales were ten times larger. Tax collected is on sales of previous month):

Month	1963	1964	1965	Increase over Previous year	Per Incr
Aug.	\$ 156,269.37	\$ 311,180.93	\$ 356,376.33	\$ 45,215.40	14
Sept.	207,270.55	320,570.87	346,426.30	25,855.43	8
Oct.	323,206.97	324,667.76	375,149.21	50,481.45	15
Nov.	287,676.06	351,339.07	395,104.34	43,765.27	12
Dec.	304,365.43	312,261.35	381,805.37	69,544.02	22
5-Month Totals	\$1,280,788.38	\$1,619,999.98	\$1,954,861.55	\$234,861.57	14
	1964	1965	1966		
Jan.	\$317,497.60	\$390,404.42	\$466,496.24	\$76,091.83	19
Feb.	291,050.74	314,253.83	369,744.06	55,480.23	17
Mar.	291,471.56	310,201.20	371,710.87	61,509.67	19
Apr.	283,793.28	325,850.80	400,200.82	74,350.02	22
May	308,689.25	335,314.07		26,624.82	9
June	306,234.72	342,531.76		36,297.04	11
July	300,717.44	340,335.85		39,618.41	13

For the first fiscal year of liquor-by-the-drink, licensees remitted \$3,380,242.97 in tax, so that totaled sales of liquor-by-the-drink was \$33,802,429.70. The actual cost to the purchasers was, of course, the amount spent for the liquor plus the 10 percent tax, or a total of \$37,182,672.67.

For the second fiscal year of liquor-by-the-drink, licensees remitted a total of \$3,978,919.10 in tax, so that sales of liquor-by-the-drink totaled \$39,788,919.10. The actual cost to the purchasers was, of course, the amount spent for the liquor plus the 10 percent tax, or a total of \$43,767,811.01.

For the first seven months of the current fiscal year, liquor-by-the-drink licensees have remitted a total of \$2,691,101.85, so that sales of liquor-by-the-drink for this period totaled \$26,911,018.50. The total spent for liquor and the tax by consumers was therefore \$29,602,120.35. This is a 17.65 percent increase over the same period of the previous year. If the fiscal year ending June 30, 1966, shows the same total increase over the full fiscal year ending June 30, 1965, tax paid by the licensees for that fiscal year will be \$4,681,166.32, and the total spent for liquor-by-the-drink will be \$46,811,663.32, the total of the liquor and the tax thus being \$51,492,829.64.

The three years of total liquor sales, including tax, shown side by side, present a dramatic picture:

Fiscal 1964	Fiscal 1965	Fiscal 1966 (est.)
\$37,182,672.67	\$43,767,811.01	\$51,492,829.64

\*Of these totals, part went to ultimate consumers who paid 2 percent retail sales tax on their bottle purchases and part was sold wholesale to liquor-by-the-drink licensees for resale by-the-drink as follows:

	Year Ending 6/30/64	Year Ending 6/30/65	Increase	Percent Increase
Sold at retail by the bottle to ultimate consumers	\$37,990,346.24	\$39,276,819.56	\$1,286,473.32	3.38
Purchased for resale by drink-in licensed places	11,788,047.91	12,822,431.56	1,034,383.65	8.77
Total bottle sales	\$49,778,394.15	\$52,099,251.12	\$2,320,856.97	4.66

## ECONOMIC EFFECTS

The foregoing figures clearly show that there has been a tremendous increase in sales of liquor-by-the-drink month by month since such sales became legal. At the same time there is only a modest increase in bottle sales for consumption at home. The conclusion seems clear that liquor-by-the-drink promotes the consumption of liquor in a dramatic way.

The economic consequences of consumption by the drink in contrast to consumption by the bottle at home are also sizable. It is common knowledge that a so-called "fifth" of liquor costs about \$5 when purchased by the bottle. The same amount of liquor if consumed in a bar costs the consumer from \$12 to as much as \$20 or more. Also it is common knowledge that at home a person is often under family restraints, while in a bar the bartender or barmaid has a personal financial interest in the person's having another drink. It appears clear that people will drink more in a bar than they will at home, and that it will cost them much more to do so.

Businessmen who think about it will quickly realize that every additional dollar spent for liquor means a dollar not available to them for the services and goods they sell. As more and more dollars are withdrawn from the total purchasing power available for other goods and services, all other businessmen stand to suffer to that extent. It is like a salary or income cut for all the people in the community so far as other sellers are concerned.

## FATAL TRAFFIC ACCIDENTS



The coexistence of two situations does not necessarily prove that one is the cause of the other. But with the increasing consumption of liquor-by-the-drink, one might anticipate an increase in fatal traffic accidents if the facts show that over the country a substantial number of fatal accidents normally involve drinking. Also, it may well be assumed that if a large number of licensees are vending liquor-by-the-drink over the bar in contrast to a preexisting situation involving mostly bottle sales, with some illegal sale of liquor-by-the-drink (mostly in larger cities), there would be more fatal traffic accidents and more that involve drinking.

The fact is that there has been an increase of total fatal accidents in Iowa in the last two years since liquor-by-the-drink became legal. And there has been an increase in accidents reported to involve drinking, and also in accident categories that normally involve a good deal of liquor.

Studies by coroners and highway patrols made on blood samples from fatal traffic accidents in several states show that approximately 50 percent of fatal traffic accidents involve drinking. Accident statistics usually underreport this factor and show from 20 to 35 percent involvement. The death toll in fatal accidents is thus significant.

Liquor-by-the-drink became legal in Iowa on July 4, 1963. The death toll for 1961 and 1962 was thus under package sales

only—one half of 1963 was under legal drink sales, and all of 1964 and 1965 was under legal drink sales. Here are the official Iowa fatal traffic figures:

	No. of Fatal Accidents	Killed	Obviously Drunk	Drivers Drinking
1961	524	635	15	107
1962	505	617	21	97
1963	581	695	36	122
1964	666	832	63	141
1965	639	794	58	137

The average of the two years before and after liquor-by-the-drink shows the picture a bit more clearly:

	No. of Fatal Accidents	Killed	Obviously Drunk	Drivers Drinking
1961 and 1962	514.5	626	18	102
1964 and 1965	652.5	813	60.5	139

## SINGLE-CAR ACCIDENTS

In suburban Westchester County, New York, during an eight-year period beginning January 1, 1950, it was found on the basis of postmortem examinations that fully 73 percent of the drivers killed in single-vehicle accidents had alcohol concentrations over .05 percent.

On August 12, 1964, Russell R. McComb of the California Highway Patrol made the following statement: "We presently are involved in a study of single-vehicle accidents and the role played by carbon monoxide, alcohol, and drugs as causative factors. Although this study is now only at mid-point, preliminary results indicate that up to 75 percent of all drivers killed in this type of accidents had been drinking, and that up to 66 percent had a blood alcohol level of .10 percent or higher."

On August 5, 1964, Bradford M. Crittenden, Highway Patrol Commissioner of California, issued a report on the traffic death toll in California over the Fourth of July weekend. He reported that nearly two thirds of the drivers tested—20 of 33—had blood alcohol levels of .10 percent or higher. The following statement is from his report:

"Another expectation of holiday fatal accidents is that a large percentage—often more than one half—will be single-vehicle crashes. Of the 41 drivers killed during the July Fourth weekend, 22, or 55 percent, died in this type of accident. And of these 22 drivers, 12 had blood alcohol levels of .10 percent or higher. Of the remaining ten, six either were not tested, or results are not available. Thus the ratio of drinking drivers could be far higher in this type of accident."

The above indicates clearly that alcohol plays a large part in single-car crashes. If drinking is an increasing factor in fatal traffic accidents in Iowa, an increase in this type of accident should be expected. Here are the Iowa figures:

	No. of Ran-Off-Road Fatals	Killed
1961	160	167
1962	152	171
1963	158	171
1964	205	226
1965	184	211

Note that these figures include only fatal ran-off-the-road accidents, not necessarily the total of single-car accidents. Also note that 1961, 1962, and even 1963 are relatively uniform, but that 1964 and 1965 wound up with large increases.

Again the average of the two years before and after liquor-by-the-drink shows the picture a bit more clearly:

	No. of Run-Off-Road Fatalis	Killed
1961 and 1962	156	169
1964 and 1965	194.5	218.5



## TRAFFIC FATALITIES AT NIGHT

The California traffic accident report for the year 1963 reports that 63.4 percent of all victims killed in traffic accidents in that state were in "had-been-drinking" accidents. They further reported that between 10 p.m. and 3 a.m., 49.2 percent of all accidents occurring had a "had-been-drinking" factor, and that 56.7 percent of all accidents between 1 and 3 a.m. involved a drinking driver. The figures of this large state show that drinking looms large in after-midnight traffic accidents. Again Iowa's after-midnight toll for 1961-1965 inclusive is of real significance.

### Fatal accidents (between midnight and 4 a.m.)

1961	45
1962	68
1963	76
1964	85
1965	83

Again the average of the two years before and after liquor-by-the-drink shows the picture a bit more clearly.

1961 and 1962	56.5
1964 and 1965	84

On the basis of the average of 1961 through 1965, each fatal traffic accident in Iowa resulted in 1.22 deaths. Thus, in contrasting 1964 and 1965 with 1961 and 1962, we have noted that there averaged 27.5 more fatal traffic accidents between midnight and 4 a.m. in the two years after liquor-by-the-drink in comparison with the two years before. This would mean an average death toll increase of 33.5 lives during these hours each of the two years.

## WHAT LIQUOR-BY-THE-DRINK MEANS

In competent research, one must get the facts correctly, and fairly present them. This is one part of the total task. The second part of the task is to draw reasonable conclusions.

We have seen that since Iowa switched from bottle sale of liquor only, with some illegal sales of liquor-by-the-drink in principal cities mostly, to legal bottle and by-the-drink sales, there has been a modest increase

in bottle sales for home consumption. However, we see that in the case of liquor-by-the-drink there has been a constant increase of sales month by month since July 4, 1963. It seems that liquor-by-the-drink promotes itself and develops constantly mounting sales.

We know that the effect of these increasing sales is to reduce purchasing power available to other businessmen for the goods and services they sell. If one were to ask how one might cause a reduction in the total spendable income in any community, other factors remaining the same, the introduction of liquor-by-the-drink would achieve this. Conversely, if one were anxious to hold the purchasing power available for other business at the highest possible level, he would strive to avoid bar sales of liquor and to institute or maintain a system of bottle sales only.

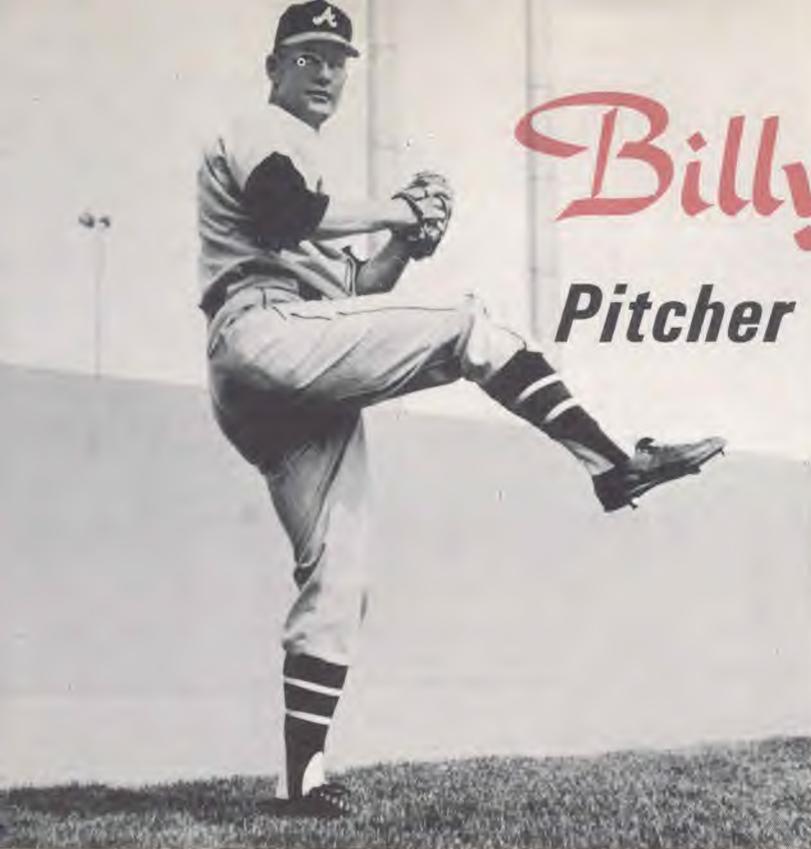
We know that a large percentage of fatal accidents involve drinking (in the neighborhood of 50 percent over the country). We have seen that in Iowa there has been a sizable increase not only in total fatal accidents, but also in drunk-driving accidents; also in run-off-the-road fatalities, which over the country usually involve drinking to the extent of approximately 70 percent or more; and finally in accidents from midnight to 4 a.m., which over the country involve alcohol to a substantial degree.

In a way, each of these categories has the effect of reinforcing the apparent validity of the others. It is noteworthy that all the categories are sizably higher in Iowa in the years after July 4, 1963, than in the years immediately before that date, when liquor-by-the-drink became legal.

Again, while coexistence does not prove cause by itself, we can safely say that there was more alcohol involved in fatal traffic accidents during the years 1964 and 1965 than was the case in 1961, 1962, and 1963. One can ask the question: If more drinking is involved in fatal accidents, and it is not due to the more widespread accessibility of liquor through by-the-drink sales, what is the possible cause? This author can find no other possible cause, and for that reason comes to the conclusion that liquor-by-the-drink has increased the death toll in Iowa.

Before liquor-by-the-drink was legalized in Iowa, an advertisement of the Preferred Risk Mutual Insurance Company appeared in a Des Moines newspaper and asked the question: "IS LIQUOR-BY-THE-DRINK WORTH 44 LIVES?" This was a reference to an expected increased death toll in fatal traffic accidents. The question now seems to have been at least modestly less than the facts since then appear to have warranted. This question surely will recur again and again in the mind of anyone whose loved one is killed in an accident involving liquor when the facts indicate that the alcohol involved was consumed in one of the more than 2,400 legal bars in Iowa.





# Billy O'Dell-

## Pitcher With a Purpose



Interview by James C. Furman

**I**T ISN'T often that a major league ballplayer, especially a pitcher, starts at the top, and stays there.

But that is the story of Billy O'Dell, ace reliever for the newly relocated Atlanta Braves. He has the distinction of never having played a game of minor league baseball. He pitched in high school, in college, went to a major league club, pitched in the Army, then back to the majors, and he has enjoyed that first-class play ever since.

Billy, who pitches southpaw, "arrived" in baseball several years before the time of fat, six-figure bonus contracts to induce promising players to join the club offering the most money. "Bonus" to him means the five-figure inducement he accepted in 1954 when he was an All-American college pitcher at Clemson University. Signing with the Baltimore Orioles, he moved in one long jump from the college campus to the big-time diamond. As a fledgling player, he was used sparingly that first year in relief of tiring pitchers in late innings.

But "fledgling" he was not, as far as some of his premajor achievements were concerned. Pitching for his Newberry, South Carolina, high school, he once pitched a no-hit game in which he struck out all twenty-seven batters, and a twenty-eighth for good measure, because the catcher dropped a strikeout ball and the batter got on base. This *may* be a world's record!

Billy put in a two-year stint in the Army, doing very effective service pitching. Several successful years with the Orioles followed, during which O'Dell had a splendid earned-run record, but a less-than-sensational won-lost record. He was recognized as an outstanding pitcher, but one plagued by hard luck because of the lack of supporting runs by his team.

While O'Dell was with the Orioles, Manager Casey Stengel of the New York Yankees selected him as one of the All Star American League pitchers against the National League All Stars. The inimitable Casey's judgment was vindicated

when Billy was named the game's most valuable player. He pitched three innings, retiring nine consecutive batters. A trophy for this accomplishment is on display at Clemson University Field House.

As often happens to professional athletes, O'Dell was traded to another team, in his case to the San Francisco Giants of the National League, where he pitched well for several years. One season as a starting pitcher (1962) he almost achieved the select circle of twenty-game winners, missing that number by only one. However, the Giants, with the great Willie Mays and other stars, won the National League pennant that year, and Billy O'Dell had the never-to-be-forgotten experience of World Series competition.

In 1965 O'Dell was again traded, this time to Milwaukee where, at the age of thirty-two, he was recognized as perhaps the leading relief pitcher in the league. He set a new record for the Braves, appearing in sixty-two games, and had the lowest earned run average on the club. He won ten games, losing but six, and saved fifteen games by his "fireman"

### OUR COVER

Few human beings have greater emotional pressure than do baseball pitchers who are brought in as relievers in late innings of a close game that threatens to be lost, or are charged with throttling an incipient rally by the opposing team. As chief "fireman" for the Atlanta Braves, Billy O'Dell has proved his ability to work coolly and effectively under such pressures. "Listen's" cover is by Leo, of Three Lions Studio, New York.



# Pitcher with a purpose

*Billy says.* . . . "In this day of tension and speed I can see no place for such habits as smoking and drinking. In fact, I see no place for them in any place, at any time, in anyone's life.

"It is obvious that smoking causes trouble in the form of lung cancer and other diseases. It is also obvious that drinking is involved with troubles in the home, in the causing of crime, in the loss of high moral values and ideals.

"Young people and older people should be aware of what these habits may do, and that smoking and drinking are not evidence of maturity. It simply isn't true that 'everyone does it.'"



In the uniform of his Clemson University team O'Dell laid the foundation for a direct buildup in the major leagues.

In love with the outdoors, Billy goes in for quail shooting whenever he has a few moments to spare for recreation.



heroics. Of course, the best relief pitchers appear in many games for which they are not credited.

Billy is known to be one of the most cunning pitchers in baseball, with good control. He studies the weaknesses of opposing batters carefully, and knows when to use his excellent fast ball and screwball. He pitches with a purpose. Now that O'Dell is older, he is carrying on as a relief pitcher, and his manager, Bobby Bragan, is leaning heavily on him as the ace of his bullpen.

At Newberry High, Billy's old home school, Principal J. V. Kneece tells this story on him. "When he was a very young man, in his first year with the Baltimore Orioles, I saw a game there and visited Billy in the locker room following the game. O'Dell was one of the few players who was not smoking a cigarette or drinking a bottle of beer. I commented on this to my former student. Billy answered by saying that as a boy he saw what alcohol had done to several people quite close to him, and that he decided he did not want to run the risk. He made a definite decision to go through life without indulging either in alcohol or tobacco. He told me that he has lived up to that commitment. And his faith in God made it easier to do so." Billy is a member of the Fellowship of Christian Athletes.

In his off-season, Billy helps to sponsor and develop Boys Farm, Inc., located not far from his own farm at Newberry, South Carolina. This project, started in 1960, is a center to help provide aid for boys in trouble, now accommodating some twenty boys aged four to sixteen.

O'Dell is an outdoor man. He would rather spend his time on his farm than anywhere else in the world. He makes a fetish of keeping always in condition, even in winter. In this way he does not have to lose weight, as many athletes do, when training season starts. He says he has never had a major sickness, hardly even a cold. He is a stickler for regular habits of sleeping and eating—watches his diet closely to make sure he gets balanced meals. He frequently reaches for his glass of orange juice or milk.

Billy is a dedicated family man, with three children at home. When asked what has been the greatest thrill of his life, he passed over his tingling moments on the mound, the close games he has won, the heavy hitters he has fanned. The greatest thrill, he says, "was when we got our second child. I loved the first one so much that I didn't see how I could really love another, but when I looked into the face of that little girl, my heart melted."

Few athletes are more human than Billy O'Dell, more open and frank, yet with such strong convictions on what is best for success in a chosen profession, or for life in general. Perhaps his biggest regret is that he is on the road so much during the playing season that he is seldom home with his family, a situation he loves to remedy in the off-season.

# ... also these



## JIM PERRY

Pitcher



◀ "I was reared in a Christian home, and my parents were churchgoing people, thus setting a good example for the children. When I came to manhood, I found a good wife, who is teaching our two lovely children the right way of living.

"The pride that I have in myself and my family will keep me from the false stimulants of alcohol and tobacco. They are harmful indulgences.

"My aim each day is to hold up high standards in order to set a right example for the younger generation."



▲ Firemen who battle blazing fires are heroes. So are "firemen" in baseball who are called in as relief pitchers to quell the opposition's uprisings. James Evan Perry, Jr., is a heroic fireman for his team, the Minnesota Twins, but he is more. Last season the Twins were well on their way to a pennant when they seemed suddenly to collapse because of a rash of injuries to their pitching staff. Jim Perry was equal to the need, being called in as a starter. His 12-7 record for the rest of the season, with a very creditable 2.63 ERA, turned out to be a big reason—perhaps the big reason—the Twins came through with the pennant, and then extended the World Series right down to the wire.

▼ "My parents didn't have much to say concerning habits of smoking and drinking, but I followed the example set by my mother. I never had any desire for such habits. Actually, there is no nutritional value found in either of these products. Both have been proved to contain poisons harmful to the body."

## TOMMY HARPER

Outfielder



★ ★ ★ ★ ★ ★

Fleet-footed Tommy Harper was signed by the Cincinnati Reds on May 28, 1960. He reported to Topeka, where he hit .254 in seventy-nine games—and stole twenty-six bases. Two more years of minor league playing brought young Tommy to his rookie season with Cincinnati and the majors. In 1963 as the Red's right fielder he hit ten home runs, drove in thirty-seven runs, and had a batting average of .260. Playing left field in 1964 with the Reds, Tommy made twenty-seven attempts at stealing bases, being caught only three times. Last season Tommy began fulfilling the many predictions made for his baseball potential as he batted .257 in 159 games. He played a good left field, led the National League in scoring runs with 126, hit 18 home runs, drove in 64, stole 35 bases.

## GARY KROLL

Pitcher



▶ Gary Kroll launched into his pitching profession with a no-hit game for his Johnson City (Tennessee) team against Lynchburg in the Appalachian League, winning 4 to 0. This came soon after leaving Brigham Young University in Utah, where he has now returned to study medicine in his off-season. This start with Johnson City was the beginning of a career which took young Gary through seven minor league teams, stepping-stones to his major league debut in 1964 with the Philadelphia Phillies. He worked with the New York Mets in 1965, and this season is helping push the Houston Astros higher in the National League.

◀ "I have never used tobacco or alcohol, and I never plan to in the future. The only outcome I can see from the use of these cripplers is ruination, not only to one's body and mind, but also to one's soul.

"Alcohol is a subtle, habit-forming drug. Whether in the form of beer, wine or whiskey, it is a narcotic. Its toxic or poisonous effects are due chiefly, if not exclusively, to its action on the brain and other parts of the central nervous system. To put alcohol in the human brain is like putting sand in the bearings of an engine.

"Tobacco is as destructive and harmful as alcohol. Science has definitely established that one of the major causes of lung cancer today is from the use of tobacco. So why not cut these two cripplers out of our lives and enjoy life!"



## RON BRAND

Catcher



▲  
Ron Brand, catcher for the Houston Astros, does not believe in wasting his ability. His aspiring to the catching profession started his baseball career in the California League in 1958 with the San Jose team.

After playing with seven minor league clubs, he entered the majors with the Pittsburgh Pirates in 1963. This year, 1966, is Ron's second year with the Houston Astros. His best big league batting average was .288 while with the Pirates.

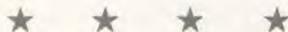
Last year Ron took the honors on base thefts as far as catchers are concerned, stealing more bases than all the other catchers in the league put together.

◀ "Being a major league baseball player has meant a great deal to me. I would think long and hard before I would do anything to jeopardize my career. This is one reason why I don't believe in smoking or drinking.

"To be sure, alcohol and tobacco are detrimental to the health of anyone. An athlete, however, must be in much sounder physical condition than most people.

"My first thought is of the youngsters who may start on these things to be 'one of the gang.' People will always respect you more if you hold fast to your principles and nicely decline when offered a smoke or a drink.

"It's your life, and you be the judge; but I've seen what these habits can do to people."



▶ "Because I am a baseball player, there are many young people who might watch every move I make. For this reason I try to set the best example I know.

"In my homelife there was never any evidence of smoking or drinking, because God was the unseen guest at all our gatherings and associations."

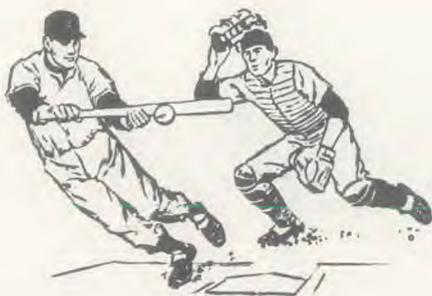


## WAYNE CAUSEY

Infielder

▲  
From Ruston, Louisiana, comes the sensational Wayne Causey with his great infield ability. Wayne has had eight years in the major leagues, three with Baltimore and five with the Kansas City Athletics.

His best year was 1963 when he reached a .280 batting average, but he has been a consistent glove man through the years.



**Divine Aid Needed**

Human degradation, such as drug addiction, cannot be eliminated without spiritual help. This is the conviction of John M. Murtagh, administrative judge of New York's criminal court.

"We cannot cure an enigma such as drug addiction just by passing laws and increasing the number of police," he says. "Today's scholars must apply the wisdom they have acquired with the spiritual. Then, and only then, will they have an education that is great."

**Tobacco Ads Entice Youth, Kennedy Says**

The cigarette industry and broadcasters may face stringent Federal regulation of advertising unless they tone down their campaigns to induce youngsters to buy "premature death."

Senator Robert F. Kennedy has challenged the industries to police themselves. In a Senate speech, Kennedy has said that additional steps "can wait no longer. Thousands of young people every year are still buying premature death when they buy their first package of cigarettes. Preventive action now is therefore imperative."



SENATOR  
ROBERT F.  
KENNEDY

He says events since last year have "tended only to prove" that Congressional action bringing only a warning of possible health hazards to cigarette packages was "inadequate."

Kennedy also notes that U.S. Surgeon General William H. Stewart reported that "if anything, the Public Health Service (PHS) has up to now underestimated the hazards to health involved in cigarette smoking."

Cigarette advertising, Kennedy says, "especially on television, has continued to portray smoking as the smart, sophisticated thing to do. And 4,500 to 5,000 youngsters in our

**American Family's Worst-Fed Member Is Teen-Age Girl, Says Farm Leader**

Will this girl as she grows up become the "worst-fed" member in her family and provide proof that America's nutritional standards need upgrading?

**Some Drugs Are Sold as Cure-Alls**

Both gamma globulin and antibiotics have been grossly oversold as cure-alls to the public and the medical profession.

They've been promoted so much, according to Dr. W. F. Taylor of the California College of Medicine, that gamma globulin has come to be used practically as a tonic that's supposed to be good for whatever ails you, and more money is spent advertising antibiotics than is spent on medical education.

He says antibiotics are too often prescribed for children's colds and infections that are caused by viruses, most of which are not affected by antibiotics.

"Gamma globulin should never be used unless it has been proved the child really needs it," Dr. Taylor says, and he goes on to explain that the only children who need it are those who have a deficiency in their own blood that makes it difficult for them to fight infection.

country still start smoking every day.

"Projections still show that present smoking habits will result in lung cancer for more than one million children in school in America today.

"Indeed, at least 14 million people now alive will die prematurely as a result of cigarette smoking if something is not done.

"As to young people, advertising is a weapon to lure them to their ultimate destruction, a tool to lead them to snuff out their own lives."

The American family's worst-fed member is the teen-age girl, according to the president of the American Farm Bureau Federation.

The older the child the poorer the diet, Charles Shuman says, adding that there is a growing problem of nutritional dropouts—teen-age girls and boys who either skip breakfast or eat an inadequate one.

He declares that the role of America in supplying world food needs "is overshadowing, to some extent, the deficiencies in our own nutritional situation."

"We often boast that Americans are the best-fed people in the world, thanks to our efficient and productive agriculture and our modern food industry, but our record in upgrading nutritional standards in eating habits needs to be improved.

"Trade sources inform me that more money is spent on nutritional research and advertising for livestock feed and dog and cat foods than on human nutritional education in our schools and medical colleges."

**Addicts Are Costly**

Crimes by Chicago's 9,000 narcotics addicts cost the city \$500,000 a day.

"One addict with a moderate habit will require roughly \$10 to \$20 a day to buy heroin," Police Superintendent Orlando W. Wilson says.

"Since few addicts have the financial means to support such a habit, and since many of them were criminals before they became addicted, it is only to be expected that they will turn to some form of crime."

Superintendent Wilson says an addict must steal every day goods worth from \$50 to \$100 to get money for the drugs he requires, because he receives in resale only a small percentage of what a stolen article is worth.

**In This NEWS**

- ★ Hard-smoking news reporters get the point. See page 14.
- ★ Should children be taught to drink early? See page 15.
- ★ Here's the best cure yet for smoking. See page 16.

## Hard-Smoking Reporters Get the Point

Once a year the American Cancer Society holds a seminar at which science writers for news media are brought up to date on the latest research and medical findings concerning cancer. The most recent one, held at Phoenix, Arizona, demonstrated that the evidence on smoking and lung cancer is getting through to reporters, traditionally a hard-smoking lot. The following is an abridged report by Dorothea Bump, writer for the Muncie (Indiana) *Evening Press*:



The facts are grim—Dr. Alton Ochsner (left), famed lung surgeon of New Orleans, speaking in Phoenix, Arizona, uses a diagram of the body to illustrate the impact of smoking on the human system. Looking on is Emerson Foote, chairman, Interagency Council on Smoking and Health, Washington, D.C.

The haze of cigarette smoke is gone from the long tables where, once a year, news media science writers listen to American Cancer Society researchers describe their work.

In one year the number of cigarette smokers among the writers has dwindled from about forty (among the fifty who attend the seminars) to a half-dozen. Most of these are women. Another half-dozen men have clung to, or switched to, pipe smoking.

A year ago the alibi for continued smoking after the evidence piled up that cigarette tars definitely cause cancer in mice and small animals was, "I'm not a rat."

For the dozen nicotine fiends still among the science writers, one of the first researchers reporting this year laid the facts on the line so strongly that half are swearing off cigarettes.

Only an occasional wisp of smoke floats ceilingward in the conference room at the Del Webb Towne House during the presentation of scientific papers.

This was noted by Dr. Katherine R. Boucot, professor and chairman of the Department of Preventive Medicine, Women's Medical College of Pennsylvania.

Her findings, based on mass X-ray surveys conducted in Philadelphia since 1947, caused her to give up smoking, she said, adding a compliment to the writers for their high

rate of nicotine abstinence. Then she added:

"No lung cancer developed among the 805 nonsmokers in a sample of 6,135 Philadelphia men forty-five years and older, studied for ten years.

"All of the ninety men in the study who developed lung cancer were smokers.

"Lung cancer today, in persons forty-five years or older, is really an incurable disease," she explained. "The survival rate, with or without surgery, is only 5 percent."

Scar tissue from earlier respiratory diseases—bronchitis, influenza, pneumonia, tuberculosis, pleural effusion, et cetera—was the site of development of lung cancer in 54 percent of the ninety men.

"Most important, however," she emphasized, "we found that lung cancer arises infrequently in healthy lungs with no scar tissue.

"By the time lung cancer is detected through X rays, it's usually too late.

"So significant a percentage of lung cancers are already incurable at the time of radiologic detection that there is an urgent need to develop new methods of detection such as skin or serologic (blood) tests."

Prevention currently is the real answer, according to Dr. Boucot. "We've got to find some answer to selling the public on not smoking. I know this isn't easy. I was a smoker."

## Nation's Accident Toll

The nation's death toll last year from all types of accidents was 107,000, reports the National Safety Council.

Auto accidents accounted for 46 percent (49,000) of the total, falls 18 percent, burns and fire 7 percent, drowning 6 percent, and all other types 23 percent.

## Quick-Death Mystery

Why do some persons die suddenly and mysteriously?

A clue may lie in the long, heavy use of various tranquilizers, according to research reported from the Veterans Hospital in North Little Rock, Arkansas.

Specialists examining the hearts of victims who simply keeled over, with no signs of distress or pain, showed in the inner heart muscle tissue defects of a type that might affect the heart's electrical conduction system and hence its rhythm.

Similar defects had been noted in animals fed certain kinds of tranquilizers and then subjected to stress, leading to the theory that the drugs had blocked the action of chemicals from the adrenal glands.



## Are Pipes Safer?

Smokers who give up cigarettes and switch to pipes or cigars do not lessen their chances of developing oral cancer, Dr. Maynard K. Hine, president of the American Dental Association, says.

He cites studies to show no significant difference in the development of oral cancer between cigarette smokers and those who smoke pipes or cigars.

"In fact, scientists have found that there is a causal relationship between lip cancer and pipe smoking."

He cites studies of recurrent cancer in which smokers who develop an oral malignancy and stop smoking have a recurrence of the cancer in only one out of eighteen cases.

However, of those smokers who develop cancer and stop smoking only to return to the habit, one out of three develops a second cancer.

## No-Smoke Saves Money



Around the world on ten years of smoking!

Benjamin H. High of Lancaster (Pennsylvania) stopped smoking, saving the money he didn't spend for cigarettes and putting it into a wall safe in the form of quarters.

In this photo he is wheeling the resulting load of quarters to the bank, totaling 10,130 of them (\$2,532.50), to change them into traveler's checks.

"I'm taking a trip around the globe," he said, "and that's enough to pay my way around."

## 'It's Them Unshafe Tires an' Carsh'



## Ads Are Un-Healthful

E. William Henry, chairman of the Federal Communications Commission, has criticized radio and television broadcasting of advertising that ignores the evidence against smoking as a health hazard.

"From the cigarette advertising presently being carried on radio and TV stations," he says, "no one would ever know that a major public controversy is in progress as to the harmful effects of cigarette smoking on the American public. One would never guess that the great bulk of medical opinion, including a Surgeon General's report, has concluded there is an adverse causal relationship between cigarette smoking and health.

"Television viewers, in particular, are led to believe that cigarette smoking is the key to fun and games with the opposite sex, good times at home and abroad, social success, and virility."

Last year cigarette advertisers spent more than \$200 million for radio and television advertising, according to the Television Bureau of Advertising and the Radio Advertising Bureau.

## Early Heart Care

Don't push "seconds" at your children at mealtime. By discouraging their overeating, you may indirectly help prevent middle-age heart attacks, suggests the American Heart Association.

The A.H.A. also urges parents to set an example by cutting down on cigarette smoking, or stopping it entirely. Cigarette smokers run twice the risk of nonsmokers of having a heart attack, the A.H.A. says.



DO MOST PEOPLE SAY  
WHAT THEY THINK?

YES  NO



No. Professor R. L. Gordon found that when people express their opinions, even quite honestly, they are often strongly affected by what they think other people think. This may be merely a way of avoiding trouble, or of not hurting the feelings of others. But whatever the reason, it is likely to affect the attitudes of those who thus speak. The individual may think that if others differ from him, perhaps he is wrong. In any case, he may not feel so sure. In being cautious, he is really arguing with himself and, in some instances, he wins his argument in part.

# QUESTION OF THE MONTH

## LAST MONTH'S QUESTION:

Should grade-school children be taught to drink early so they will know how to do it without embarrassment?

"I think it was Dr. Morris Chafetz, an assistant professor of clinical psychiatry at Harvard, who suggested recently that the schools teach children to drink in the elementary grades as a method of preventing adult alcoholism. He felt that many parents feel guilty about drinking and therefore make poor teachers as far as their children are concerned. I believe emotional disturbances cause alcoholics, and that the Harvard psychiatrist does not have the answer to the problem of alcoholism."—Abraham Perlstein, M.D., New York psychiatrist.

"We are unalterably opposed to such a 'practice program' of drinking in the schools. This would turn the public schools into schools for alcoholism and in a few years would double the 10 million alcoholics and problem drinkers in this country. It would also violate the laws of every state prohibiting drinks to minors."—Mrs. Fred J. Tooze, president of the Woman's Christian Temperance Union.

"The State Board of Education shall include in textbooks such materials as it may deem necessary and proper to teach the evil effects of alcohol."—Dr. Max Rafferty, superintendent of public instruction in California.

"This psychiatrist ought to consult a psychiatrist. I disagree 1,000 percent."—Governor Harold E. Hughes of Iowa, a rehabilitated alcoholic.

"I am horrified by Chafetz's idea. If he is serious, I think his suggestion is outrageous."—Mrs. Jenelle Moorehead, national president of the Parent Teacher Association.

"I think Professor Chafetz's theory is as sappy as a maple tree in April. The professor recommended that children be taught to drink alcohol at an early age. According to him, a little sherry in the water for elementary-school kids would be just dandy for openers.

"Now can't you just see a young mother sending her little tyke off to school, happy in the knowledge that her youngster is going to learn a great many things, including how to hold his liquor?"

"I believe we should teach our youngsters the joy of achieving the rewards that come from meeting a challenge with courage and confidence. It is a crime against humanity to give a child a crutch when he has two perfectly good legs. This is the best way I know to produce a generation of cripples."—Ann Landers, nationally read human-relations columnist.

# ARE YOU PUZZLED?

Complete these words which begin and end with the letter "a"

- |               |                          |
|---------------|--------------------------|
| 1. a ----- a  | "horn" of insect         |
| 2. a ----- a  | related to camel         |
| 3. a ----- a  | nectar                   |
| 4. a ----- a  | borealis                 |
| 5. a ----- a  | one-cell animal          |
| 6. a --- a    | surface of figure        |
| 7. a --- a    | seaweed                  |
| 8. a ----- a  | items to be discussed    |
| 9. a ----- a  | kind of hay              |
| 10. a ----- a | loss of memory           |
| 11. a ----- a | branch of mathematics    |
| 12. a ----- a | python                   |
| 13. a --- a   | beginning Greek letter   |
| 14. a --- a   | water                    |
| 15. a --- a   | amphitheater             |
| 16. a --- a   | fragrance                |
| 17. a --- a   | artery                   |
| 18. a ----- a | flowering shrub          |
| 19. a ----- a | fleet of armed ships     |
| 20. a ----- a | female graduate          |
| 21. a ----- a | between fish and reptile |

## "A" Words

Frieda M. Lease

### Best Cure for Smoking

The long campaign to curb cigarette smoking has been a flop, one of the nation's leading cancer fighters says.

He calls it "disappointing."

Only about 15 percent of the smoking population has quit, and most of these persons were light or intermittent smokers.

While not yet ready to write off the adults, Dr. George E. Moore, director of the Roswell Park Memorial Institute, Buffalo, says first priority should be given to prevention among young people.

"About 4,500 children are estimated to start smoking every day," he comments, in reference to statistical studies. "The age level for beginners is moving. About 10 percent start in the sixth grade.

"If a person has smoked heavily for three years, he is hooked.

"The best thing is not to start."

### Moon Fashion



Here's the latest fashion for space travel! A moon-bound astronaut models a working suit, while in the background rests his surveying vehicle intended to take him to remote lunar areas inaccessible to the landing craft.

## They Start Young

Results of a survey by the Fort Wayne-Allen County Cancer Society (Indiana) show that almost one of every ten pupils in grades six through nine smokes. The survey covered 12,000 students.

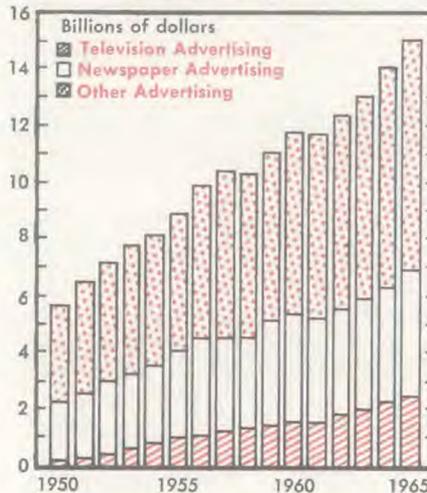
The survey shows that one out of seventeen of the fourteen-year-olds smokes, as does one out of ten of the fifteen-year-olds. Many of them do so with the consent of their parents.

Of the age groups surveyed, 27.4 percent of the smokers said they smoked daily. Of the total polled, 27.4 percent came from homes where neither parent smoked, 37.3 percent where women smoked, and 54.6 percent where men smoked.



BOB BROWN

### advertising goes up



Graph, "Wall Street Journal"

**TOTAL ADVERTISING** expenditures rose in 1965 to \$15.1 billion from \$14.1 billion reported in 1964. Television ad spending rose 9.1 percent to \$2.5 billion. Newspaper ads, still the largest single segment of the total, rose 6.9 percent to \$4.4 billion.

#### Answers to "A" Words

1. antenna; 2. alpaca; 3. ambrosia; 4. aurora; 5. amoeba; 6. area; 7. alga; 8. agenda; 9. alfalfa; 10. amnesia; 11. algebra; 12. anaconda; 13. alpha; 14. aqua; 15. arena; 16. aroma; 17. aorta; 18. azalea; 19. armada; 20. alumna; 21. amphibia.



**PROBLEM:** Sympathetic vibrations.

**NEEDED:** Two drinking glasses (goblets are best), some vinegar, water, and a fine wire.

**DO THIS:** Put water into the glasses, add a little vinegar into each glass, and dip a finger into the vinegar water. Rub your finger around the rim of each glass; this makes a musical tone. Put in or take out water from the second glass until the pitch is exactly the same in both glasses.

Place a wire across the rim of the second glass. As a musical tone is produced in the first glass the wire will be seen to move slightly on the rim of the second.

**HERE'S WHY:** The sound from the first glass sets up resonant vibrations in the second because the two glasses have the same frequency of vibration. This idea is used in musical instruments.

**TRY THIS ALSO:** If good thin glasses are used, and they will vibrate well, try producing a tone in the first glass, then putting a hand over it to stop the sound quickly. The "music" should then be heard coming from the second glass.



The  
Man  
I  
Might  
Have  
Married

*It was almost midnight*

on New Year's Eve. Like countless New Yorkers about to "ring in the new," we made our way along Times Square.

Snow was falling, decorating fanciful New Year hats and mingling with bright bits of confetti and streamers strewn about. An air of merrymaking swept the crowd as inch by inch my escort led the way through the sea of revelers.

At a penny arcade someone shouted, "Hey, you." I whirled round. My heart lurched. A familiar figure stood nearby, hands in frayed coat pockets to ward off the cold. Then, as I blinked in recognition, he zigzagged toward an empty store and sank to the pavement. I blinked back the tears—remembering.

I remembered our first meeting—a blind date. Effervescent, Eddie overflowed with high-sounding ideas. I forgot my painful shyness in his presence.

In the weeks that followed, rollicking good times filled my days. Picnics in the park and skating at Rockefeller Center were always spirited sessions. Even an ordinary walk round the block became an enchanting experience.

Soon we were going steady. Mamma objected. "Eddie's just a sign painter. He can't support a wife. You can't live on peanuts," she said, referring to the bags of nuts Eddie supplied for refreshment.

But who could be practical when happiness engulfed one like a pink cloud? I daydreamed constantly. "Mrs. Eddie," I'd whisper dreamily. So despite Mamma's objections we continued seeing each other.

Gradually my rosy outlook dimmed. My young man, formerly easygoing, became edgy, shifting with lightning speed from smiles to scowls. Eddie borrowed small sums of money and then "forgot" to repay the loans. He broke dates at the last minute with lame excuses.

Finally I plunged to earth from my dreamland. I was with Eddie in a rowboat in Central Park when he stood up and reached for me. The flimsy craft rocked crazily. "Please, Eddie, sit down!" I begged.

"Where's the fire?" he snarled. As if determined to tip the boat, he lifted an arm menacingly to strike me.

Too late I saw the flush of his normally pale features. A hateful smell wafted in my direction, shattering my romantic illusions. I won't panic, I thought. Calmly I cautioned that the rented boat must be returned. Grinning foolishly, he finally grabbed the oars, rowing erratically to shore.

His garbled talk, mumbled plans for tomorrow, went unanswered. "I'll be there with bells on," he repeated over and over. Then he stretched out on a park bench, yawning loudly.

Alone, on the subway ride home, I could no longer bottle up my feelings. He's shiftless, I thought bitterly, not a shred of substance to him.

The next day Eddie phoned. He gave no alibis, swore he would change. "It won't happen again," he promised. "Give me one more chance."

At his sincerity, his regretful manner, I softened. Maybe with my help he could win the battle. I listened to my intuition and agreed to give him another chance.

I was priming for our date when the buzzer sounded. I flung open the door expectantly. Eddie stood there, shaky hand on the buzzer, doing an unconventional rock and roll. Thickly he demanded admittance. I stood in the doorway, barring his entrance.

Heads were peering out of apartments, curious about the commotion. "Everybody's got the staggers," someone said. Then, mercifully, the police came.

I slept fitfully that night, reliving the final sordid scene. And in the sober light of morning, I took stock of the situation. Eddie's good resolutions meant nothing. I had proof of that. He had another first love, I realized at last. He was either unwilling or unable to change.

With mixed emotions I brought out all the reminders of what might have been: the friendship ring, the souvenir photographs, the multi-colored gadget bag, the folding umbrella "for a rainy day," the red boots "to prevent cold feet," and the kewpie doll, a memento of fun-filled outings at Coney Island. With a sense of release, I wrapped up the package of memories.

Sounds of revelry, shouts of "Happy New Year," brought me sharply back to the present. Horns tooted. Noisemakers blared. Confetti was tossed into the air. Snatches of "Auld Lang Syne" could be heard. I clutched my current beau and hurried on, not looking back at the man I might have married.



How many close associates you have around at this season of the year is unpredictable. Such friends may be in Bangor, Berlin, Biloxi, or Baghdad. Vacations play havoc with plans for small group get-togethers. But while your close friends fiesta elsewhere, you can plan an evening of fun that includes a miscellany of ages and interests in a

# "TAKE ME OUT TO \* \* \* \* \*

## THE BALL GAME" PARTY

Those attending might be swimming-class buddies, little-league supporters and enthusiasts, or the local church folk. The setting for your party may be a large hall, or an inside-outside combination. Do provide ample room.

### Decorations

Decorate with gloves, bats, and baseball caps. Pennants of your favorite teams may be obtained or made, and placed strategically. Refreshment concessions may be made which might serve as a moneymaking scheme, or which can be used as centers for picking up foods as for a progressive party.

### Games

Plan a variety of games for a variety of tastes. You may want to try dividing into four groups and rotating the games so that everyone has an opportunity to try them all, especially if the group is large.

**Balloon Volleyball:** Stretch a rope between two objects at about seven feet from the ground. Choose six or eight players to a side. Determine a serving position back ten or

side B. B-1 throws it back to A-2, and A-2 throws it on to B-2, and so on. If a lady misses the ball, she drops out. The side to have the most players still on the team at the end of a specified time wins.

**Balls, Strikes, and Hits:** (Here's a relay everyone will want to try.) For each side place a ping-pong ball on the top of a large pop bottle on a stool or table, so that the ball is forty-five inches from the floor. The object of the game is to snap the ball off the bottle while walking by, having approached it with arm forward, horizontally outstretched, and sighting it with one eye closed. Most contestants will miss the ball completely. The side with the most hits wins—naturally!



## Party Pick-Ups

BLOSSOM  
ENGEN

twelve feet from the net for each side. A score is counted each time the balloon goes across the net with only four assists. Rotate players. Alternate service from one side to the other. Better have a good supply of balloons to allow for breakage.

**Bean-Bag Ball:** Make a ball diamond out of a piece of plywood or fiberboard, with holes cut out for first, second, third, and home bases. Fill a child's stocking with beans and securely tie the top. Determine points for hits to first, second, third, and home, then stand back and throw the bean bags at the holes. It's hard to tell what age group will excel at this.

**Ladies'-Catch Relay:** Choose two ladies' teams. Line them up facing each other at a distance of fifteen or twenty feet. Number one of side A throws the ball to number one of

## REFRESHMENTS

- Bun-type sandwiches with all the trimmings*
  - Potato Chips*
  - Popcorn*
  - Pink lemonade*
  - Ice-cream bars or watermelon slices*
- Refreshments should be generously served up with good ball-game music.*

James A. Tucker

OF the different types of poisonous snakes found in the United States, only the various species of rattlesnakes possess any noticeable warning mechanism. It has been said in the rattlesnake's favor that "at least it warns you before striking." Anyone operating under this assumption will be startled to learn that in Arizona one study showed that only 4 percent of the rattlesnakes studied rattled before striking. These are indeed small odds to bank on when in the wilds.

There are a number of species of rattlesnakes in the United States, and all of them carry the hollow, loosely attached segments commonly called rattles. Contrary to popular belief, these rattles do not indicate the age of the snake. As many as four can be added each year. Every time this reptile sheds its skin a new rattle is added. When the snake gets older, the end rattles fall off, so it is usually impossible to tell how many rattles have been produced, except on a very young snake.

The length of these ominous members of the animal kingdom ranges up to a record eight-foot diamondback rattlesnake from the Southeast.

All rattlesnakes are very poisonous, although some of the smaller varieties such as the pygmy rattlesnake of the South are much less likely to be lethal in effect, due to a much smaller dose of poison injected.

Every first-aid course and grammar-school health class stresses the various methods of treating snakebite, and it is of extreme importance that safety measures be taken immediately. Even though one may not die, other effects can occur such as severe infection and loss of a limb.

Some have thought that a poisonous snake can be rendered harmless by removing the fangs, but this is definitely not the case, as a new set is ready to take their place and spare sets are produced very quickly. These fangs are needle-sharp, hollow tubes connected with the poison glands at the rear and on either side of the head.

The rattlesnake is due all the respect possible, both because of its potential danger and even because of its usefulness in the balance of nature. Most persons will agree, however, that the former takes precedence over the latter. Consequently, the rural individual is constantly aware of the possible presence of such, and is ready to do away with the reptile before it harms a loved one.

But the fact still remains that if this individual is going to rely on the rattle to warn him of the snake's presence, he will be taken unawares as quickly as if he expected every container of poison to be so labeled. The wise man is one who knows where and when to expect his foe—warning or no.

Could it be that there are many poisons as harmful as that of the rattlesnake that we are not aware of until too late, because they give little or no warning?

# DO RATTLE- SNAKES ALWAYS WARN?

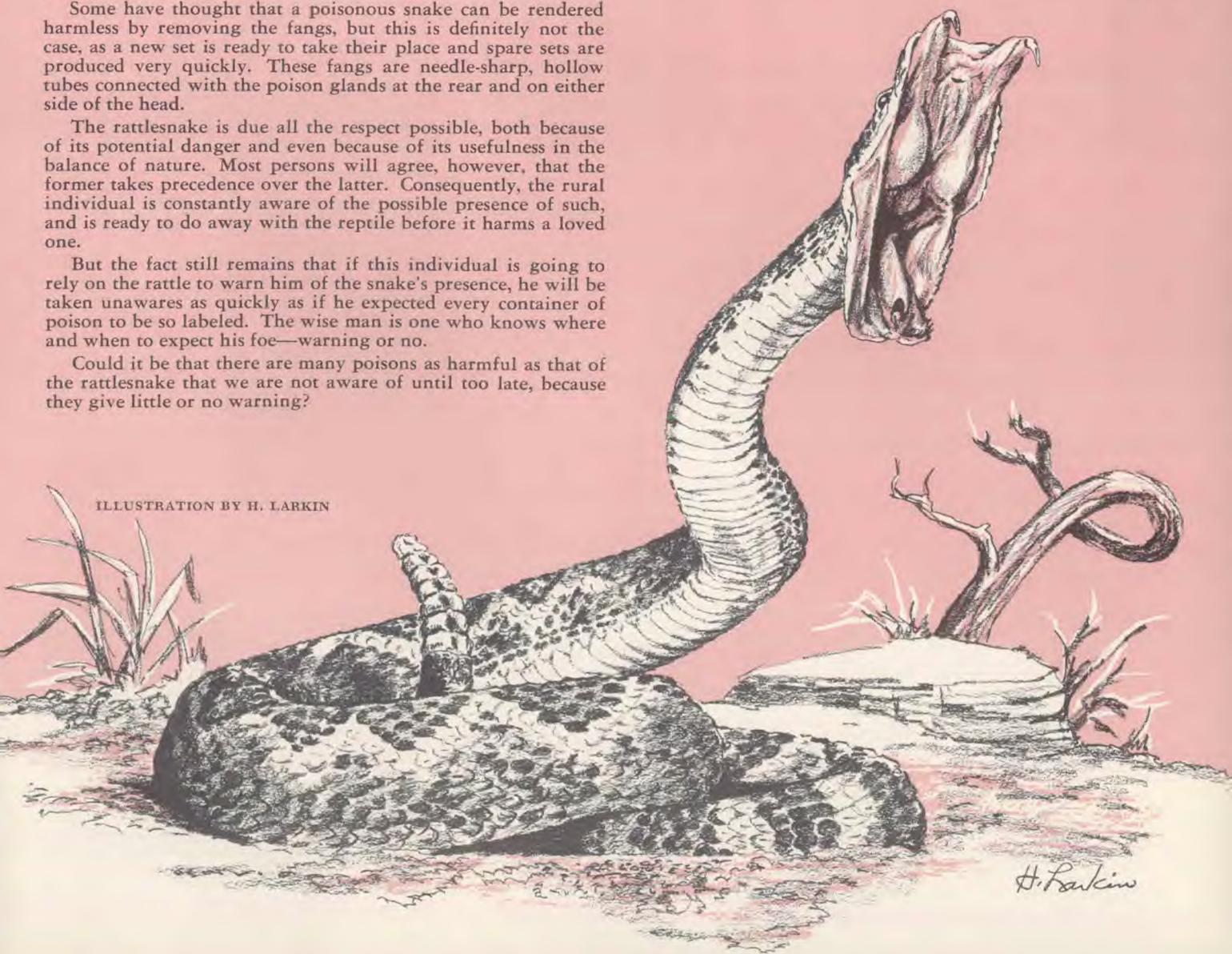


ILLUSTRATION BY H. LARKIN

H. Larkin

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