

# LISTEN

A  
JOURNAL  
OF  
BETTER  
LIVING



**An American Mother Looks at Alcohol—See page 26**

# Do You Know?



★ Illicit stills seized in 1947 had an annual capacity that should have produced \$495,000,000 in Federal taxes, according to the FBI. As this goes to press seizures of bootlegger stills are running about two hundred more a month than they did a year ago. It seems that the bootleggers cannot remember they are only supposed to operate under prohibition.

★ It is estimated that alcoholic liquor consumption in Britain has lessened the national industrial efficiency from 8 to 15 per cent. This estimate was based on medical evidence and researches by economists and a committee set up by the Liquor Control Board.

★ "The Foundation Says" reports that 175 daily newspapers in thirty-two states, and 1,950 weeklies from thriving rural areas throughout the nation, for various reasons refuse to permit their journals to become propaganda agents for the liquor interests by carrying liquor advertisements.

★ Wisconsin's 29.1 gallons was the highest per capita beer consumption in the United States in 1947. Nevada was runner-up with a per capita of 26.4 gallons. New Jersey was third with 26.2 gallons, Rhode Island fourth with 26.1 gallons, Michigan fifth with 25.4 gallons per capita, New York sixth highest with 25.3 gallons. Pennsylvania held seventh highest position with 25 gallons per capita. Alabama had the honor of the lowest state per capita beer consumption of 4.7 gallons. Arkansas was second lowest at 4.8, and Mississippi's figure was 5 gallons.

★ In round figures, America consumed 2,800,000,000 gallons of alcoholic beverages in 1947 at a cost of more than \$9,600,000,000, or better than \$66.66 per capita for every man, woman, and child of the 144,000,000 population. These beverages were purchased at 450,000 retail sale places. In the production of these beverages more than 10,000,000,000 pounds of grains, fruits, and other nutritious products of the soil were diverted by the liquor industries from natural food productive channels. Almost 90 per cent of the protein value of these foods was lost in the manufacturing of alcoholic beverages. Liquor revenue paid back to the Government was less than one dollar for every four dollars diverted from productive labor, industry, and society. Associated social vices reeking with alcohol accounted for another \$30,000,000.

★ According to a survey by the Travelers Insurance Companies, practically 40 per cent of all 1947 traffic deaths and 35 per cent of all traffic injuries occurred on Saturdays and Sundays. Saturdays of the year accounted for 20.2 per cent of the total traffic deaths and 18 per cent of the injuries. Sundays of the year accounted for 19.6 per cent of the total deaths and 16.7 per cent of the total injuries. Friday was the third most dangerous day, with 14 per cent of the deaths and 14.6 per cent of the injuries. During 1947 a total of 12,940 men, women, and children were killed in Saturday and Sunday motor vehicle accidents. "As a matter of grim fact," observes Travelers, "the end of an American week has come to mean the end of American lives."

★ It is estimated by the Yale School of Alcohol Studies that 70 per cent of the cost of maintenance of jails is traceable to inebriates.

★ The 1948 election tallies on wet-dry issues in seven states were as follows:

	Dry	Wet
Kansas	358,310	422,294
California	1,050,000	2,400,000
Colorado	200,000	301,000
Washington (wet majority)		21,000
Oregon	168,000	113,000
South Dakota	80,000	86,000
Arkansas	114,405	111,134

It is significant to note that the seven states in question compiled a total dry vote of nearly 2,000,000. The dries who failed to vote will find these figures both enlightening and challenging.

★ Evidence that it is the human element that fails and is chiefly responsible for accidents is seen by the fact that 92.7 per cent of the 38,200 vehicles involved in fatal accidents were in apparently good condition, and 96.3 per cent of the 1,383,700 vehicles involved in nonfatal accidents were likewise in apparently good working order. Passenger cars accounted for 70.5 per cent of the vehicles involved in fatal accidents and 79.9 per cent of those involved in nonfatal accidents.

★ According to *Spirits*, the Federal, state, and local governments are collecting revenue from the distillers at the rate of \$6,000 a minute. Rather a costly business for governments to aid in the poisoning of their citizens at the rate of \$8,500,000 a day.

★ Speaking of taxes in the entire prohibition period, only 12.6 per cent of the national income was required for taxes. The first eight years of repeal increased this percentage 50 per cent, requiring 18.4 per cent of the national income for tax purposes.

★ The dries might have won the House vote banning the sale of beer, wine, or intoxicants at military establishments if it had not been for Congressmen Wadsworth and Andrews of New York. The first House vote was 57 to 55 in favor of the liquor ban amendment of the draft bill, but these two Congressmen forced a roll call, rounded up more votes against the dries, and the final vote was 72 to 54 against prohibition for military establishments.

★ The number of gasoline stations selling intoxicating liquors increased 20 per cent in 1948, according to Mr. Holland, chairman of the National Traffic Safety Committee of the American Automobile Association. He estimates that there are 10,000 gasoline vendors throughout the country selling liquor.

★ An Australian saloonkeeper has made known his willingness to pay "very high" wages to secure pretty models to serve as barmaids, the Chicago *Daily News* Foreign Service reports. He wants pretty girls that have bathing beauty measurements, to give his bar a "new look" for 1949. It is to be hoped Australian girls will resent this attempt to prostitute beauty to the lurid business of becoming bait for an industry whose products destroy the beauty of both body and soul.

No. 1 is missing

COMING NEXT ISSUE

Can we do anything to make flying safer? In the next issue of Listen be sure to read "Pilot Error," by R. H. Sherwood, B.S., M.D., medical examiner, Civil Aeronautics Administration.

Other features include illustrated graphs from Judge Joseph T. Zottoli of case histories of alcoholics; "Mob Psychology" by Dr. George W. Crane, Chicago psychologist, columnist, and radio commentator; and a message by Henry of the Alcoholics Anonymous, "What Some People Call a Miracle Took Place."

Many interesting items from the National Convention of the American Temperance Society will appear in the regular features.

OUR COVER

"The year's at the spring," wrote the poet Robert Browning, as he saw the wild flowers blossom forth on the hillside and the warm sun begin to resurrect the dormant life of grass and tree. And what could be more appropriate for Listen's cover at this time of year than the portrait of spring as provided in this Kodachrome by Richard Lewis.



# LISTEN

A JOURNAL OF BETTER LIVING

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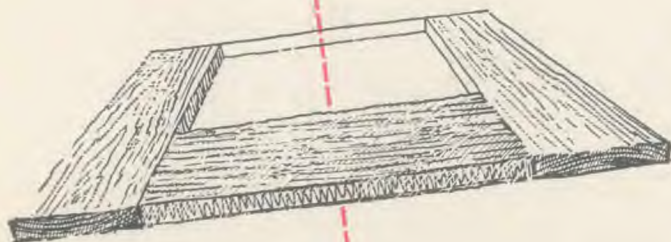
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ROBERTS

## THE QUEST FOR GLAMOUR



**A** CASUAL look at the luxurious cocktail lounges and taverns crowded with so many of the youth of our nation would almost give the impression that they were the "happy hunting grounds" for glamour seekers. The magic spell that bedeviled liquor advertisements seek to cast over American youth by flaunting before them an absurd superstition of glamour is alarming. Thinking youth, we had hoped, would have more readily recognized and shunned this camouflage.

"Glamour" is a word now commonly used to classify either the personalities of the glittering lights or those who live in a world of charm and magnetism. The dictionary, however, defines it as a magic spell which deceives the sight, in which an "object or person appears delusively magnified or glorified." In this sense of being "a deceptive or enticing charm," the word "glamour" may be used to describe the false cloak of glamorized living thrown over alcohol's vampirism. That it is "delusively magnified" thousands of unfortunate, disillusioned souls can testify.

All who are tempted or entranced by these dimly lighted luxury lounges and their highly entertained clientele should stop long enough to deglamourize the gaudy trappings of the tavern with the repellent sights of liquor's victims.

Womanly charm and gentlemanly conduct are not the product of drinking. Whatever measure of these is maintained in a cocktail-sipping atmosphere is in spite of alcohol's influence to the contrary. With wanton temerity liquor vendors glamorize moderation, the springing trap door that later suddenly opens above the pit of alcoholism.

The bewitchery of exotic enchantments, the weird incantations of jungle music, and the sexy suggestiveness of lurid floor shows all contrive to throw a "delusively magnified" glamour over a ghastly betrayal of the beauty, brains, and brawn of American youth. Religious instincts are throttled, virtue threatened, impulsive criminal propensities aggravated, and the moral and religious stamina of future generations jeopardized.

There is not anything that more surely than alcohol steals away the alluring charm of feminine beauty and robs masculine powers of their efficiency. Where is the glamour in befuddled brains, bloated faces, and bleary eyes—to say nothing of the acts and doings of alcohol's victims? The most unattractive woman is the female bar fly. Glamour is not the by-product of the charm-destroying beverages of the social glass. If you want personal magnetism, stay away from the cocktail lounge and tavern. You cannot find charm in the beer parlor.

*J. G. Buckwalter*

MRS. GLENN, the thirty-two-year-old mother of Gary, aged seven, and Vickie, aged three, is a fitting representative of that true nobility of young American mothers and home builders who seek to adhere to the principles of better living. Theirs is a beauty of character deeper than pageantry and glamour. A graduate of Central College, Fayette, Missouri, Mrs. Glenn is a member of the American Association of University Women and of Phi Beta, the national music and speech sorority for women. She and her husband Attorney James Glenn represent that type of community homemakers which constitutes the backbone of the American way of life.

Fourteen years ago, in 1935, Mrs. Glenn was selected as "Miss Fayette" in her home town beauty contest. Competing against 156 others at the Missouri State Fair, she won the "Miss Missouri" crown. The same year she was selected the first runner-up for the Miss America title, the first year in which talent was made a factor in the contest. Fourteen years later she could readily qualify for a Mrs. America title, symbol of the ideals and standard of the alcohol-free way of life of the American and Christian home.

## Glamorous Living

EDNA SMITH GLENN, A.B., of Macon, Missouri

*A former Miss Missouri and first runner-up for the 1935 Miss America crown*

WHEN I was fortunate enough to be selected first runner-up in the Miss America contest of 1935 I was a junior in college. Our country was striving to end a depression; prices were low, taxes were low. Cocktail lounges were new, and their effects were yet to be seen.

Since that time I have married and am the mother of two children; the depression has been conquered, and we are trying to avert another; prices and taxes are high, and the cocktail lounges have proved their high cost in broken homes, broken health, and broken hearts.

Fourteen years ago everything to me appeared either beautiful or ugly at the first glance. Now I know that beauty or ugliness is composed of many things—sight, sound, touch, emotion, and motives. I have often wondered if the hotels, ballrooms, and theaters I saw during those experiences would appear as glamorous and breathtaking now as they did then. I know now what I did not then fully perceive, that theirs was a beauty that was artificial and superficial.

The same is true of our own lives, for true beauty is on the inside. Until we learn to live a well-rounded and complete life, what glamour we may have is merely artificial. The most deceptive glamour is that of the luxurious cocktail lounge. It is up to the mothers and fathers who are the builders of American homes to set American youth an example of what constitutes the true way of life.

If more parents would shun the social glass, it would help more of our youth to see that alcohol adds no glamour and makes no contribution toward the finer life. It is the social glass that is playing havoc with American youth. We adults will live to rue the day if we let the cocktail parlor jeopardize their chances of survival.

A good Christian home is America's greatest asset. Harmony among all members of the family provides for the boy and girl a background they will always cherish. Even though unaware of it, they will absorb those tendencies which build good clean lives and help produce successful men and women. Those life principles are learned in the true American home and not in a cocktail lounge.

As adults it is our duty to educate youth so that they can determine what is right and what is wrong in their everyday experiences. Youth's thoughts and actions must be guided into proper channels to help them evolve a worthy philosophy of life. Our boys and girls must know that life has a definite job for each of them, and that they have a responsibility to society in perpetuating the ideals of our great country.

When my little three-year-old daughter is old enough to be interested in "Miss America" contests, this is what I should like to say to her:

It is a great privilege to be sent to a National Beauty Pageant as a representa-



tive from your home state, but not all Miss Americas go to Atlantic City. Beauty, poise, and true glamour are recognized everywhere. True character is more beautiful than pageantry. If you would be a true Miss America, develop these characteristics of charm.

Acquire a sweetness and graciousness that all the girls will try to emulate. Know what is meant by charm and good manners. Learn how to smile and how to achieve a happiness that will bring you joy in whatever you do. Look for something beautiful each day and share it with others. Know how to meet people cordially. Be tactful in your relations with others and make them feel you are interested in them. Respect others, and especially be kind and courteous to older people.

To be beautiful you must be healthy, and to do that you must align yourself with beautiful and worth-while things. Style your hair and select clothes that will bring out your own best qualities. Remember that no girl ever achieved beauty out of a cigarette or a bottle of intoxicants. Shun the beer parlor; you cannot find glamour there. And when you want to find a husband, a cocktail lounge is no place to look for him.

For one of your life mottoes take these words of Edward W. Bok, the famous philanthropist: "Make you the world a bit better or more beautiful because you have lived in it."



Beatrice Shopp, eighteen-year-old Williston Park, Minnesota, blonde, is the current Miss America title holder. She is an ardent adherent to the principles of clean living, a nonsmoker, and a total abstainer from alcoholic beverages. It is such youth of distinction of which America is proud.

# THE *Charm* of the Alcohol-Free American Home

*U*NDISPUTED charm and personal magnetism result when the whole family, from Baby Joe to Granddad, adhere to the principles of better living and maintain the alcohol-free way of life.



Be Be Shopp—Miss America—says:

“Neither liquor nor tobacco helps any young girl become a Miss America, for the three just do not mix. Smoking not only leaves a bad impression on others, but certainly it is harmful. Liquor, even when consumed moderately, becomes destructive to one’s good health and clear mind.”



*Where is the **GLAMOUR** in this?*





# The Murderer Is Sentenced

## BUT ALCOHOL GOES FREE



**JUDGE LEWIS DRUCKER,**

Municipal Court, Cleveland, Ohio



KEYSTONE

“**Y**OUR Honor, do not hang Roy Blake for the murder of that girl. I am the guilty one. It was I who killed her.”

There was an uproar in the courtroom. The police rushed forward to restrain the apparently berserk individual who had hurriedly walked to the bench.

Bob was astonished as he found himself in front of the bench, remembering that he had spent hours giving himself reasons for not making the confession. Yet here he was—and he listened to the words which came from his lips. He now determined to speak further.

“I didn’t strike the blow. I didn’t use the knife, but it was I who gave Roy the liquor without which he never would have had the courage to kill.” He smiled now with a sense of relief. A great burden had been lifted from his soul. He felt at ease.

As he started to raise his hand to take the oath, he hit something. His eyes opened. It was the lampshade at the head of his bed. He was not in a courtroom after all—there was no one about. He was in bed and it had been a dream. Although he realized it had only been a dream, yet he felt relieved.

At the same time, but miles away, another form moved restlessly throughout a sleepless night. All was dark and still in the death cell at the penitentiary at Columbus—that is, all except Roy Blake, turning uneasily on that lonely prison cot. Again and again he would repeat to himself the words of his lawyer: “Roy, we believe that the Supreme Court will give us a new trial.” He smiled as he again visualized the scene at the railroad station. He was pleased as he saw the crowd. They were waiting for him. There were movies—photographers motioned to him, and then how interested they were in talking to him and asking questions! He remembered how glad he was that it was all over. He had become a celebrity. People stared at him. He knew they were talking about him.

Then came the important conferences with the lawyers—yes, he liked those. He recalled how he became annoyed one afternoon and told them to leave him alone. He grinned as he remembered how peculiarly they looked at him. He smiled as he remembered how proud he was of his mother who had come from a distant city

to plead for him. He was now convinced that the judge was stupid and that the prosecuting attorneys were mean. He was warmly disposed toward his lawyers, but he was not sure that they had done the right thing when they tried to prove that he had been insane. The jury was not convinced.

Roy had been found guilty without a recommendation of mercy, the significance of which he did not seem to grasp at first. No reply came from Roy when the court asked: “Have you anything to say in your behalf before sentence?” The judge, whose patience had been tried during the long-drawn-out trial of two weeks, spoke sternly:

“Yours was a most brutal crime. In your sick mind and under the influence of stupefying alcohol you struck down with deliberation a little girl of nine years old who refused your advances and screamed and ran with terror as you pursued her. When you caught up with her, with the heartlessness of a beast you struck her with a knife until she fell. The court sentences you to be hanged by the neck until you are dead. And may God have mercy on your soul.”

Roy was quite sure as he brushed his hair that the reporters would again take his picture. He was not frightened then. He frowned at the prosecutor, who by rigid and sledgehammer questions, forced his mother to admit that Roy had been sent to an institution for the feeble-minded, and that he had also been confined to an institution for mental defectives when he had been convicted of attempting to rape a ten-year-old girl when he was thirteen. He wondered why his father, with whom he had been living, seemed broken up as he testified that

Roy could not hold a job long. But prior to the murder he had been working regularly and, despite the interest of his foster mother, Roy could not be kept at home nights. He began to frequent cafés. He would on many occasions sit at home dejected and depressed, and it was only in the café, the cheap spot, and the liquor joint that he seemed to recover his good spirits.

He had returned early from his work the day of the murder, had gone to the usual beer joint. The bartender had refused to serve him liquor on other occasions because Roy was known in the neighborhood as a "queer" and a pervert. Mothers of the community, though they did not know his history, would warn their little daughters to keep out of his way. They resented the way he looked at them, the way he would call to them.

Roy had managed to intrigue the bartender to serve him several double-headers that night of the murder. The bartender never could understand why the youth would talk about girls only when he was drunk. It was difficult for him to realize at the beginning that indirectly he had sent Roy out with his perverted senses aroused.

Roy staggered out to the street, when he noticed the girl going to the candy store. It was then that the embers of the beast began to glow with fever heat. He hurried home to the basement, where he found a knife. He put this into his pocket, and returned in time to meet little Patricia as she scampered across the street on her way home. He left her in the alley without knowing that he had killed her. He boarded a train and was found several weeks later living with his mother.

The brutal murder aroused the continent. The newspapers blazed forth with headlines. All police were on the alert. Furloughs were canceled, and extra men were put on duty to patrol the streets of the city. The neighborhood was carefully combed. Hundreds of suspects were brought in for examination. Upon the suggestion that the crime had been committed by a pervert, the records of institutions were carefully scrutinized. Everyone who had been released from an institution for the insane, or who had been known in the neighborhood as a "queer" and a "dope," was under surveillance. The community was aroused. Mothers became panicky, parents in near-by neighborhoods held indignation meetings, more police protection was demanded.

A great relief went up from the heart of the community when, two weeks after the murder, Roy Blake was arrested and a confession obtained. The court appointed fine legal counsel to prepare his defense. For two weeks the newspapers carried column after column of the story of the trial. Mental experts were subpoenaed and questioned. In a last desperate

effort to save his life, one of the counsel for the defendant, without consulting his associates, urged that the jury be merciful because Roy was a defective and apparently could not distinguish between right and wrong.

Several days after the trial the community settled back in its usual smug complacency. A scapegoat had been found. The murderer would be hanged. The family of the little girl may find some comfort in the knowledge that the brutal murderer paid with his life, but the real criminal still remains—living with his bad dreams and nightmares.

Scientific research has revealed that the pervert becomes bold and audacious only when he feels the alcohol surging through his blood. His tensions are relieved and his inhibitions released when he saturates himself with the poisonous alcoholic beverage. Psychiatrists are in accord, as a result of many surveys and studies, in declaring that too great a percentage of sex crimes have been committed by the feeble-minded and the pervert—in most cases when under the influence of alcohol. The process of mental deterioration continues as more alcohol is consumed. The wild bestial libidos come to the forefront as the mental defective continues to quaff down his alcohol. Alcohol acts as an escape and refuge for the mental defective. The pervert, it is established, seeks solace in alcohol. This releases his inhibitions and gives him the false courage to indulge in his perversion. Alcohol adds to the deterioration of the mind, and the alcoholic addict who continues on ceaselessly to drink joins that pathetic but altogether too large number of inmates of our mental and penal institutions.

Roy Blake pays for his crime, but the real defendant may continue to sell his liquor and to be troubled by his conscience through the dreary hours of the long night, crying out again into the darkness after the midnight hours: "I, not Roy Blake, killed little Patricia. I am guilty. It was I who served Roy the liquor which drove him to commit the crime."

## The "Social Drink"

"NEVER in human history has the social drink been so alluringly portrayed, and never before has the ghastly mockery of alcohol's ubiquitous disintegration of young and middle-aged, male and female, been so adroitly hush-hushed by the majority of newsprints.

"As a young pharmacist I came in contact with doctors and patients when I was a youth. The alcoholic was usually a man of no education, no special refinement. Today, alcohol has become 'refined,' and while it was a disgrace to say, 'He was a drinker,' when I was a boy, today a man says, 'I have had a fling, had a great time.'"  
—Robert S. Carroll.



Buy  
Dry

I will not eat my waffles brown  
Alongside one who gulps beer down.  
I'll take my patronage away  
And hunt me up a new café.  
The grocery where I used to buy  
Sells beer to folk while I stand by.  
I'll not go back, though I go far,  
I'll buy no groceries o'er a bar.

—Author Unknown.

# COMMON SOURCES OF MENTALLY CREATED PHYSICAL AILMENTS

Second article in the series  
on spiritual psychiatry by

**ELLEN G. WHITE**



ROBERTS



**S**ICKNESS of the mind prevails everywhere. Many of the diseases from which men suffer are the result of mental depression. Thousands are sick and dying around us who might get well and live if they would; but their imagination holds them.

Those who, so far as it is possible, engage in the work of doing good to others by giving practical demonstration of their interest in them, are not only relieving the ills of human life in helping them bear their burdens, but are at the same time contributing largely to their own health of soul and body. Doing good is a work that benefits both giver and receiver. If you forget self in your interest for others, you gain a victory over your infirmities. The satisfaction you will realize in doing good, will aid you greatly in the recovery of the healthy tone of the imagination.

The pleasure of doing good animates the mind and vibrates through the whole body. While the faces of benevolent men are lighted up with cheerfulness, and their countenances express the moral elevation of the mind, those of selfish, stingy men are dejected, cast down, and gloomy. Their moral defects are seen in their countenances.

### *Self-centeredness and Selfishness*

One of the surest hindrances to the recovery of the sick is the centering of attention upon themselves. With many there is too much selfishness. The mind is devoted to self and not to the good of others. The blessing of God is a healer; and those who are abundant in benefiting others will realize that wondrous blessing in their hearts and lives.

We are in a world of suffering. Difficulty, trial, and sorrow await us all along the way. But there are many who make life's burdens doubly heavy by continually

anticipating trouble. If they meet with adversity or disappointment, they think that everything is going to ruin, that theirs is the hardest lot of all, that they are surely coming to want. Thus they bring wretchedness upon themselves, and cast a shadow upon all around them. Life itself becomes a burden to them. But it need not be thus. It will cost a determined effort to change the current of their thought. But the change can be made. We have no right to overtax either the mental or the physical powers.

### *Inward Mental Cancers*

Many times some living home trouble is like a cancer eating to the very soul and weakening the life force. Sometimes remorse for sin undermines the constitution and unbalances the mind. Many suffer from ungratified desires, disordered passions, and the condemnation of their own consciences; they are losing their hold upon this life, and they have no prospect for the life to come. Sin and disease bear to each other the relationship of cause and effect. If the thoughts are wrong the feelings will be. Those who are reduced by disease are sufferers in more than one sense. They can endure bodily pain far better than they can bear mental suffering.

Disease is sometimes produced, and is often greatly aggravated, by the imagination. Many are lifelong invalids who might be well if they only thought so. Many imagine that every slight exposure will cause illness, and the evil effect is produced because it is expected. Many die from disease, the cause of which is wholly imaginary.

### *Narcotics and Hurtful Stimulants*

The brain is the capital of the body. If the perceptive faculties become benumbed through intemperance of any kind, eternal things are (Turn to page 32)



The alcohol-beverage industry is constantly boasting about the large amounts of money pouring into the government treasuries from liquor tax revenues. Who is it that really pays the taxes?

The American Business Men's Research Foundation, in its publication "The Foundation Says," has provided some enlightening material from a survey of the liquor tax situation. From this, and other valuable sources, we invite the readers of "Listen" to consider the following thought-provoking facts.

## LIQUOR TAXES

are paid by the purchasers of alcoholic beverages and *not by the manufacturers or dealers*. They are a form of sales tax paid by the consumer. The manufacturers and distributors simply act as tax agents of the government. In other words, liquor taxes are not corporation taxes but consumer taxes. In 1946 the liquor industry made excessive net profits far beyond the national manufacturing average in the ratio of 42.1 for distillers to the general average of 12.1. These profits were realized after all taxes had been remitted to the government.

In 1946 Federal, state, and local government tax revenue from liquor, a total of \$3,482,244,917, represents only 6.8 per cent of the total tax revenue received by the Federal, state, and local governments. These taxes accounted for 4.7 per cent of government expenditures for the year 1946.

Total liquor taxes in 1946 averaged \$25.45 per capita. The cash amount paid to local governments, however, averaged only 35 cents per capita; the amount to the state governments, \$5.10 per capita; and to the Federal Government, \$20 per capita. Thus the purchasers of alcoholic beverages pay the largest percentage of taxes to Federal and state governments and not to the local governments.

As noted above, the purchaser pays this entire amount out of his own pocket.

In paying the per capita liquor tax of \$25.45, the purchaser of intoxicants not only pays the entire amount, but he pays an additional \$36.69, the per capita cost of spirits, making a total of \$62.14, which is the per capita expenditure (1946) for intoxicants. Much of this additional \$36 provided excessive profits for the industry. Approximately \$7 of it remained in local communities for the rents, wages, and local advertising costs of the liquor interests.

Portions of the Federal Government liquor revenue funds revert back by Government transfer to state and local governments. Taking into consideration these come-backs, the Federal Government in 1946 kept and expended from liquor taxes \$18.11 per capita; the state governments received and spent \$4.24 per capita; and local government received and expended \$2.24 per capita. This \$2.24 represents 4.5 per cent of the liquor tax per capita total.

Thus, in order to raise \$2.24 local government liquor tax revenue per capita, the local community must collect \$25.45 worth of liquor taxes. Of this, \$23.21 is lost to the local community. If the local government constituency purchased no liquor but paid a straight \$2.24 tax to the



# DO LIQUOR TAXES PAY?

TAX TAX TAX

local government, they would save \$23.21 per capita in taxes on the basis of the 1946 figures. Therefore, liquor taxes are not a sound economic investment for local governments. They take out of the local community approximately ten times the amount of tax money they provide the local government.

Of the \$62.14 per capita expenditures for intoxicants in 1946, the American Business Men's Foundation estimates that a total of approximately \$9.24 remained in the local community. \$2.24 of this is liquor revenue, and \$7 is the per capita estimate of the amount utilized in local rents, wages, advertising, etc. Thus, \$52 out of the \$62.14 was sent out of the community. In other words, for every \$1 a community receives from the sale of intoxicants, it sends out of the community \$5, to say nothing about the cost to the community from liquor-caused absenteeism, accidents, crime, delinquency, and social evils.

Adding the approximate cost to the community of increased crime, poverty, illness, and required police activity and prison and institutional care, which rises in proportion to increased alcoholic beverage consumption, the economic loss incurred by the community from the sale of alcoholic beverages is evident. Widely varying estimates of these costs have been made, many of which are open to question; but Massachusetts—a very wet state—has officially investigated the problem. The commission, appointed by the governor and headed by Judge Zottoli, reports that the direct and indirect costs to the state as the result of the use of intoxicants totaled \$107,474,953.74. This adds up to more than \$23 per capita.

Therefore, as the liquor-tax balance sheet on this page demonstrates, it is evident that alcoholic beverages take much more out of a community than they return in the small amount of taxes that finds its way into the treasuries of the local government. Would you, as a citizen, sacrifice \$75.90 to gain \$2.24? Do you consider the community government wise to do so?

## COMMUNITY LIQUOR-TAX BALANCE SHEET

	Per Capita Figures	
Paid out for intoxicants . . . . .	\$62.14	
Losses due to use and abuse of alcohol . . . . .	23.00	
Total cost to community for legal sale of intoxicants . . . . .	\$85.14	\$85.14
Local liquor taxes retained in community . . . . .	.35	
Liquor taxes received in benefits from Federal and state governments . . . . .	1.89	
Wages and rents paid locally by the legal community saloons or other outlets . . . . .	7.00	
Total income to community received from the legal sale of intoxicants . . . . .	\$ 9.24	\$ 9.24
Per capita loss to the community caused by the legal sale of intoxicants . . . . .		\$75.90

Note: Estimating the amount spent in dry communities for intoxicants at no more than 50 per cent of the amount which is expended in legally wet communities, there would still be a minimum loss through legal sale of liquors of about \$45 per capita.

# FROM THE INTERNATIONAL WORLD OF SPORTS



### DOCTOR MUDR. LUDVIC SCHMIDT, medical adviser of Czech Olympic team, says:

"Our best-known athlete—Emil Zatopek, who came in first in the 10,000 meters, and second in the 5,000—neither drinks nor smokes.

"No one in Czechoslovakia who hopes to be an athlete can afford to be a drinker of alcoholic beverages. Neither are Czech sportsmen expected to smoke, as smokers are more short-winded than are nonsmokers.

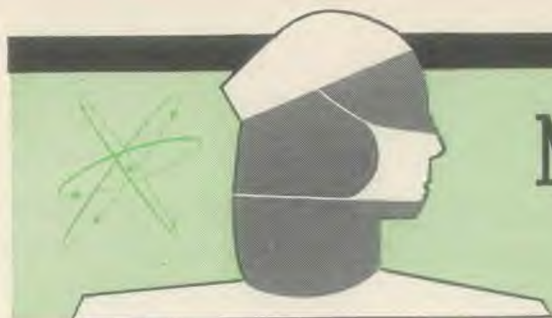
"Doctors of sports teams try to extend their influence against smoking.

"The medical faculty of the Charles University in Prague have instituted a series of lectures against alcoholism.

"It is intended from autumn, 1948, onward that anyone who is found drunk and disorderly in Prague will have his picture and name in the papers. This campaign against alcohol is a result of the increase in alcoholism in Europe since the war."

### SUSANO R. NEGADO, sportsman and well-known badminton athlete of the Philippines, says:

"Smoking and drinking, in my own opinion, is a waste of time and causes inconvenience. Some people say it drives the 'blues' away, but I believe a busy 'buddy' has no time for 'blues.' I believe that good reading and some ice cream can take the place of smoking and drinking. Drinking is a vice, as it begets other vices which always lead to tragedy. It is like burning one's candle at both ends."



# MEDICAL and SCIENTIFIC NOTES

## ALCOHOL AND PRIMITIVE PEOPLE

The Maoris of New Zealand, according to Captain Cook, were, at the time when he first visited the island, almost perfect in physique. Even the old men, he stated, possessed the endurance of youth. They numbered then more than 120,000. Through the white man, alcohol and tobacco found their way to them. Men, women, and children began to drink and smoke, in their innocence believing it a blessing. Today the Maoris are a race of physical and moral degenerates and have about disappeared.

Chief Justice Stout of New Zealand, in passing sentence upon a drunken Maori years ago, said:

"If this drink is not stopped among the Maoris, we are in measurable distance of the time when the Maori race, the noblest race with which civilization has been brought in contact, will be exterminated."

The same results are witnessed among other races. In speaking of the Hawaiians, a Honolulu paper said in an editorial:

"There are now living men of voting age who will witness the death of the last full-blooded Hawaiian."

Sad are the results of tobacco and alcohol on these races. Some attribute the probable extermination of these races to their immorality. The diminished birth rate among them was due chiefly to a loss of reproductive power, resulting from alcoholic degeneracy.

D. H. KRESS, M.D., *Neurologist.*

## THE ROAD TO ALCOHOLISM

A favorite contention of those who endorse the moderate use of alcoholic beverages is that only psychopaths become drunks, and that alcohol therefore is only dangerous for certain individuals. They contend that chronic alcoholism presupposes a psychopathic disposition.

No one, however, will claim that dogs, rabbits, mice, and rats have a psychopathic disposition, but it is possible to make them alcoholics. For instance, dogs after they received alcohol for about thirteen months showed

the typical traits of an alcoholic. After seven months of abstinence they were restored to normalcy.

Therefore we can safely conclude that purely physiological causes can produce dipsomania. Further it can be concluded that not only psychopathic personalities can become alcoholic dipsomaniacs, but under certain conditions anyone—and everyone, for that matter—could become such. It is thus very important to take a definite stand against moderation, which is the road to alcoholism. DR. H. MULLER.

*Gland, Switzerland.*

## SMALL DOSES OF ALCOHOL

(Excerpts from a paper read before the International Congress on Alcoholism.)

One cannot overrate the importance of this question.

By small doses we mean those that are commonly supposed to be inoffensive because their effects are not apparent, the subject not being conscious of them and neither his state nor his behavior being visibly affected by them. This definition excludes inebriety, or slight intoxication, and the euphoria which precedes it.

Let us note the results of multiple physiobiological investigations on the dosage of alcohol in the organism, notably in the blood, and on the chronaxic measurements, in relation with the quantity of alcoholic drink ingested and the phenomena observed. Inebriety might appear with an alcoholemia of .60 per 1,000; that is, with two glasses of wine at 10 degrees and the phase "nonapparent" would be comprised between .06 and .15 per 1,000, which would correspond to about a quarter or half glass of wine.

Equivalent quantities were used in the no less numerous psychotechnical, psychomotor or mental tests, to which, since nearly half a century ago, we owe the knowledge of the action of moderate as well as of the smallest doses of alcohol.

Effect on the nervous system and particularly on the brain was evidenced by perturbation of reflexes, slowness of reaction, weakening of memory, difficulty in concentrating thoughts, in the association of ideas and the co-ordina-

tion of movements. Reduction of muscular strength and, consequently, diminution of output in heavy work, lack of precision in delicate operations, and absence of presence of mind and lessening of self-control were noted. The subject became less apt to face an unexpected obligation or to take a rapid and exactly opportune decision in an unforeseen circumstance. Before a sudden obstacle, a small dose of alcohol is all the more dangerous for the person submitted to its influence and for all those whose fate may, even for a single instant, depend upon him.

The "risk of social insecurity" does not begin only from an alcoholemia of 1 or of .80 per 1,000. According to reliable statistics, it may begin already at .10 per 1,000 in the case of motor drivers involved in accidents. The smallest cause, the slightest negligence, a fraction of a second of inattention or of delay may have the most serious consequences.

This risk is permanent, owing to the generalization of a consumption of which it is never possible to affirm the entire innocuousness, and because the alcoholemia itself is too often permanent by the addition of successive doses before the organism has eliminated the first.

The danger and the risks of insecurity for which small doses of alcohol are responsible have singularly increased and are continuing to increase at the present day with its multiplication of the mechanized means of transport, becoming ever more rapid, on the surface of the globe and in the air and with machinery which ever makes a greater demand on the brain. The possibilities offered by science impose upon man more strictly every day the preservation, the culture, the exaltation of all, and especially of his highest faculties, impaired on the contrary by the smallest quantity of any alcoholic beverage.

Accordingly, to recognize the necessity of total abstinence, in whatever circumstances, it should be enough to point to the simple fact, duly established long ago, that alcohol weakens our capacities.

We have not, we believe, the right to

consent to a physical and mental diminution, because we have not the right to expose ourselves knowingly to a deficiency in our working powers, to be, even partially, helpless to respond to the sudden, unforeseen appeal of our fellow man.

Such a moral obligation does not wait for extraordinary occasions or events. It may exist, it does exist, at all moments in the most banal circumstances.

We must also remember that the smallest dose of alcohol may bring about the relapse of a reformed drinker, that the duty to co-operate in this reform, or not to compromise it, should be for all, if one reflects on the matter, a sufficient motive for total abstinence.

And if we consider the bad example given by the moderate drinker to one who is unable to keep to such limits, if one realizes that it is by the multitude of small consumers much more than by a minority of heavy drinkers and drunkards that the wine and spirits industries have lived and prospered and become powerful, if we contemplate the immense amount of evil and the disasters that the least severe must attribute to alcoholism, we do not exaggerate the importance and the danger of small doses in rendering them chiefly responsible for all the modalities of alcoholism, the special form they provoke deserving more than any other the qualification of social scourge.

Arles, France. DR. DAUPHIN.

#### NERVOUS EXHAUSTION

"Nervous debility is frequently caused and accentuated by the moderate use of alcohol. Much of the nervous exhaustion of the present day would cease to exist were alcohol eliminated from the dietary of the people."—Horsley and Sturge.

#### ALCOHOL IN THE BLOOD STREAM

Approximately two minutes after alcohol is taken into the stomach it reaches the blood. Within about fifteen minutes after the beverage is swallowed the effects of narcotization take place.

The presence of alcohol in the blood stream interferes with the nutritional and building-up processes of the body and with the elimination of waste products.

Even small quantities of alcohol in the body fluids tend to impair the cells. In consequence, their powers of assimilation and excretion are less rapid and less effective.

Alcohol has a tendency to dissolve the fatty layer of the red corpuscles and to damage the underlying structure of the cell. The repetition of such damage

#### SECOND QUARTER

causes a more or less anemic condition.

The impairing influence of even moderate doses of alcohol hinders the microbe-destroying function of the white corpuscles. Their vigor and energy impaired leaves the body of the drinker more susceptible to disease. When alcohol retards the defensive action of these white corpuscles in the presence of dangerous microbes, an illness which might ordinarily be thrown off may gain a strong foothold in the human system. This is one cause of numerous infections and chronic ill health. DAVID S. RAUSTEN, M.D.

"The more we recognize the interaction between colloids and the salts in the blood, the clearer shall we see that the tendency of alcoholic indulgence is always away from rather than towards health. In so far as alcohol in any way interferes with the normal integrity

and balance of the blood, it is sapping and undermining nature's first line of both defense and offense against infective and other diseases."—Courtenay C. Weeks, M.R.C.S., L.R.C.P., *Alcohol and Human Life*, pages 97, 98.

#### ALCOHOL A FRAUD

Professor P. MacCallum of the department of pathology at the University of Melbourne, although not strictly a total abstainer himself, admits the fraudulent claims of alcohol. Says the professor:

"I am not a teetotaler, but I would be less than honest if medically or scientifically . . . I failed to expose alcohol for the fraud I know it to be.

"Scientific investigation leaves no doubt of the pharmacological and psychological profundity of the observation: 'Wine is a mocker.'

"The chief medical use of alcohol is as a skin antiseptic."—*Alliance News*.



## MONEY FOR BEER, But None for Lunch

by C. R. AIMES

Two children, eight and ten years old, are attending a local school. The teachers noticed that they never brought any lunch to school, nor any money to purchase food.

A note was sent home to the parents, calling attention to the situation, and suggesting that it would be beneficial to the children's health if some arrangements were made to have a lunch at noon. The mother replied that the children had a hearty breakfast in the morning, and a good supper upon returning from school, and also that she felt well able to take care of her children without any help from any "nosey" teachers.

For some weeks following this exchange of notes, the teachers in the school, out of their interest in the children, made up a purse to purchase lunch for them. Finally, the principal bundled the pair into her car one day at noon, determined to take them home, face the mother, and demand that she give them a meal.

As they passed one of the taverns in the city on their way, the little girl cried out, "Oh, there's our car! Mamma is in there!" The principal stopped her car and, after some hesitation and with many misgivings, entered the tavern with the two youngsters in tow.

When they came through the door, there sat "mamma" on a stool, with a large glass of beer and a juicy sandwich in front of her. A hush fell over the dive, and all the inmates were listening as the principal in several well-chosen sentences delivered her opinion of a mother who had plenty of money for beer, but none to buy lunch for her babies.

# The American Temperance Society Meets in NATIONAL CONVENTION

## ORIGIN AND REBIRTH OF THE AMERICAN TEMPERANCE SOCIETY

The American Temperance Society is probably the oldest total abstinence society in the country. It was organized on January 10, 1826, in Boston, by Dr. Edwards, and pledged "total abstinence from all ardent spirits."

Marcus Morton, for many years governor of Massachusetts, was elected president. One of the first acts of the society was to put into the field a full-time representative to lecture and to organize branch societies. Within a year 200 societies had been organized and 30,000 persons had signed the total abstinence pledge. By 1829, 400 merchants had given up the traffic in liquor, 50 distilleries had been closed, and 1,000 societies had been organized. It is estimated that more than 100,000 persons, 12,000 of whom had been drunkards, signed the pledge.

Joseph Bates, an old sea captain, organized temperance societies in many centers. Others followed his example, and the temperance movement spread throughout the nation.

Whenever the liquor traffic overreached itself, the public took it in hand. We believe a similar situation is developing in the United States today.

The excessive advertising by the liquor industry, the drinking among women and teen-agers, the mounting accidents caused by drunken driving, and the efforts of the liquor industry to convert the grocery into a saloon are all backfiring, and once more the American people feel that the time has come to act. It was these factors that led to the rebirth of the American Temperance Society. The society is launching a nation-wide pledge-signing campaign, and is inviting every loyal citizen to sign the pledge and to do all in his power to combat the evils of the liquor traffic.

Francis A. Soper

IN January of this year nearly one hundred fifty delegates, coming from every part of the United States and Canada, gathered in Washington, D. C., for the first national convention of the American Temperance Society. Regional and state directors of the organization converged on the national capital to learn more of the widespread havoc which beverage alcohol is wreaking on American life today, and to lay far-reaching plans to combat the evil. For four days the crowded schedule included lectures by prominent medical, scientific, and temperance leaders; open-forum discussions; workshops; and radio interviews.

Especially evident in the whole gathering was the predominance of youth in the delegation, and the emphasis on youth participation and leadership in temperance activities. Some of these youth came from a representative group of American colleges, and described the plans of their college chapters to pursue vigorous programs of temperance education in the form of contests, mass meetings, and other student activities.

The delegates were told that the beautiful women and the stalwart men portrayed in most liquor advertising today clearly show that the liquor interests are directing their campaign of insidious and enticing advertising to the young people. And the results are unmistakable! Youth fill the cocktail lounges, crowd the taverns, consistently order their alcoholic drinks in the club cars, cafes, and restaurants. Therefore, it is most appropriate that youth should be deeply concerned with this destroyer of body, mind, and soul.

### *Total Abstinence Is Only Solution*

The American Temperance Society, founded more than a century ago, but recently reorganized and strengthened, has always maintained that total abstinence is the only real solution to the alcohol problem. This stand was unanimously reaffirmed at this convention. "The Christian church must not relax its stand of total abstinence on the liquor question," declared J. Lamar McElhany, president of the society, in the opening address. "Upright citizens must not stand by while the liquor traffic corrupts our youth and women. We must fight the traffic with education, with legislation, with every lawful weapon at our hand."

One such weapon was described to the convention by Walter J. Hoshal of Kentucky, who told of the great opportunities possible through local option. This dynamic leader of temperance spoke from successful per-

Delegates to the national convention of the American Temperance Society gather on the steps of the Sligo church at Washington, D. C., where the convention meetings were held.

LISTEN, 1949







CAPITOL PHOTO SERVICE

sonal experience in his field, for under his leadership 93 out of the 120 counties in Kentucky have voted dry in local-option elections—this in a state which makes 52 per cent of the whisky produced in the United States.

"You must start early and start right," Hoshal pointed out, and went on to emphasize the principles of proper and thorough organization, a strong advertising campaign, and the importance of careful planning.

Addresses by Judge Joseph T. Zottoli, associate justice of the Boston Municipal Court, Sam Morris, the "Radio Voice of Temperance," and O. G. Christgau, veteran temperance leader, highlighted the evening programs of the convention. Other guest speakers included Dr. Haven Emerson, professor emeritus of public health, Columbia University; Howard E. Hamlin, supervisor of health and narcotic education for the state of Ohio; Major Wallace and Edward B. Dunford of the Temperance League of America; Dr. Laurence Sensenbrenner, director of the Fuller Memorial Sanitarium; and Dr. J. W. McFarland of Washington, D. C. These experienced speakers covered a wide range of subjects bearing on the alcohol question.

#### *Mass Meeting Commemorates Rebirth*

The convention delegates were also reminded that beverage alcohol is a threat to the happiness and stability of the home. Dr. George W. Crane, eminent Chicago psychiatrist and author, speaking in a mass meeting in famous Constitution Hall to commemorate the rebirth of the American Temperance Society, warned that intemperance strikes at the very foundation of the nation's life and welfare, since these are based on the home.

Speaking of the fact that moderation is coming to be considered as an important complement of gracious living, he said: "A man might as well tamper with a little rattlesnake as with a little liquor. Total abstinence is the only answer."

Echoing this assertion was the statement of Mrs. Carolyne LaGrange Brooks, chairman of the Alcohol Education Committee of Greater New York: "We believe that priceless as is the power to cure, the power to prevent is more priceless. Alcohol education fits into this preventive pattern."

To aid in such alcohol education is the aim of the American Temperance Society. To that end, this national convention considered aggressive and far-reaching plans for enlarging the activities of the society. Included in these long-range plans are the strengthening of its journal *Listen*, the establishing of a School of Alcohol Studies, new scientific and educational publications, and more extensive outdoor advertising facilities.

SECOND QUARTER

## THE CAPPER MEMORIAL BREAKFAST

At a fellowship breakfast held in the Senate dining room in the national Capitol, January 12, distinguished members of the Senate, the House of Representatives, and the Supreme Court, together with representatives of twenty-five national temperance organizations, united in paying tribute to the Grand Old Man of Kansas, Senator Arthur Capper.

Highlights of the breakfast included speeches by Justice Burton of the Supreme Court, and by a dozen or more Senators and Congressmen, including Senators Robert A. Taft (Ohio), Edwin C. Johnson (Colorado), Owen Brewster (Maine), Homer Ferguson (Michigan), William Langer (North Dakota), and Andrew F. Schoeppel (new Senator from Kansas), Senator Capper (guest of honor), and Congressmen Edward H. Rees (Kansas) and Joseph R. Bryson (South Carolina).

Dr. Clinton N. Howard, editor of "Progress," acted as chairman. Bishop W. E. Hammaker, president of the Methodist Board of Temperance, presented a memorial scroll upon which was inscribed the following tribute to Senator Capper and his principles of better living:

Champion of Righteous Causes  
 Father of Moral Legislation  
 Staunch Foe of Evil  
 Friend of Crippled Children  
 Defender of the Home  
 Champion of Public Good  
 Advocate of World Peace  
 Opponent of King Alcohol  
 Publisher of Clean Journalism  
 Zealous for Good Works  
 For Half a Century  
 Tribune of the People  
 Statesman Without Guile  
 Twice Governor of Kansas  
 Thirty Years in the U. S. Senate  
 Friend of the Oppressed  
 Loved by His Friends  
 Respected by His Adversaries  
 Serves God by Serving Men  
 With Malice Toward None  
 With Charity for All



ACME



THE PROGRESS of a people in civilized ways of life depends not alone upon the enlargement of its material resources and the development of its technology, but upon the moral character and the idealism of its people.

It is upon the peoples of the world achieving and living up to a proper sense of values in personal as well as in national and international conduct, that will depend, I believe, whether we are all to crash

in unparalleled disaster into the era of boundless achievement for the good.

If we are to exert our power individually and collectively more than by precept.

It has been scientific method that has depressed the high physical controls, less

**ARTHUR HENDERSON** has for twenty-five years been active in various positions of the British government. Born in 1893 at Newcastle upon Tyne, he received his education at Queen's College, Taunton; and Trinity Hall, Cambridge. During his college days he was an energetic leader in student law circles, and was called to the bar in 1921. Two years later he became Member of Parliament from South Cardiff. During World War II he served on the General Staff and as Parliamentary Under-secretary of State for War. The year 1945 saw him taking charge of affairs for India and Burma, and in October, 1947, he was selected to be the Secretary of State for air.

## Honorable **ARTHUR HENDERSON,** British Air Ministry Secretary of State,

*ays:*

move forward together  
essentialities which can be  
mankind.

influence, both person-  
be by example rather

demonstrated that alco-  
in centers, weakens the  
power of the brake we

put upon our actions, and removes temporarily, at least, the normal inhibitions and moral restraints which enable us to behave reasonably and with proper regard for the interests of our fellows.

It is for these reasons that I have firmly believed in and practiced total abstinence for the last fifteen years.

THIS PERSONAL TESTIMONY IS RELEASED  
ESPECIALLY FOR PUBLICATION IN "LISTEN."



COURTESY BRITISH AIR FORCE





## CANADA

### Ontario's Cocktail Bars for Girls Are Political Scandal

Licensed cocktail bars open to girls have provided such unfortunate situations that several hotelkeepers have voluntarily closed their beer rooms for women. On one afternoon three hundred girls were drinking in one Ontario beer room alone.

"Look at the way the status of women has deteriorated since the increase in the sale of booze. All of a sudden, in one year in fact, the number of women convicted of drunkenness is doubled. If that rate of increase goes on, how long will it be before your sister or wife or daughter is involved? You can only stop a trend or tendency by stopping it—now."—E. W. Robson.

One editorial charges that the government has seared its conscience with its wholesale liquor vending.

The first Canadian school of narcotic education was held at Saskatoon, Saskatchewan, last August. It was recognized by the Alberta, Saskatchewan, and Manitoba governments.

Canada's wine industry is now a \$10,000,000 per annum business.

Abstinence meetings in French Canada last fall were attended by more than 100,000 people. More than 10,000 of the 52,000 adult members of the Canadian total-abstinence movement were formerly heavy drinkers.



## LATIN AMERICA

### Alcoholism Reaching Alarming Proportions in Latin America

In his book *Free Men of America* (page 100), Licenciado Padilla, ex-foreign minister of Mexico, a man of outstanding reputation in diplomatic circles in Latin America, says:

"Alcoholism is one of the most widespread vices of the American continent, and one of the greatest contributing factors to lowering the biological standard of our peoples. In Latin America the alarming proportions it has acquired come from historic and social as well as economic and cultural causes."



## JAPAN

### Youth Organization Declares Drink Undemocratic

A Japanese youth organization in the town of Wajima has adopted the total abstinence program. The organization declares it is not democratic to drink liquor and provides for a fine of 50,000 yen against any member who touches a drink.



## AUSTRALIA

### Less Beer Means Less Crime and Accidents

"Since the beer strike there has been a marked drop in both," according to the *Sydney Sun*. The results of the two-month strike of employees in the three main breweries of the city of Sydney have been enlightening. Sydney's beerless months have been the quietest in the memory of police officials. Pub and street brawls have been almost nil. There was a sharp drop in arrests for drunkenness. Petty crimes were almost negligible. The Anzac holiday, police and ambulance officials said, was the quietest in twenty years. The city has reached a record low in the number of accidents. City beer drinkers have taken to mild and fruit drinks. As a result there has been a substantial increase in milk consumption, and fruit juice sales have made a record. According to the *Sun*, most men interviewed in the city said they were saving an average of £1 a week. The owner of one garage whose business dropped considerably stated that in the past about 90 per cent of his business came from road accidents in which liquor was primarily the root cause.

Thanks to the strike, brewery workers serve a concrete example from actual life of the saving of life, money, and character resulting when beer is not available.

# WORLD



## INDIA

### Independence Is Bringing Back Prohibition

Already in force in various districts in the Madras Presidency and Central Provinces, prohibition legislation has been promised Bombay. The government has instructed all their administrators to refrain from serving alcoholic drinks at official or semiofficial functions.

India and Pakistan account for approximately one fifth of the human race. Provincial government agencies have provided government representatives to deal with the alcohol problem. The Province of Madras has a specific Department of Prohibition. The government of Bombay has set up a provincial prohibition board, to assist the furtherance of the government's anti-liquor problems. The provincial legislature for the Central Province passed a bill providing heavier penalties for those infringing on the prohibition act.



## FRANCE

At the beginning of the war, every French soldier had the right to secure a half quart of wine daily. This ration was called a *pinard*. During the so-called "phony" war, these rations were doubled. Suddenly the Germans broke through and overran France. At the famous Academy of Medicine several years later the well-known neurologist, Laiznel-Lavastane, declared publicly that this *pinard* was one of the main causes of the breakdown of the French army.



## BELGIUM

The value of obligatory instruction on alcohol in public schools is seen by the fact that after World War I such instruction in Belgium helped to lessen alcoholic consumption by 50 per cent. During the past few years this instruction has been optional with the teachers and has considerably lessened, and alcohol consumption has risen again.



## INTERNATIONAL JOTTINGS

Notes by Dr. H. Muller, "Listen's" Overseas Correspondent

In the Nordic countries the fight against alcoholism has already taken official character, and government measures seem to be on the increase, while in the Anglo-Saxon countries practically everything rests on private initiative.

It is believed that two factors account for the fact that alcoholism is not so acute among the Chinese. The first factor is the very close family connections, and second, they consider the state of the drunkard a dishonorable one.

Those who quote Pasteur's statement that wine is a hygienic drink fail to make public the other utterance of Pasteur when he said: "I drink my wine in the form of grapes."

The South African Union considers alcoholism one of the decisive problems of our time. The union feels the need for government intervention in the fight against alcoholism. It considers alcohol a major economic, social, cultural, moral, and health problem.

Fifty per cent of the enormous increase of venereal disease cases in Germany is attributed to alcohol.

Guidebooks used by teachers in Belgian schools remind students that alcoholism is not consistent with a sound mind and body.



## SWITZERLAND

### Nonalcoholic Uses of Fruit Juices and Concentrates Developed

Switzerland has been a pioneer in the field of nonalcoholic use of fruits. Storage capacity for fruit juice has been increased. The industrial manufacture of sweet unfermented cider has been greatly developed.

In the autumn of 1944, the most abundant fruit year on record, we were able to manufacture 100,000 tons of fruit concentrates, from pears in particular. The concentrate, diluted with water, makes an excellent drink. If the concentration process is carried further, we obtain a natural sugar which may be compared to hive honey. This concentrated juice can be spread on bread or used for sweetening cakes.

Switzerland has also specialized on the use of grapes without fermentation. Unfermented grape juice is becoming a favorite family drink.



## GERMANY

It was reported at the International Congress on Alcoholism that the German government had planned vigorous laws for the curtailment of liquor consumption, with which the occupational forces were not in agreement.

Of more than 1,115 assaults in Heidelberg, Germany, 66.5 per cent were committed in saloons, 7.8 per cent in workshops, 7.7 per cent in homes, and 9.2 per cent in unknown places. Many assaults committed outside the saloons were also due to drink. Intemperance is one of the prolific sources of unpremeditated criminal activities.

## BRITAIN

### American Loan Aids British Wine Imports

Although wines are not on the list of items supplied by European relief monies, Mr. Bevin's Paris report, volume 2, page 106, indicates that the pre-war average import for the four-year period preceding the war was 750,000 hectoliters. With the British loans economic aid, Britain's wine imports for the fiscal year ending 1948 were placed at 990,000 hectoliters.

More than two thousand civic restaurants sprang up during the war. A bill passed Parliament in 1947 permitting these restaurants to apply for licenses for the sale of alcoholic beverages. Persons under eighteen years of age were not allowed to be served in a public bar, but under this act three or four different kinds of alcoholic beverages can be served to persons of sixteen years and over. This new social danger has added temptation to youth and women.—Frank Taylor and F. R. Econ.



## HOLLAND

### Beer Shipments Hit by United States Tax Law

Holland's brewing industries sent America more than 1,250,000 quarts of beer in 1947. A recently enacted United States law subjects beer imports to the domestic excise tax. Thus another foreign-import restriction is hitting Dutch brewers.

Prior to the war Holland was the second largest European beer-exporting country. Germany was first. In the postwar period the Netherlands regained its markets and also supplied export markets formerly cared for by Germany.

# Beware of LIQUOR ADVERTISING!

WET propaganda covers the nation like a rain-soaked blanket. Men who turn out liquor advertising copy, and write radio scripts and cocktail-drinking motion-picture scenes, by their emotional phrases tend to arouse in us desires or prejudices. Liquor advertisements emphasize the finest human traits, such as courage and loyalty. They emphasize the ideals of manhood and womanhood. They emphasize the beauty of the home and advocate the basic principle of self-respect and human dignity, and even self-control.

The very fact that the liquor sellers are willing to spend \$100,000,000 a year for advertising is prima-facie evidence that it does pay. In harmony with this policy it seems to be their studied plan to have alcoholic beverages or their symbols brought within the visual range of as many people as possible every day in the most attractive way. It happens that very often in the movies (according to *The Christian Century*), "when the heroes and heroines betake themselves outside their own homes for an evening's entertainment, the usual film plot shows them repairing to a night club or restaurant for a round of drinks and celebration." The effect of this on the audience is to influence its members unconsciously to assume that if they are to be up to date, to enjoy the pleasures and assurance which the admired film characters seem to gain from this procedure, they must go and do likewise. In the broad field of reading, the nation's leading magazines follow the same line. The heroes and heroines—those paragons of perfection—betake themselves with increasing frequency to the cocktail lounge.

R. L. HUBBS

As a case in point, the American Business Men's Research Foundation found after they had made a survey of 275 theater films that these films contained 915 drinking scenes. Three hundred seventeen of these were incidental. Five hundred nine of these scenes were an integral part of the story or plot, and 89 were set up as a basic part of comedy situations. In these films as a whole, 35 per cent of the scenes showed leading women drinking; 59 per cent of the films showed leading men drinking at some time or other during the picture.

The underlying psychological motivations by which the American public is bamboozled into consuming more and more alcoholic beverages are invented by changing names—calling a bad thing by good names with pleasing connotations; by associating drinking with social success, stability, and personal satisfaction; and by the law of fixation by repetition.

The liquor people are experts at name changing. They do not call a saloon a "saloon" any more. It is now a tavern or cocktail lounge. "Corn whisky" is now called a Manhattan, but the alcoholic content is as stupefying to the senses as it was when it was called "corn whisky." Changed names for poison do not lessen its harmful effects. The drugged sensibilities of scores and dozens of citizens seen on trains and streetcars and in restaurants are evidence. Stupefied men and women on the streets and blear-eyed young people hastening belatedly to their homes in the early morning (Turn to page 32)

A victim of the bottle gets ready to check out of the city jail. The misery and disgrace caused by alcohol are certainly not portrayed in the enticing liquor advertising of today.  
THREE LIONS



## Such Clever Ads!

Florence Marshall Stellwagen

What advertising cleverness  
Could so deceive us all  
That we would throw our wealth,  
Our health, for alcohol.  
And yet the lures of liquor ads  
So dramatize beer's foam  
That many a man has lost his job,  
His health, his happy home!



INTERNATIONAL

In the midst of an Eastern speaking tour, Frank Gannett and his wife step from a plane as they pause in Camden, New Jersey.

**B**ECAUSE I believe there is only one way to fight the evils of the liquor traffic, and that is through total abstinence, I will not accept liquor advertising for any of the newspapers which I own and publish.

All advertising is run for the purpose of creating a demand for a certain product and thus increase its sale. That being the case, I want no part in anything that will further the sale and consumption of alcoholic beverages. Unfortunately the effects of alcohol are the same, no matter whether you succumb to the falsely persuasive text of the advertisement quoting "the man of distinction," or whether you believe that some other product is "the beverage of moderation."

Long ago, after seeing many men who had been drinking, and many men who were drunk, I said: "I saw liquor make a lot of good men bad, but I never saw it make any bad man better."

Last year the brewers and distillers received many billions of dollars from the sale of their products, and I have no doubt this tremendous sum was largely the result of the enticing, alluring advertising copy which found its way into hundreds of magazines and newspapers throughout the country. Advertising copy, written by experts, cannot help but influence readers, and when that copy is of such a nature as to be a destructive force, I cannot, in any conscience, accept it for our publications.

FRANK GANNETT,  
President and Publisher,  
The Gannett Newspapers,  
Rochester, New York.

April, 1948.

## ALL HONOR TO THESE NEWSPAPERS

A few newspapers in America still have the moral courage to refuse liquor advertising. In this exclusive feature some of them tell "Listen" readers the reason why.

### "Daily News," Griffin, Georgia.

The Griffin *Daily News* has never published liquor advertising, refusing to profit from an evil. The reason for this is obvious. The advertisements of the liquor interests are perhaps the most inviting and most attractive of any advertising published today. It is aimed at convincing young people that to drink is smart. The *News* does not wish to play any part whatever in leading a young person to become a drunkard.

QUIMBY MELTON, JR., *Editor*.

### "The Christian Science Monitor," Boston, Massachusetts.

When Mary Baker Eddy, the discoverer and founder of Christian Science, established our paper, she wrote: "The object of the *Monitor* is to injure no man, but to bless all mankind"—(*Miscellany*, page 353). Obviously this eliminates liquor advertising from the pages of the *Monitor*.

JOHN H. HOAGLAND, *Manager*.

### "The News and Observer," Raleigh, North Carolina.

*The News and Observer* does not accept advertising for any alcoholic beverages. *The News and Observer* has always felt that carrying alcoholic beverage advertising would be contrary to what newspapers have always preached—that advertising pays. If advertising pays, consumption must be increased—and certainly no newspaper would deny the effectiveness of its own advertising columns.

FRANK A. DANIELS, *General Manager*.

### "The Gazette and Daily," York, Pennsylvania.

A short time after the present ownership took over the York *Gazette* in 1915, it announced that it would not accept advertising for alcoholic beverages. That policy has been consistently followed ever since. Our reason for so doing was that we were of the opinion that use of alcohol as a beverage did great harm to a great many people, and that since all advertising necessarily was for the purpose of boosting sales, we would not permit our columns to be used to induce our readers to increase the use of something we felt was harmful to them.

J. W. GITT, *Editor and Publisher*.

### "Daily News-Record," Harrisonburg, Virginia.

The *Daily News-Record* does not accept liquor advertising in any form. Temperance should be promoted by education and example, and drinking not encouraged by enticing advertisements.

HARRY F. BYRD, JR., *Publisher*.

# America

## Speaks Out Against the Liquor Ads

Leaders in many phases of American life today are concerned over the insidious nature of the advertising methods of the alcoholic-beverage industry. This symposium, gathered in part from Congressional committee testimony, presents these leaders' forthright opinions on this grave problem.

### Federal Council of Churches:

*Regulation of advertising of alcoholic beverages.*—We deplore the effect which the advertising of alcoholic beverages is destined to have, especially upon the mind of youth, through its unwarranted and false claims, which go beyond public presentation of brand names, common to all advertising, and which aim to invest the use of alcohol with prestige and desirability. This calls for regulatory practices which, if not voluntarily put into effect by advertising agents, should be imposed by appropriate organs of government.—Official Statement of the Council at its biennial meeting in Seattle, December, 1946.

### James J. Devine, attorney, Capital District Liquor Stores Assn., Inc.:

"Although we are engaged in the direct sale of bottled wines and liquors to the consuming public, we are also pledged to the principle of moderation; and, after approximately fourteen years of repeal, we are completely satisfied that the high-pressure advertising of today is not conducive to temperance. We are further convinced that such advertising is detrimental to the interest of young people, whom the law makes every effort to protect by restrictions against tavern keeper and package store proprietor."

### Bishop Wilbur E. Hammaker:

"So seductive, so misleading, so false, are these bewitchingly appealing liquor ads that it is easy for the inexperienced to believe that you cannot 'keep up with the Joneses' unless you imbibe alcoholic beverages.

"The clear intent of all this advertising is to increase sales—sales to those who are not yet drinkers, larger sales to those who have started to drink socially.

"Have you ever noticed this, gentlemen, that no pictured man or woman drinker is ever disheveled or silly in appearance? There is never a sign of boisterous gaiety. No stagger—no. Not even a

swagger. Poised, masterful men; beautifully gowned, well-behaved women. No unseemly coarseness in the relations of men and women in high-priced lounges or low-priced taverns. No fights, no brawls, no murders. No such pictures. The men who create the ads seem to know nothing about such awkward scenes. Yet, in magazines, newspapers, and on the air our youth, our young people, even our children are being beguiled with such fragmentary and befuddling allurements to become drinkers as a means and method of social success.

"In these misleading advertisements there is not even a hint that drinking may be dangerous. And remember, your sons, your daughters, the sons and daughters of your constituents, cannot barricade themselves against these ads. They invade every home, no matter howsoever defended."

### Honorable Joseph R. Bryson:

"Liquor advertising is deceptive. The advertisements make drinking appear attractive. They cleverly conceal the end results. They print pretty labels in glorious colors, and show men of successful business and professional types drinking in attractive home or club surroundings with beautiful women. If the artists told the whole truth, they would portray also, for instance, a wreck of humanity, possibly still young, incapable of holding a job or of supporting his heartbroken wife and homeless children."

### Glenn Cunningham:

"In my experience in athletics, as a competitor, as a teacher of physical education, and as a director of a college athletic department, I have observed the disastrous effects of alcohol on the human body. As a student, as a professor, and as a director of a college student health department, I have studied and seen the results of alcohol on the human mind.

"As an interested citizen in human welfare, I





## WELL SAID

"There is no other widely advertised product which has such disastrous effect on its users as alcohol."—Walter O. Cromwell, Chicago Juvenile Protective Association.

"Advertising has been called the lifeblood of mass production, but liquor advertising may well be said to be the lifeblood of mass destruction."—David M. Donnan.

have studied and observed the disastrous effects of the use of alcohol on human society. . . . The cost in human misery, maimed bodies and minds, and lost lives makes it inestimably important that the advertising of alcoholic beverages, which contribute so heavily to these great tragedies, be brought under control."

### An American Youth:

"My name is Beryl Dill. My address is Arlington, Virginia.

"A lot of the other girls have not had the opportunity to study and know what alcohol is and what it does. They do not realize the results and the end thereof after using alcoholic beverages. They do not realize that it does not make for such a happy or desirable home as the glamorized liquor advertisements try to make it appear.

"A nice teen-ager does not appreciate and is getting tired of going to parties where beer and cocktails are served. Teen-agers do not care to have their escorts' brains fogged by even one drink to the point that he cannot be considered 100 per cent reliable.

"We are tired of seeing and hearing alcoholic beverage ads make it appear that we accumulate our charm and our unbounded intelligence by the use of certain brands.

"I beg you, for the future homemakers, to protect tomorrow's home from alcohol advertising."—Statement before Senate Interstate and Foreign Commerce Committee.

### Dr. Ernest E. Grosse:

"It is our firm conviction that the advertising of a product for human consumption which forces its patrons to repeat business by the compulsion of habit should be prohibited by law. It is our conviction that any advertising which coerces the public into using a product which binds by habit; by glamorizing and misrepresenting a product which in all history has suffered the stigma of most unsavory reputation, should be stopped by legislative action.

"It is our conviction that the public has a right to know what is in the bottle which they are asked to purchase and not to be deceived into believing there is something in it which is definitely not in it, and to be uninformed concerning what is in it, and what its potentialities are."—Dr. Ernest E. Grosse.

### Roger W. Babson:

"The whisky makers of America, and their associates, are pandering as never before to the craving of those unfortunate in their appetite for liquor. I am thoroughly convinced that the tremendous volume of liquor advertising has increased the amount of intemperance and the vice, crime, accidents, injuries, damage to industry and property, as well as moral degradation, attributable to drinking of alcoholics."

### Dr. Robert S. Carroll:

"Millions are being spent to recruit succeeding generations of alcoholics, one out of three of whom after ten years' regular use of alcohol will assuredly be reduced to some level of alcoholic damage, usually marked mental or character inferiority."



## Governing Sales Advertising

The lawbooks present the following as requirements for vendors and salesmen. No vendor shall—

1. Make statements *recklessly*.
2. Make any false, *misleading*, or *deceptive* statement.
3. Create any false or *misleading impressions*.
4. Tell only a *half-truth*, which is the equivalent of *concealing the other half*.
5. Fail to disclose any known or *lurking danger* in the use or misuse of the article offered.
6. Remain *silent* when it is his duty to speak.
7. *Suppress* or *fail* to state a fact which should be disclosed.
8. Fail, when dealing with the *inexperienced*, such as *youth*, to reveal everything about the article, so as to put *youth* on an *equal footing with the vendor*.
9. Fail to communicate vendor's *superior* knowledge about the article to those with less means of knowledge than himself.
10. *Suppress* or *conceal* any fact within vendor's knowledge which will *materially qualify* those facts which are stated.
11. Fail to give *warnings* and *cautions* as to any use which might be dangerous.



# AN AMERICAN MOTHER

## Looks at Alcohol

ALTA HILLIARD CHRISTENSEN

OF ALL the problems of this postwar era that of the stability of the American home is the most crucial social crisis confronting our nation. Our culture has changed radically in twenty-five years, and the results are far from satisfactory. Crime is on the upsurge, women and girls providing a shockingly high percentage of modern criminals. Woman arrests for 1947 were 9.7 per cent above that of 1946. Drunkenness heads the list in the number of charges against both men and women, accounting for 15,749, or 20.8 per cent, of all female arrests. The total arrests of girls in 1947 was 30 per cent above that of the 1941 figure.

"The hand that rocks the cradle is the hand that rules the world," but that hand is neglecting its duty and is leaving the cradle to rock itself while the mother's foot makes its way toward the brass rail. It has become "smart" for women to drink in cocktail lounges and taverns. But there is nothing smart about drink's aftermath and its concomitant evils. In 1945, according to Dr. R. B. Rothman, one third of the alcoholics brought to the Chicago Municipal Court were women. The FBI states that five times as many women were arrested for drunkenness in 1944 as in 1932. Drunken driving among women has increased 226 per cent in recent years.

The sanctity and security of the home has been jeopardized by alcohol. In 1940 one marriage in six ended in divorce; in 1946 the ratio was one in four. At the present rate of increase in divorce, by 1950 it might well be one divorce for every two marriages. Alcohol is one of the prime factors in the breakup of the American home. In a former issue of *Listen* Judge J. Grellner of St. Louis wrote:

"Thousands of cases of family friction appear before the city courts of Saint Louis every year. In the great majority of these instances the trouble between husband and wife centers around the use of alcohol. Many a home has been wrecked in the divorce courts because of alcohol and its companion and associate evils."

Court records amply verify the statement that the majority of delinquent juveniles come from homes broken by divorce. Eighty-five per cent of the young wards of the city of Boston had to be taken away from parents who drank excessively. Rapid deterioration of family morality accompanies cocktail-sipping mothers. No special intelligence is required to recognize that this trend

constitutes one of the major problems of American family life.

Chastity in teen-age unmarried girls has been expected and assumed, and is still being assumed. A recent survey, however, taken in thirty-eight states revealed the deplorable fact that 87,000 unmarried mothers were *under* nineteen years of age, and this of course accounts for only those illegitimates whose births became a matter of record. The number kept secret is a matter of conjecture. The Bureau of Vital Statistics informs us that 200,000 children are born to young unmarried American girls every year.

Too many stigmatize moral restraint as "old-fashioned." A report in the *Woman's Home Companion* for October, 1947, tells of personally confidential conversations with high-school students regarding sex promiscuity, and in these talks the girls were quite frank and were somewhat amazed at the apparent unsophistication of their interlocutor. Opinions of the girls on the subject varied, and some even went as far as to declare seriously that the matter of chastity is not important and that too much fuss is being made about it.

Principles which formerly protected the moral solidity of our nation have been set aside by society as out of date. False pleasures have been substituted for clean satisfaction. Cocktail parties given by parents have led many youth to drink at the bar. When tragedy results, frequently the explanation is: "My family serve cocktails at home, and I can't see that drinking the same thing at a bar is any worse."

Drinking, too, often is made to appear attractive and enticing. The ban on respectable women in places where alcoholic beverages are sold has been lifted. At the same time vulgarity and profanity in women has become common. The disgrace formerly attached to a drunkard or a confirmed alcoholic has been brushed aside. We are told that these victims should not be made to feel that they have committed a sin. We are reminded that alcoholism is a disease, with the implication that no more disgrace should be attached to it than to, say, tuberculosis or scarlet fever. We are also told that its cause should be controlled, not eradicated.

Do we attempt merely to "control" the cause of tuberculosis? Are we selling predisposing causes of cancer? Are our grocers growing rich on the sale of typhoid fever germs? Do we recommend a "moderate" use of any of these? Why not levy (Turn to page 34)



CALLOWAY

# ★ The State of

## F - L - A - S - H - E - S

### ARKANSAS

The Honorable Guy Williams, attorney general of the state, is of the opinion that at least 50 per cent of all crimes in the state and 90 per cent of all murders are caused directly or indirectly by alcohol, according to a statement released by C. C. Coulter of the Temperance League of America.

The state's 1947 traffic accidents totaled 2,180—600 more than for the previous year. Property damage totaled \$1,500,000. Little Rock's arrests for drunkenness in 1947 totaled 4,161. Back in 1931, under prohibition, the city's drunkenness arrest record was 1,287. In 1947 under state license there were five times as many bar arrests for drunkenness in North Little Rock as there were in 1932 under national prohibition.

### CALIFORNIA

Californians in 1947 downed 21,953,017 gallons of distilled spirits. In 1948 California had 4,091 more places in which to buy drink than during the previous year. With more than 400 miles of saloons, if they were put end to end, the rate of increase in 1948 would equal three miles of saloons a month.

Sacramento has an average of twenty-seven outlets for every square mile.

San Francisco, the wettest place in the state, has 4,705 licensed retail places, or 100 to the square mile.

During the first nine months of 1946, drunk driving increased 80 per cent in California.

Forty-five cities in Los Angeles County in 1947 paid \$4,206,913 for police work dealing with alcoholism.

A recent month's record in Santa Monica was 57 divorce suits filed compared with 58 marriage licenses. Superior Judge Clarence M. Hanson stated: "About 75 per cent of the divorces heard in my court are traceable to the use of liquor by one or both contestants."

The California State Mental Hygiene Department Legislative Committee has recommended the establishment of two hospitals of 250 beds each to provide accommodations for the state's chronic alcoholics. Some 80,000 Californians are in need of such treatment, the committee declared.

The statisticians of the Northwestern National Life Insurance Company list beer as the No. 3 beverage consumed in America. Coffee heads the list, milk is second, soft drink fourth, and liquor fifth.

Four companies, according to information released by the Bureau of Internal Revenue, accounted for 75 per cent of the domestic whisky bottled for consumption in the fiscal year 1947.

The present tax of \$9 a proof gallon on distilled spirits is the Government's highest single source of excise tax revenue. Cigarette taxes are in second place. Tax on beer ranks third.

More than 17,000 have graduated from the free Wine Study correspondence course conducted by the Wine Institute of California.

Whisky production techniques, according to Schenley, have advanced more in the past fifteen years since repeal than in the previous hundred years.

National Distillers Products Corporation's net earnings for the six-month period ending June 30, 1948, totaled \$11,136,175. Schenley reports a net profit of \$24,466,105 after all taxes were deducted for the nine-month period ending May 31, 1948. Hiram Walker announced net profits of \$21,860,652 in Canadian currency for the same period.

Calvert's vice-president and general sales manager is optimistic on future sales possibilities and announces the launching of a greater advertising campaign. "Tap and Tavern" reports Tubie Resnik as saying: "For 1948-49 we are setting our sights ever

### KANSAS

Sixty-five Kansas counties voted dry last November. This means that the majority of the members of the state legislature come from dry counties. Local option seems to be the most sensible compromise solution between the dry majority and the wet minority in the legislature. Under local option the sixty-five counties would undoubtedly prohibit the sale of intoxicating beverages.

### KENTUCKY

A temporary emergency order issued by the Kentucky Alcoholic Beverage Control Board limits the alcoholic content of beer sold or delivered in the state to 4.5 per cent by weight. Breweries are opposing the regulation.

### FLORIDA

Miami Juvenile Court in one week had to deal with five children charged with drunkenness. Four boys had been sold liquor in local bars, and a twelve-year-old girl was arrested with a young woman just out of her teens. Together they had been making the rounds of the bars. Judge Walter H. Beckham of the Juvenile Court says: "Cases of children arrested for being drunk come before this court almost daily."

"Anybody in Dade County can see the sale of liquor to children if they visit bars and taverns any night between ten and midnight. This is especially true of places—so-called 'juke joints'—

where there is music and dancing. To us these cases indicate a trend—a dangerous trend."

### MAINE

The U. S. Brewers Foundation claims a net increase of ten communities voting in favor of the legal sale of fermented beverages as a result of Maine's referendums of September 13, 1948. A total of twenty-six cities and towns changed sides, eighteen of these deserted the dry camp, and eight left the wets.

In Maine, voting on local option is required in each community every two years. Two years ago the electorate voted for 278 dry towns, and 215 were legalized for package beer sales. Approximately 27 per cent of the state's territory was totally dry area from 1946 to 1948.

### MASSACHUSETTS

A Massachusetts survey of 730 cases heard in domestic relations sections of the municipal court was that in complaints on behalf of 628 wives and 1,082 children, 42 per cent were directly due to alcoholism and 47 per cent to causes indirectly due to inebriety, or a total of 85 per cent of the broken homes directly or indirectly due to drinking on the part of one or both parents. Drink is directly responsible for twenty-five per cent of the mental cases in Massachusetts and indirectly for an additional 15 per cent of such cases.

## F - L - A - S - H - E - S

gher, and we expect this period to surpass the record-breaking year we have just concluded."

In 1947 America spent 9 per cent more on alcoholic beverages than they set aside for personal savings.

Exports of alcoholic beverages for the first six months of 1948 fell 30 per cent below the comparable months of 1947. Imports of the same products for the same period, however, according to the Department of Commerce, were 21 per cent higher.

Twenty-six of the wet states and the District of Columbia permit wine to be sold in food stores. Nineteen wet states do not permit such sale.

It is estimated that at least 50 per cent of all church members in America are using alcoholic beverages.

A poll taken by the National Opinion Research Center of the University of Denver for Rutgers University indicates that 65.46 per cent of the adult population of California use alcoholic beverages.

### RISE IN BEER TAXES

1901	\$1.60	1933	5.00
1902	1.00	1940	6.00
1914	1.50	1942	7.00
1917	3.00	1944	8.00
1918-33	6.00		

### NEBRASKA

Captain C. J. Sanders of the Nebraska State Safety Patrol reports seventy-two drunken driving arrests in one month—a new high for the state. Ten Nebraska beer wholesalers have been cited for violating state liquor laws.

### NEW JERSEY

The New Jersey Commission on Alcoholism is urging the establishment of facilities for the treatment of its 30,000 chronic alcoholics. The state has no special clinics for their treatment, and only 800 of them received hospital treatment last year. The commission proposed that the state department continue research in the field and that a campaign of public education and information be conducted.

A bureau of alcoholism in the state department of health has been approved by the New Jersey legislature. Its state director will be named by the health department. Clinics for the treatment of alcoholics will be set up. Temporary hospitalization will be given at the state's expense.

### NEW YORK

New York State's taverns and licensed places for the sale of alcoholic beverages totaled 52,863 at the end of 1947. This represents an increase of more than 13,000 licenses in four years. Some city blocks have as many as six

establishments where liquor is sold. According to a series of articles appearing in *The Christian Science Monitor*, licensees have been known to pay as high as \$7,500 or more to license expeditors. The regular fee, says the *Monitor* correspondent, for fixing licenses was in the neighborhood of \$5,000. The prevalence of selling favors for many has led to indiscriminate granting of licenses in certain precincts.

During 1947 there was consumed in the state 21,416,106 gallons of liquor.

### NORTH CAROLINA

North Carolina spent five times as much on liquor in 1947 as every church denomination in the state spent for religious purposes, and twice the amount spent on education. The total was nearly \$96,000,000, or, roughly, \$43,000,000 more than the state spent for public education.

Recent North Carolina counties voting in local options, according to *National Voice*, give the dries large majorities. The Cumberland vote was nearly 5 to 4 for the dries, the McDowell vote almost 10 to 1, the Cherokee vote approximately 8 to 1. The margin of dry victory ranged from 11 to 1 in the mountainous Madison County to better than 2 to 1 in the coastal plain county of Duplin. This trend is indicative of the rising increasing opposition to the inroads alcohol is making in American life.

### NORTH DAKOTA

North Dakota's 1947 law forbidding the sale of food where liquor is sold has closed up one out of every five of the liquor outlets in the state, according to surveys completed by the Beverage Associations of North Dakota.

### PENNSYLVANIA

There are 20,809 licensed establishments for the sale of beer or liquor, or both, in the Commonwealth of Pennsylvania as of May, 1948. Despite the state quota law, the liquor control board during the past four years has issued 1,141 new liquor licenses, a net increase of 594. *Tap and Tavern* blames the increase on county courts' overruling the board when it refused to issue a club license in a locality where the quota was already exceeded. The quota law does not apply to hotels. Prospective tavern keepers have frequently decided on the hotel as the only means of obtaining a permit. This doubtless accounts for the fact that hotel liquor licenses jumped from 1,782 in 1944 to 2,329 in 1948, a 30 per cent increase. Recently the Pittsburgh press reprimanded local police for not taking more active measures in enforcing liquor laws.

### WASHINGTON, D.C.

Washington's drinking record for 1947 shows that the nation's capital still stands highest in the per capita consumption of distilled spirits. The amount equaled 4.71 gallons per capita for its 861,000 residents. Its 1.45 gallons per capita consumption of wine was the second highest in the nation. Its per capita consumption of beer was 21.5 gallons. This makes a total of 27.66 gallons per capita consumption of all alcoholic beverages. Although America's headquarters had to take seventh place in the race for the highest total consumption of all alcoholic beverages, it maintained the highest per capita consumption of absolute alcohol contained in these beverages. Drinkers of the District of Columbia spent \$125,000,000 on alcoholic beverages for the fiscal year ending with June, 1947, and \$135,000,000 for the year ending with June, 1948.

### I KNOW SOMETHING GOOD ABOUT YOU!

Wouldn't this old world be better  
If the folks we meet would say:  
I know something good about you,  
And then treat us just that way?

Wouldn't it be fine and dandy  
If each handclasp, warm and true,  
Carried with it this assurance:  
I know something good about you?

Wouldn't things here be more pleasant  
If the good that's in us all  
Were the only thing about us  
That folks bothered to recall?

Wouldn't life be lots more happy  
If we'd praise the good we see?  
For there's such a lot of goodness  
In the worst of you and me.

Wouldn't it be nice to practice  
This fine way of thinking, too?  
You know something good about me,  
I know something good about you.

### FOR OTHERS' SAKE

When all our hopes are gone,  
'Tis well our hands must still keep  
toiling on  
For others' sake;  
For strength to bear is found in duty  
done,  
And he is blest indeed who learns to  
make  
The joy of others cure his own heart-  
ache.

### GOD'S DEAR GIFT

Oh, ray of light, my friend!  
When sorrow's gloom made life so  
drear,  
Then comfort sweet thy words did lend,  
As if Christ spake: "Be of good  
cheer!"

Oh, rock of strength, my friend!  
When shifting sands beneath my feet  
And changing scenes my steps attend,  
Thy truth and constancy are sweet.

I clasp thy hand, my friend!  
Thank God that thou art here;  
I am not worthy He should send  
To me a gift so dear.

### GOD'S WORD OF CHEER

I opened the old, old Bible,  
And looked at a page of Psalms,  
Till the wintry sea of my troubles  
Was soothed as by summer calms;  
For the words that have helped so  
many,  
And the ages have made more dear,  
Seemed new in their power to comfort,  
As they brought me their word of  
cheer.

\* \*

Cast thy burden on the Lord,  
Only lean upon His word,  
Thou shalt soon have cause to bless  
His eternal faithfulness.

### MUST IT BE ALWAYS SO?

They tell me I must bruise the rose's leaf  
Ere I can keep and use its fragrance  
brief.  
They tell me I must break the skylark's  
heart,  
Ere eagle song will make the silent start.  
They tell me love must bleed and  
friendship weep  
Ere in my sorest need I touch that deep.  
Must it be always so with precious  
things,  
Must they be bruised, and go with  
beaten wings?  
Ah, yes! by crushing days, by caging  
nights, by scar  
Of thorns and stony ways, these bless-  
ings are.

### GOLDEN VOLUMES

Still we study, always failing!  
God can read it, we must wait;  
Wait, until He teach the mystery,  
Then the wisdom-woven history  
Faith shall read and love translate.

Leaflets now unpagged and scattered  
Time's great library receives;  
When eternity shall bind them,  
Golden volumes we shall find them,  
God's light falling on the leaves.

### IF SORROW NEVER CLAIMED OUR HEART

If none were sick and none were sad,  
What service could we render?  
I think if we were always glad,  
We scarcely could be tender.

Did our beloved never need  
Our patient ministration,  
Earth would grow cold, and miss, in-  
deed,  
Its sweetest consolation.

If sorrow never claimed our heart,  
And every wish were granted,  
Patience would die and hope depart—  
Life would be disenchanting.

### WHO NEVER MOURNED

Who never mourned hath never known  
What treasures grief reveals,  
The sympathies that humanize,  
The tenderness that heals.

The power to look within the veil,  
And learn the heavenly lore,  
The key word to life's mysteries  
So dark to us before.

### I TAKE THY HAND, AND FEARS GROW STILL

I bless Thee, Lord, for sorrows sent  
To break my dream of human power;  
For now my shallow cisterns spent,  
I find Thy founts, and thirst no more.

I take Thy hand, and fears grow still;  
Behold Thy face, and doubts remove;  
Who would not yield his wavering will  
To perfect truth and boundless love?

### HOPE EVER!

The sun will shine and the clouds will  
lift,  
The snow will melt though high it drift;  
Across the ocean there is a shore,  
Must we learn the lesson o'er and o'er?  
To know there is sun when the clouds  
droop low,  
To believe in the violets under the snow,  
To watch at the bows for the land that  
shall rise—  
This is victory in disguise.

# LITTLE POEMS *with* BIG MEANINGS

by Anonymous Authors



# EDITORIAL NOTES

## ANTIPROHIBITION UNION

The C.I.O. United Brewery Workers Union is planning to organize a women's antiprohibition army to counteract the activities of the W.C.T.U. Some fifteen thousand wives and relatives of the union members are to become the nucleus of the organization. Their object is to be camouflaged under the liquor industry's pseudo-temperance movement of "moderation." This is their subtle way of increasing sales, with the philosophy that a little poison isn't going to hurt you as long as you don't lose your head and get too greedy.

Joe E. Brady, Cincinnati co-ordinator of state councils, says the organization should expand to include all women who believe that "moderation and temperance in the use of alcoholic beverages is better than prohibition." Continuing, he says: "We hope to make this a nonpartisan voluntary movement of the women." He expects the idea will spread to other women's groups throughout the nation. J. A. B.

## DRINKING DRIVERS

Some of our courts are alert to the danger of drunken drivers on the public highway. But the great majority of our courts are altogether too lenient and allow drunken drivers to escape with slight penalties. We have heard of some courts who had drunken drivers appear before them a half dozen times for the same offense within a period of two months and each time let them off with a minor penalty.

Some judges who sense the gravity of driving while drunk and consider it a most serious offense are fining the guilty person "\$200, \$10 in doctor's fees, and \$2 costs of court," and are revoking the driver's license for two years. If every judge in the country would mete out a similar penalty for all who are convicted for driving on the public highway while drunk, it would not only have a sobering effect upon drunken drivers, but it would save thousands of innocent lives from highway fatalities.

Recently the police court in a certain

large city where liquor is legalized to be sold in restaurants, grocery stores, department stores, hardware stores, millinery stores, drugstores, gasoline stations, garages, poolrooms, gambling dens, roadhouses, taverns, saloons, and every kind of a club and liquor joint, reported more than seven hundred arrests for drunkenness on a single blue Monday morning as a result of weekend sprees.

It is high time that the courts impose stiffer penalties, and confine the drunkards in safe keeping for a period of time long enough to produce serious reflection before venturing upon another spree or attempting to get behind the steering wheel of a high-powered automobile on the public highway. The public have a right to demand this protection from the state that legalizes intoxicating beverages. C. S. L.

## ALCOHOL EDUCATION

The appearance of a new book on instruction on alcohol problems in the public schools, by Raymond G. McCarthy and Edgar M. Douglass, marks another milestone in the lengthening historic road of educating the youth of America about alcohol.

The study of the alcohol problem is a branch of health education in which far too little interest is taken today. Yet, alcoholism is admitted to be one of America's greatest public health problems.

The young people of America have received instruction about alcohol over a long period. The new book by McCarthy and Douglass brings to mind the twenty-year struggle of Mary Hanchett Hunt to whom goes the credit for having brought about legislation which finally put a law on the statute books of forty-six of the United States, making the teaching of the effects of narcotics obligatory in all their public schools.

Working under the auspices of the W.C.T.U., Mrs. Hunt gained passage of the first law in Vermont in 1882; the last state, Georgia, passed such a law in 1902. Because her plan was all inclusive, in 1886 she secured from Con-

gress a law which required temperance instruction in "all schools under Federal control." Public schools in territories, Indian schools, military and naval academies, which would have been untouched by the state laws, were thus covered by this bill.

Mrs. Hunt's political philosophy, recorded by Cora Frances Stoddard, was: "The drink evil . . . would never go from the nation either as a result of voluntary abstinence or as a result of abolishing the traffic until a strong majority of the people understood and accepted the scientific facts as to the effects of alcohol and the relation of these effects to practical life activities. The plans for temperance education must be big enough to reach and influence such majorities."

Teaching a new subject in the schools necessitated textbooks. Publishers were hesitant about taking the responsibility of publishing such a book, but the A. S. Barnes Company finally offered to publish one as a philanthropic measure. This was so successful that other publishers rushed books on the market, many of them both inadequate and inaccurate.

To avoid further confusion, Mrs. Hunt drew up a "Petition to Publishers" accompanied by a "Standard of Requirements" as a guide to future authors. But all was not smooth sailing for Mrs. Hunt's work. The Committee of Fifty, led by John Koren, an eminent Norwegian statistician, attacked the teaching in the textbooks as inaccurate and unscientific. A careful search of all the literature which had gone into the schools resulted. To the gratification of Mrs. Hunt and her associates the committee found only one point of disagreement, a statement in Steele's book which said that alcohol was *not* oxidized in the human system, the opposite of which science has proved true.

When Mrs. Hunt passed on the torch of alcohol education, it fell into the hands of two women who had worked with her over a long period, Cora Frances Stoddard and Mrs. Emma Benedict Transeau. They aided in the formation and the continuation of the Scientific Temperance Federation in Boston, an organization without affilia-

(Turn to page 32)



## WORDS OF WISDOM

**A FRIEND** To have a friend is to have one of the sweetest gifts that life can bring; to be a friend is to have a solemn and tender education of soul from day to day.—Anna Robertson Brown.

**GREATNESS** Great men are they who see that spiritual is stronger than any material force, that thoughts rule the world.—Ralph Waldo Emerson.

**SILENCE** I think the first virtue is to restrain the tongue. He is nearest the gods who knows how to be silent even though he is in the right.—Cato, the Younger.

**CHARM** Small kindnesses, small courtesies, small considerations, habitually practiced in our social intercourse, give a greater charm to the character than the display of great talents and accomplishments.—M. A. Kelly.

**STEPS** Purity, sincerity, obedience, and self-surrender, these are the marble steps that lead to the spiritual temple.—John Bradford.

**FAITH** Faith is to believe what we do not see, and the reward of this faith is to see what we believe.—St. Augustine.

**GIVING** There is no happiness in having or in getting, but only in giving. And half the world is on the wrong scent in pursuit of happiness. They think it consists in having and getting and in being served by others. It consists in giving, and in serving others. He that would be great among you, said Christ, let him serve. He that would be happy, let him remember that there is but one way—it is more blessed, it is more happy, to give than to receive.—Henry Drummond.

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## ALCOHOL EDUCATION

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(Continued from page 31)

tion with any temperance society or other organization and whose sole purpose was the dissemination of facts about alcohol.

The next outstanding work in bringing alcohol education into the schools was that of Bertha Rachel Palmer, head of the Department of Scientific Temperance Instruction, National W.C.T.U. She performed a laudable feat in translating the work of many scientists into terms which children could understand. She gave teachers a method by which they could carry on such teaching.

About the time Miss Palmer relinquished her position as national director for the W.C.T.U., the Yale School of Alcohol Studies came into being. Again criticism of textbooks has come, a parallel to the complaints of the Committee of Fifty. Under the auspices of Yale School, Dr. Ann Roe made "A Survey of Alcohol Education in Elementary and High Schools in the United States." She claims to have found "numerous statements of doubtful reliability" in the textbooks in use.

The book written by McCarthy and Douglass is an outgrowth of work taken in the Yale School. These authors say: "There can be no question that the teaching about alcohol is a function of the school." As science advances, it is right that methods of teaching and textbook content should change to conform with such advances, but the ultimate objective of temperance teaching as envisioned by Mrs. Hunt remains the same: the hastening of Christ's kingdom through brains clear of alcohol. This cannot be accomplished by moderate drinking. The teaching of total abstinence is the only answer. G. C. H.

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## PHYSICAL AILMENTS

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(Continued from page 11)

not discerned. The ignorance that has prevailed in regard to God's law in our physical nature is deplorable. Intemperance of any kind is a violation of the laws of our being. Imbecility is prevailing to a fearful extent. Through intemperance, some sacrifice one half, and others two thirds, of their physical, mental, and moral powers. The world knows that intoxicating liquors rob men of the brain nerve power and send them into society bereft of reason.

For those who would regain or preserve health, there is a lesson in the words of Scripture, "Be not drunk with

wine, wherein is excess; but be filled with the Spirit." Not through the excitement or oblivion produced by unnatural or unhealthful stimulants, not through indulgence of the lower appetites or passions, is to be found true healing or refreshment for the body or the soul.

It must be kept before the people that the right balance of the mental and moral powers depends in a great degree on the right condition of the physical system. All narcotics and unnatural stimulants that enfeeble and degrade the physical nature tend to lower the tone of the intellect and morals. Intemperance lies at the foundation of the moral depravity of the world. By the indulgence of perverted appetite, man loses his power to resist temptation.

The history of ancient kingdoms is replete with lessons of warning for us. Luxury, self-indulgence, and dissipation prepared the way for their downfall. It remains to be seen whether our own republic will be admonished by their example and avoid their fate.

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## LIQUOR ADVERTISING

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(Continued from page 22)

hours are abundant evidence that changing the names of drinks does not change their potency. What was once called a "groghouse" or "saloon" is now called a "pub" or a "cocktail lounge." Moderation in drinking is now called by the gentle name of "temperance." All this is simply verbal veneer.

It is a fact that when the law of association is at work in the human mind it will take two simultaneous events or things and inadvertently assign qualities to one of them as coming directly from the other, even though scientifically the process would be clearly untrue. Liquor advertising, by relying on the law of association, pictures pleasant scenes including for example a handsome, cultured gentleman with a bottle of liquor near him. Thus the insidious implication that drinking makes you manly. Other posters show graceful women, charming, petite, intriguing, delightful, but in close proximity to the material from which Manhattans are made. And the indirect implication is that one's beauty and vivaciousness are helped by alcoholic beverages.

Adolf Hitler once said: "Take a preposterous lie and repeat it and repeat it and repeat it, and it will finally rob the hearers of their power to reason." Through this law of repetition the liquor interests are assaulting the minds of the young and old of America with the express purpose of exploitation.





# FIRESIDE MEDITATION

## THIRST

“YOU have a lot to say about my drinking but nothing with which to quench my thirst.” This complaint of an alcohol addict raises a question as to the real nature of the “thirst” which so many have tried to “quench” with the narcotic liquids of the alcohol beverage industry. Dr. Dauphin of Arles has significantly observed: “An agitated and feverish life, a nervous tension kept up by social and international conflicts itself excites a thirst for pleasure, a need for narcotics, alcohol, and tobacco.” This modern world’s delirium of mental and emotional disturbances has produced a world of thirsty souls. The thirst for narcotics is an unmistakable symptom of this deeper thirst of the soul.

The thirst of a parched-dry, pleasure-seeking age cannot, however, be quenched at the cocktail parlor or corner tavern. It calls for a far more satisfying drink than they can provide. Thirsty hearts and barren souls are tired of waterless wells with their bone-dry platitudes and ethical cribbings.

Everywhere modern Christendom is challenged with the unsatisfied longing for something better, something sufficient to quench the thirst of barren lives.

Basically it is a spiritually thirsty world that seeks the false glamour of luxurious cocktail lounges and night clubs and tries to drown its sorrows, setbacks, and sins with alcohol. Some drink in the attempt to drown their sorrows and heartaches, others to enliven their deadening routine of labor and care, still others to find some release for pent-up tensions and emotions. For one and all it is a quest for inward satisfaction and happiness. The remedy, however, is not found in the age-old curse of adding drunkenness to thirst. The hangover merely weighs the heavier.

The patriarch Job centuries ago spoke of those who “tread their wine presses and suffer thirst.” After the wine the inner thirst is still there. Multitudes can testify to the truthfulness of that text. To borrow the words of the

prophet Isaiah, it is “even as when a thirsty man dreameth, and, behold, he drinketh; but he awaketh, and, behold, he is faint, and his soul hath appetite.” Isaiah 29:8. Would to God that every thirsty soul would awake from the empty and delusive dream that soul-thirst can be satisfied by alcohol’s en-

slaving narcotic liquids. The trouble with so many is that they do not recognize that their symptoms reveal an actual thirst for the living God and His soul-satisfying verities. Unfortunately they are yet unaware of the utter failure of humanism and so cling hopelessly to the false philosophy that teaches that man is self-sufficient and that faith in God is juvenile.

Tragically increasing multitudes of American youth are, to paraphrase Job, drinking at their cocktail parlors, taverns, and clubs and still suffering thirst. If only all such could awake to the realization of the fact that their growing thirst is the hungering cry of their soul for God and that the inner longings of thirsty souls can only be satisfied by drinking deeply from the wells of salvation.

“He who seeks to quench his thirst at the fountains of this world, will drink only to thirst again. Everywhere men are unsatisfied. They long for something to supply the need of the soul. Only One can meet that want. The need of the world, ‘the desire of all nations,’ is Christ. The divine grace which He alone can impart, is as living water, purifying, refreshing, and invigorating the soul.”—E. G. White, *The Desire of Ages*, page 187.

How wonderful in its simplicity and serenity is the invitation of Christ: “If any man thirst, let him come unto Me and drink.” John 7:37. How gratifying His explanation to the woman at the well whose emotionally and socially unbalanced life needed so much His life-giving waters. To her He said: “Whosoever drinketh of the water that I shall give him shall never thirst; but the water that I shall give him shall be in him a well of water springing up into everlasting life.” John 4:14. These words of Jesus carry hope to the world’s millions who are battling with their narcotic thirsts. The life-giving waters of the Christ, drawn from the eternal springs of the wells of salvation, alone can quench the thirst of a barren world.

“He who reveals to the soul its necessity, is waiting to satisfy its hunger and thirst. Every human resource and dependence will fail. The cisterns will



GALLOWAY

## HO! EV'RYONE THAT IS THIRSTY

Ho! ev'ryone that is thirsty in spirit,  
Ho, ev'ryone that is weary and sad.  
Come to the fountains, there's fullness in Jesus,  
All that you're longing for. Come and be glad.

Child of the world, are you tired of your  
bondage?  
Weary of earth-joys, so false, so untrue;  
Thirsty for God, and His fullness of blessing?  
List to the promise—a message for you.

Child of the kingdom, be filled with the Spirit,  
Nothing but fullness thy longing can meet.  
'Tis the endowment for life and for service.  
Thine is the promise, so certain, so sweet.

I will pour water on him that is thirsty,  
I will pour floods upon the dry ground;  
Open your heart for the gift I am bringing,  
While you are seeking Me, I will be found.  
—Lucy J. Rider.



# DEATH IN THE COCKPIT

ROBERT T. JACK, for  
four years Staff Sergeant, Army  
Airways Communication, A.A.F.

"HELLO, FLATIRON. This is B for Baker 305. Do you read me?"

"Hello, Baker 305. Flatiron calling. Go ahead."

"This is Colonel Ross returning to—"

Abruptly the message was strangled. Sergeant Dunn, on duty in the control tower, hurriedly checked his receiving equipment. Finding everything in order, he immediately tried to re-establish contact.

"Calling B for Baker 305. This is Flatiron calling. Do you read me?"

For five frantic minutes the sergeant was unsuccessful in communicating with the pilot. Colonel Ross had recently been made base commander, a fact which added to Dunn's deep concern. He was convinced, however, that there were better ways to celebrate a promotion than to perplex a control tower operator. Nevertheless, he stuck by his job.

Suddenly, the crash truck and crew, with siren screaming, sped madly out of the base. Forty-five minutes later, the charred and crushed remains of Colonel Ross's body were returned to the base and placed in the morgue.

Ironically, Colonel Ross, too, had felt that his recent promotion merited celebrating—a short flight to near-by London, with a stopover long enough to have a few drinks with friends before his return to base.

In peace or war, drunkenness continues to take its tragic toll of life, irrespective of rank, profession, or age.

be emptied, the pools become dry; but our Redeemer is an inexhaustible fountain. We may drink, and drink again, and ever find a fresh supply. He in whom Christ dwells, has within himself the fountain of blessing,—'a well of water springing up into everlasting life.' From this source he may draw strength and grace sufficient for all his needs."—*Ibid.*, page 187.

Friend, is your heart thirsty? Drink at Jesus' fountain and be satisfied. Listen to His words transcribed by the prophet of old: "For I will pour water upon him that is thirsty, and floods upon the dry ground: I will pour My Spirit upon thy seed, and my blessing upon thine offspring." Isaiah 44:3.

How pricelessly precious this prom-

ise should be to thirsty souls everywhere! The greatest need of the men and women who comprise modern society is to drink deeply of the waters of life that will bring to their hearts the rich blessings of the Eternal Spirit and to their children a divine heritage. Soul-thirst quenched and children blessed;—this dual promise of the Christ points the way to the solution for both parental and juvenile delinquency. This blessing is a vital need of America and the world. Only the soul-satisfying waters of the Christ can quench the thirst that drives so many toward narcotic slavery. We need to hear again the prophet calling: "Ho, everyone that thirsteth, come ye to the waters." Isaiah 55:1.

## AMERICAN MOTHER

(Continued from page 26)

taxes on them and argue that they are necessary for government support? While no sane person would think of calling alcoholism a contagious disease, it cannot be denied that contact with its victims often produces dire results—by way of attack, robbery, drunken driving, and other criminal acts. Nothing is so sure to take the beauty from the faces of American mothers and daughters, and the purity from their hearts, as is alcohol.

One of the most subtle devices for destroying the glory of American womanhood is now being introduced to the club women of the nation by the Public Group Relations Division of Licensed Beverage Industries, Incorporated. A new "club kit" is being offered women to encourage drinking. Carefully assembled material is supplied in an effort to convince them that the idea women should not drink was merely an old-fashioned notion. They argue that drinking is a sign of woman's emancipation. Women are advised to investigate the teaching about alcohol in their public schools, with the suggestion that the teaching of total abstinence should be no part of such a curriculum. The idea is advanced that such teaching with that of the potential danger in the use of alcoholic beverages is biased and unscientific.

Women are invited to exercise their responsibility as citizens and inform themselves regarding the liquor laws of their communities, and are urged to do this on a scientific basis. With a subtle appeal under the heading, "Women Are People," these liquor interests attempt to quiet alarm over the increase of drinking among women and state that it is not so much that women are drinking more but that they are doing it more publicly. The effect of this "club kit" could be disastrous. If the future of the American home is to be safeguarded, the mothers of our nation must refuse to set their children the tragic example of a cocktail-sipping, befuddled, and besotted motherhood.

It is time for the mothers of America to rebel against the liquor industry's betrayal of American womanhood.

We cannot afford to send the youthful beauty of America to skid row. If the young mothers of America would rise against the false glamour of cocktail parlors, they could salvage the womanhood of America from dissipation and degradation. No one should be allowed the right to sell that which poisons and destroys his fellow men and causes them to take other lives.



# WHAT OTHERS ARE SAYING

★ "If it is not a social error not to dance or to play cards, why should it be a social error not to drink? . . . After all, why should a host take any more notice of a guest's saying, 'No, thank you,' to one passing the cocktails than to a guest's failure to accept a serving of okra or spinach? Either may be a matter of taste. Or, there may be a more serious reason for refusal. A drink may offer painful temptation to a man or woman striving to do without it. If a thoughtless host continues to urge, 'Oh, come now, let's have one for old time's sake,' a carefully preserved resistance may break down with tragic results."—Edith Johnson, "Daily Oklahoman," Aug. 24, 1948.

★ "We adjudicated approximately 20,000 cases last year, which will give you the numbers that we process through the courts here yearly. Practically 90 per cent of the cases that come through the court, whether it be assault and battery, petit larceny, or traffic cases, are as a result of drinking. Most nonsupport cases are results of the same thing."—Philip L. Griffin, Chief Probation Officer of the Municipal Court of Minneapolis, in a letter to Richard J. Hammond, Principal of the Greater Boston Academy.

★ "A sober life is the first condition of the material and spiritual welfare of the nation and individual. The abuse of alcoholic beverages is a long-standing weakness of our people. Since the war the consumption of alcohol has doubled. This is a tragic fact. Fate has confronted our people with very heavy tasks. In order to accomplish these tasks and to raise our standard of life from the spiritual and material point of view to the prewar level and even higher, and to ensure a better future for our nation, we must be in possession of our full strength. Only a sober people has this strength. I wish all who are working for the progress of temperance the fullest success."—M. Paasikivi, president of the Finnish Republic, in message initiating Temperance Week, quoted in "Alliance News."

★ The "Beer Distributor," published by Beer Distributing Publishing Company, estimates that the average beer drinker in 1947 consumed 66.2 gallons, or 2.1 barrels, the equivalent of 707 bottles, or 13.6 bottles a week.

★ The following statement is taken from the unanimous decision of the U. S. Supreme Court, *Crowley vs. Christensen*. (136 U. S. 83.) There has been no change for the better since this decision was rendered.

"By the general concurrence of opinion of every civilized and Christian community, there are few sources of crime and misery to society equal to the dram shop. The statistics of every state show a greater amount of crime and misery attributable to the use of ardent spirits obtained at these retail liquor saloons than any other source. It is a business attended with danger to the community. It is not necessary to array the appalling statistics of misery, pauperism, and crime, which have their origin in the use and abuse of ardent spirits. Liquor in its nature is dangerous to the morals, good order, health, and safety of the people and is not to be placed in the category with the ordinary commodities of life. We do not suppose there is a more important factor in keeping up the necessity for asylums, penitentiaries, and jails, and in producing immorality and crime throughout the entire country than liquor."

★ "Good conduct, like any other mental habit, must have an organic basis—a mechanism of nerve cells and fibers. . . . The alcohol which leaves the rest of the man 'sober' beats savagely upon this fragile mechanism not *perhaps* but certainly; not *occasionally* but always. The first impairment is moral; for every man who takes alcohol is *drunk at the top*. . . . The moment the higher intelligence is touched in its turn by the toxic paralysis,—when the judgment goes off guard, and the emotions are uncontrolled,—that man will break the moral law. You can trust him neither with a purse, or a woman, or an oath."—Vance Thompson, in *Drink and Be Sober*.

★ "Americans spent an unprecedented 450 per cent more for alcoholic beverages in 1947 than in 1934, first year of repeal, while drinking two and one-half times more, also a record, according to reports from the Department of Commerce."—*NEA Journal*, September, 1948.

★ "'Of all the records I've made,' says Glenn Cunningham, former Olympic mile runner, 'the one of which I'm proudest is that I've never smoked, nor have I even tasted Kansas 3.2 beer.'"—Quoted in Camden, New Jersey, *Courier Post*, Sept. 2, 1948.

★ "We who daily deal with delinquent adolescents and adult offenders find that the use of alcohol has often been one of the principal reasons for the offender's antisocial conduct."—Charles T. G. Rogers, Chief Probation Officer Juvenile Court, San Diego County, California.

★ "Abstinence from alcoholic drinks is not a form of self-denial; it is a door to the highest form of personal liberty and self-control."—Miss Audrey Speirs of Montreal, Canada, *News Letter*, vol. 1, issue 2, STI Department, Evanston, Illinois.

★ "Are you wet? If you are, we know how to make a convert out of you. Go to the receiving ward of a hospital and watch the blood flow in. Most of it is liquor blood, too, if you know what we mean. Or, perhaps you would prefer to go to the police court on Monday morning, or go take a look at the drunk tank on Saturday night. If this doesn't make a dry of you, just send your wife around to inspect the ladies' rooms in the night clubs after midnight and let her tell you the story, or—and there are an infinite number of 'or's.' Just take a look around, brother, and you'll be dry yet."—Deets Pickett, in *Clipsheet*, Sept. 27, 1948.

★ "The drinking driver causes more accidents than the drunken driver," say these insurance men. "It has been established that within forty minutes after imbibing three highballs the efficiency of the four vital driving factors is reduced in the following percentages: (1) concentration, 35.3 per cent; (2) co-ordination, 59 per cent; (3) muscular reaction, 17 per cent; (4) selective reaction, 9.7 per cent."—*From the Buffalo, New York, agency of the United States Fidelity and Guaranty Company*.

# Your Home and Health

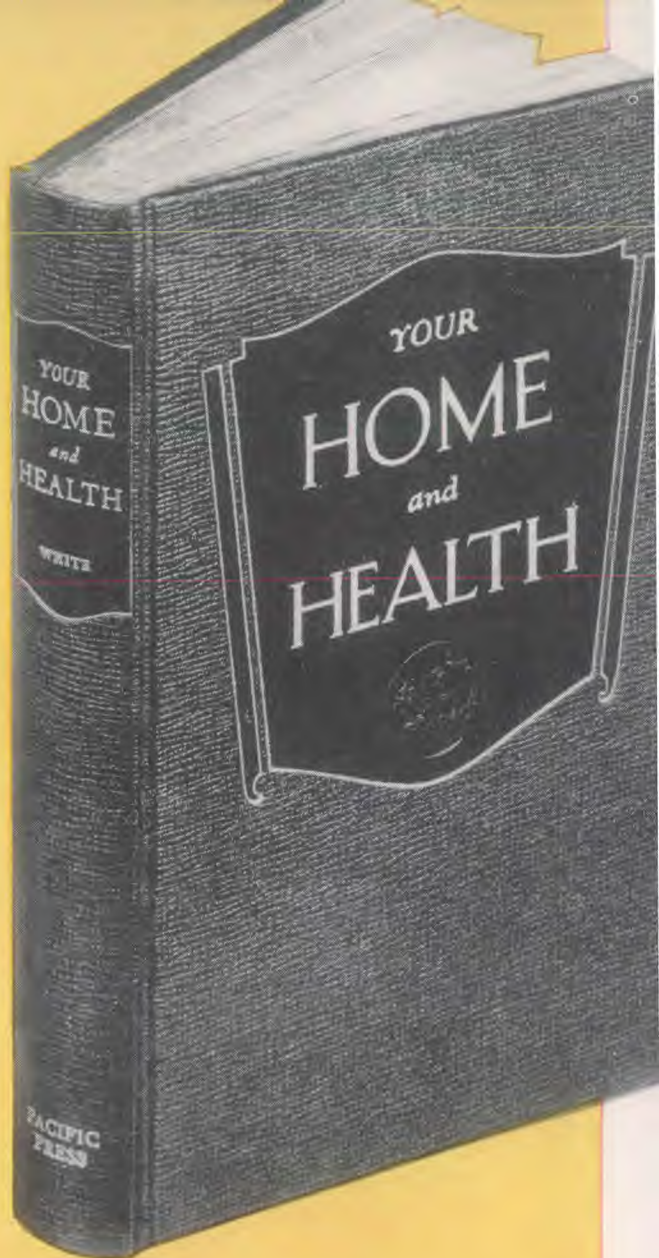
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