

# LISTEN



A  
JOURNAL  
OF  
BETTER  
LIVING

***J. Strom Thurmond***

Governor of South Carolina

# Do You Know?



• • •

THAT brewers' contributions to their antiprohibition propaganda organizations are ruled to be deductible as ordinary and necessary business expenses by the United States Bureau of Internal Revenue? This favorable ruling for the brewing industry was secured by the brewers' Washington lobbyist, Clinton M. Hester. This practically means that all money set aside by the brewers' industry for fighting temperance will hereby be exempt from taxation.

• • •

THAT a survey by the Business Men's Research Foundation lists 199 daily newspapers in 183 cities which

refuse all alcoholic beverage advertising? A much larger number refuse advertising hard liquors.

• • •

THAT Atlantic City has outlawed barmaids? With the one exception of wives of tavern operators, no women are allowed to serve drinks over the bar.

• • •

THAT in the month of January, 1950, Federal investigators seized 948 illicit stills, which represented a 28.5 per cent increase over the 739 stills seized in January of 1949? The producing capacity of the stills seized this January was 26.4 per cent higher than those seized last January. Approx-

mately 8,000 stills were seized by Alcohol Tax Unit agents in 1949, compared with 6,767 in 1948. The volume of mash seized was nearly three times that of the previous year. The Alcohol Tax Unit estimates that moonshine whisky production is about 46.5 per cent higher now than it was in 1946.

• • •

THAT Governor Thomas J. Mabry of New Mexico has frozen all tavern and package store licenses for a period of at least six months? The governor is anxious to determine whether or not they can go through the entire year, 1950, without the granting of any additional liquor outlets in the state. At present New Mexico has approximately one liquor store or dispensary for every 469 people.

• • •

THAT the Better Vision Institute warns that even one drink will decrease the quickness of a driver's eye movements by nearly 10 per cent?



## ALCOHOLISM IN INDUSTRY

by FRANCIS A. SOPER

**M**AJOR corporations, such as Consolidated Edison, Metropolitan Life Insurance Company, and General Motors, are establishing medical and psychiatric departments to rehabilitate alcoholic employees.

The economic loss directly attributable to alcoholism is estimated to be considerably more than a billion dollars annually. Dr. Benson Y. Landis, prominent economist, says that the wage bill alone chargeable to alcoholism is \$432,000,000 a year.

A recent Ethyl Corporation report estimates "about three persons out of every 100 employed drink enough to be considered alcoholics. Industry's absenteeism loss averages some twenty-two days each year per alcoholic employee, a total annual loss of approximately 28,000,000 work-days.

"One firm figured that 2.63 per

cent of its nearly 14,500 employees had lost 478 days in one year through alcoholic indulgence. This was topped by 2,209 days lost for disciplinary action. Nor did this take into account the loss of efficiency arising from hangovers and similar 'unseen' but still very real costs," such as inefficiency, slowdown, accidents, morale deterioration, disability, and medical expenses.

Some of these so-called "unseen" costs come as a result of the preventable accidents occurring to intoxicated workers. Dr. E. M. Jellinek and his associates of the Yale Laboratory have conducted studies which show that, at the very minimum, 1,500 such accidents occur annually. The National Safety Council says that these mishaps cost industry \$120,000,000.

"Employee alcoholism," writes Welles Hagen in the New York

*Times*, "is conservatively estimated to reduce over-all national productivity from 2 to 5 per cent, with 2.6 per cent the most frequently quoted figure. Economists point out, moreover, that substantial losses in efficiency due to alcohol are often passed over in silence by well-meaning plant foremen. In other cases, days missed are ascribed to 'nervousness,' a 'cold,' 'backache,' or one or another of a long list of fictitious causes."

Outside the plant the economic drain on industry includes diversion of from 3 to 7 per cent of the national income to the alcoholic beverage racket plus the additional cost of alcoholism, mental, penal, and welfare expenses, which in the Massachusetts survey approximated \$15 per capita, plus the diminished purchasing power of the alcoholic himself and the corresponding loss to other industries.

**COMING NEXT ISSUE**

Leading the parade of attractions in next quarter's *Listen* is the challenging article, "Our Insidious Moral Cancer," by William R. McKay, judge of the superior court, Los Angeles County.

The pictorial feature will take you to "the greatest little swimming group in the nation," and introduce you to a galaxy of swimming stars who have won A.A.U. championships.

Other good things in store for you include "Liquid Food or Liquid Poison?" by Dr. Daniel Kress, neurologist; "Upside Down With Downright Facts," by Madeline George; "Steve Reeves, Mr. World of 1948;" "From Alcohol Bars to Prison Bars."

**OUR COVER**

Governor J. Strom Thurmond, able and progressive leader of the State of South Carolina, seeks consistently to apply life's moral principles to his personal and public life. That he does not hesitate to speak out on behalf of the fundamentals of truly successful living is evident from his forthright article beginning on page 5 of this issue of *Listen*. Cover photo by Manning Harris.



LISTEN, published quarterly, is the voice of the AMERICAN TEMPERANCE SOCIETY—J. L. McElhany, president; W. A. Scharffenberg, vice-president and executive secretary; C. S. Longacre, J. A. Buckwalter, associate secretaries; W. E. Nelson, treasurer; H. H. Cobban, assistant treasurer. Membership in the Society is open to all who are interested in its objectives. Junior membership, \$.25; regular membership, \$1.00 (Canada, \$1.25; other countries, \$1.50); contributing membership, \$5.00; sustaining membership, \$10.00; life membership, \$100.00. Yearly subscription, \$1.00. Single copy, \$.25. All but junior members will receive LISTEN included in their membership fee.

# LISTEN

A JOURNAL OF BETTER LIVING

Copyright, 1950, by The American Temperance Society

JULY-SEPTEMBER, 1950

VOL. 3, NO. 3

**CONTENTS**

● **Articles**

Voices From the Penitentiary . . . . .	Editorial	4
A Time for Alertness . . . . .	Governor J. Strom Thurmond	5
America's Strength Must Come From Within		
	Mayor Dorothy McCullough Lee	6
New York City's Bridge House	Director Edward J. McGoldrick	7
Wedding Bells and Cocktail Glasses	Jonnie Lee MacFadden	10
College Students Want Alcohol Education		
	Oscar L. Brauer, Ph.D.	14
A New Highway Safety Law Needed . . . . .	William N. Plymat	26
A Man of Distinction . . . . .	W. A. Scharffenberg	29

● **Special Features**

Bridge House Picture Story . . . . .	B. Newman (Three Lions)	7-9
Washington State Penitentiary Survey	J. A. Buckwalter	12, 13
Jim Thorpe, All-American Athlete . . . . .	Bob Roach	15
How Alcohol Affects the Liver and the Heart		
	Lance W. Judkins, M.D.	16
J. Strom Thurmond, Governor of South Carolina . . . . .		18, 19
Artists Portray Drinking Scenes of the Past		
	Schoenfeld Collection	23
S. 1847 . . . . .	Hearings on the Langer Bill	28

● **Serial**

The Scar, Third Installment . . . . .	Charles H. Holding	30
---------------------------------------	--------------------	----

● **Regular Features**

Do You Know? . . . . .		2
World Report . . . . .		20
Words of Wisdom . . . . .		22
What Others Are Saying . . . . .		35

● **Miscellaneous**

Alcoholism in Industry . . . . .	Francis A. Soper	2
Score 1799 to 1 . . . . .	John B. Osmun	35
Liquor Economics of the United States (1792-1882) Graph		25
Sportsmen Speak . . . . .		35
Celebrities Comment . . . . .		35

● **Poems**

Beer Belongs . . . . .	Adlai Esteb	27
God Give Us Men . . . . .	Josiah Gilbert Holland	29

EDITORIAL OFFICES: National Headquarters, 6840 Eastern Ave., N.W., Washington, D.C.

EDITOR: J. A. Buckwalter      ASSOCIATE EDITORS: C. S. Longacre, Grace C. Howard

CONTRIBUTING EDITORS:

F. G. Ashbaugh	O. G. Christgau	D. W. Hunter	L. L. Moffitt
Henry F. Brown	Lewis Drucker	T. E. Lucas	M. L. Neff
Alta H. Christensen	E. W. Dunbar	A. S. Maxwell	C. E. Parrish, M. D.
K. J. Reynolds			

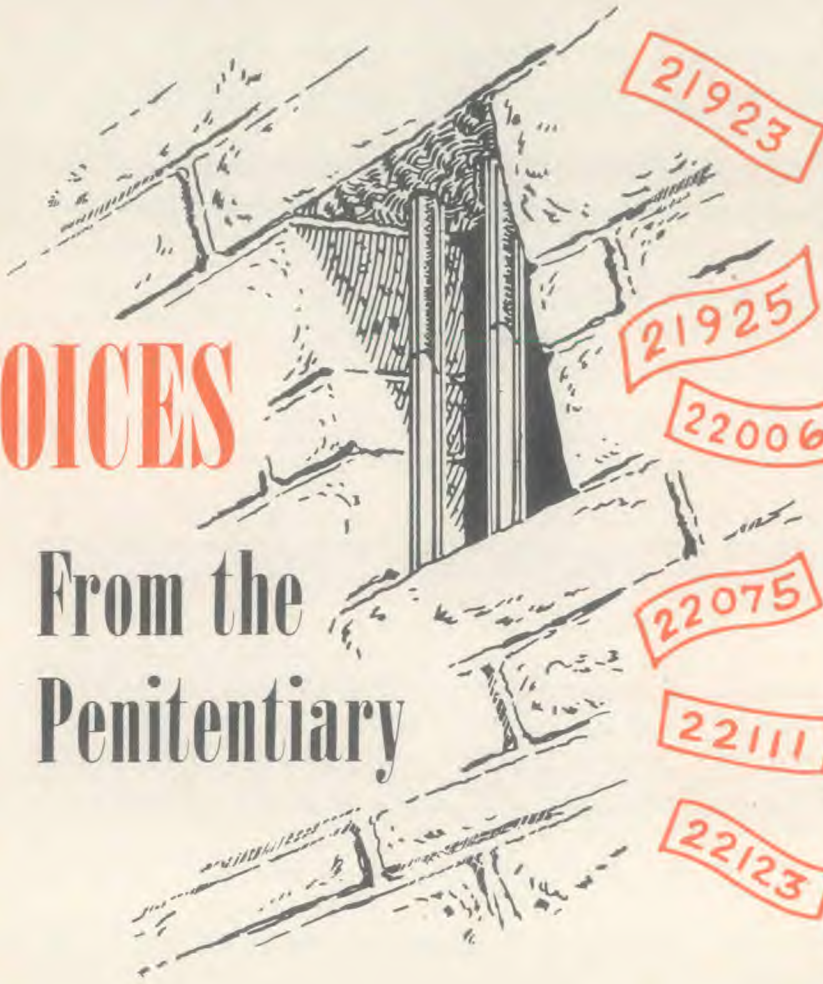
PUBLICATION OFFICE: Pacific Press Publishing Association, Mountain View, California.

MANAGING EDITOR: Francis A. Soper      CIRCULATION MANAGER: H. K. Christman

Entered as second-class matter July 16, 1948, at the post office at Mountain View, California, under the act of Congress of March 3, 1897. Acceptance for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, and authorized September 18, 1918.

# VOICES

## From the Penitentiary



"My advice to all young men is to leave drink alone. One cannot continue to drink socially and not overdo. . . . Every good opportunity I ever had has been lost through drinking."

"Show me anybody who drinks who has ever benefited by it. There are four places where the drinker can end—in the morgue, the hospital, the jail, and the nut house."

"My drinking was more or less moderate until approximately a year ago when I discovered alcohol was handling me instead of me handling it. I know total abstinence is my only way out."

"Better leave drink alone if you want to live happily. I have lost my home, my car, my family, because of liquor."

"I don't believe I was ever in trouble when I wasn't drinking. One night I went on a spree, and the next morning I was in trouble. Now I get ten years. When I get drunk I go to pieces. Tell young folks not to take the first drink."

"I have never been in trouble except when under the influence. If I didn't drink I wouldn't do those things. I blame drink and I blame myself for drinking. I would like to tell all young people, don't ever start drinking socially."

What is the viewpoint of penitentiary inmates with respect to alcohol's role in criminal activities? The voices of experience from a Western penitentiary quoted here-with are a sample of the personal convictions of the victims themselves relative to alcohol's influence in their lives; its effects upon their desires, emotions, judgment, and inhibitions.

A personal and private interview with each of 200 men, the most recent admissions to a Western state penitentiary, disclosed that 189 out of the 200 were alcoholic beverage users and that 120 of them either had been drinking preceding the crime for which they were committed or were actually under the influence of alcohol at the time they committed the offense which subsequently placed them behind the bars.

Alcohol shared the criminal responsibility in 60 per cent of the cases interviewed. It is also significant that 64 per cent of the drinkers in this survey started to drink in their teen age or even younger. Social pressure of varying circumstances and degrees was the principal reason cited by them for their introduction to the drinking habit.

More forceful than any possible editorial comment are the actual statements from men who are behind the bars for offenses committed while under the influence of alcoholic beverages. In each case the actual case-history number accompanies the individual's personal statement.

And here is the personal statement of a young murderer who had no previous criminal record whatsoever; one of the many respectable citizens whose life alcohol has ruined.

22105 "I was blacked out completely at the time. I can faintly remember grappling with the girl in the car. . . . I cut her up, but I don't remember! Drink put me here!"

These cases run the gamut of forgery, larceny, theft, sex crimes, assault, and murder. The journey from alcoholic bars to prison bars as told by the lips of human suffering, tragedy, and heartache, convict alcohol as the prime criminal producer of America, who scorns not to strike at some of our best citizens with unpremeditated alcoholic criminal acts. The combined statements of seventy-five of the men interviewed add up to an earnest appeal to American youth not to sell their birthright to physical, mental, and spiritual happiness for the supposed sociability of the cocktail glass. In the words of case No. 22111, "Tell young folks not to take the first drink."

# A TIME for ALERTNESS

by J. STROM THURMOND

Governor of South Carolina

---



CONSTANTLY, while reading my daily paper or listening to a news broadcast, I am struck with the realization that the problems of our world today are not only manifold and complex, but that they are changing in character almost hourly.

An intelligent person, in order to keep in touch with the many difficult situations men are facing these days, must not only attain a good grasp of each problem as it appears, but he must follow the "career" of that problem through many daily twistings and turnings.

The good American citizen had barely formed his collective opinion about the "A" bomb, when the "H" bomb loomed on the horizon. He found that this new development required a somewhat different approach, since the hydrogen bomb is potentially far more destructive than the atomic bomb.

It is the same with almost every national and international question. Our world is so complex it is difficult for the mind to retain an intelligent perspective.

That is why I believe that the problem of alcohol, and its effects on the human intellect, is a far greater one today than it has ever been before. The problem is particularly acute for Americans, who have been thrust into world leadership at a critical hour in history.

The very destiny of mankind is in the hands of American diplomats, American department heads and officials, and American Congressional delegates to the United States Senate and the House of Representatives. One may carry the point further by saying that man's destiny is in the hands of the American citizen, for opinions and desires of our citizens are reflected accurately in Congress.

At such a time, mankind cannot afford fuzzy thinking and confused motives on the part of Americans. The problem of alcohol, which contributes to both fuzziness in mental attitudes and confusion as to motive, is, therefore, a problem worthy of our concentrated attention.

The free flow of liquor in diplomatic circles and in the back rooms of Congress, and the well-known proclivity of many Washingtonians to attend cocktail parties, are factors which cannot help mankind in his desperate search for a peaceful and prosperous existence.

By the same token, the consumption of alcohol at the citizen's level is a serious handicap in the struggle to find solutions to the world problems of the day.

A brain made sodden by whisky cannot cope with the complex difficulties of modern life, and a brain which has been subjected to alcohol even in the smallest quantities is a brain with two strikes on it from the start.

It is clear that an American who hopes to help his people find a way to peace should take no risks with the mental impairment certain to follow the use of liquor.

This is a time for alertness. Every possible ounce of mental, physical, and spiritual strength is needed if Americans are to meet the challenge of world leadership.

A hundred years ago, when American civilization was largely agricultural, the consequences of alcoholic excesses were almost entirely limited to the victim himself and his immediate family and associates. There is no such limitation today. The complexity of the atomic age, with its rapid communications, heavily concentrated population areas, and mutual interdependence as between persons and between nations, has created a world in which the excessive use of alcohol may have a deadly effect.

Moreover, the stress and strain of modern existence, with its speeding planes and cars, blaring radios, enticing movies, jangling telephones, and the like, often tempt the citizen to seek escape in the false security of alcohol's temporary oblivion. Since drunkenness is never a solution for any problem, the citizen who tries to escape with liquor merely finds the difficulties harder to face when he sobers up.

As one who has always been a total abstainer, I have had ample opportunity to see my own choice substantiated. During almost five years as circuit judge, I found that about 75 per cent of the cases coming before me were caused, directly or indirectly, by drinking. As governor, my duty has included hearing criminal extradition cases, and acting upon the findings of our Probation, Parole, and Pardon Board, before this power was removed from the South Carolina chief executive by a Constitutional Amendment which I recommended. In both these activities I considered hundreds of cases involving applicants for mercy who blamed their difficulties on drinking.

FBI Director J. Edgar Hoover says crime costs Americans approximately fifteen billion dollars a year. It would be difficult to estimate the percentage of this vast cost which may be attributed to alcohol, but we know it to be very high.

(Turn to page 10)

*"We must be determined  
that we shall have good clean  
government in the highways  
and byways of this land."*

**Dorothy McCullough Lee**  
Mayor, Portland, Oregon

# AMERICA'S STRENGTH



BLACKSTONE

## Must Come From Within

THE youth of America today are facing, in my opinion, a bigger challenge than our youth have ever before been required to face. It is the challenge to make our nation "strong within"!

As a people, it is imperative that we exemplify those attributes, attitudes, and principles that are embodied in our American Creed. It is not enough for us to profess adherence to certain standards and to talk about our "Americanism." Today, we must live it—and we must live it with all our strength and with all our might.

As Americans we have, I think, a real duty to lead in those directions that will make it possible for the ordinary, average man, woman, and child to have the right to life and liberty; and to pursue happiness—to be a person of dignity—to be someone who really counts. The only alternative would be slavery in some form or other, and to Americans that is unthinkable.

We could, however, lose the fine principles and the way of life which we cherish if we do not remain strong as a people. We could lose this priceless heritage for ourselves, and we could cease to be that "glimmer of hope" in this chaotic world for so many peoples in desperate circumstances in other lands.

The strength of this nation is the strength of the people who compose it. That means you and me, does it not? Our form of government requires a lot of self-control, self-discipline, self-sacrifice, and unselfish service to really make it work at its best. And the strains put on it today, and the burdens of leadership and responsibility which it has to carry, are so great that it must work at its very best.

As individuals living in these critical days, we should

remind ourselves frequently that our real joys spring from work well done, and from worthy goals and achievements realized. We gain little, if any, satisfaction from many of the things that are called amusements, pleasures, and diversions. We cannot afford to give way to self-indulgence in order to escape from reality; because by so doing we merely weaken our inner strength to meet and to eventually conquer the real problems that face us.

On the other hand we do gain much if we develop within ourselves habits that are wholesome and useful, and attitudes and desires that make us a stronger people mentally, morally, and physically, and, therefore, stronger and more useful citizens. These are the kind of citizens this nation must have today.

Let us realize, too, that our form of government is something that is very precious and important to us. It is the structural steel that makes our form of life possible.

Good government, and strong government, begins at the "grass roots." The strength of the nation can only be the sum total of the strength of the government in all our towns, villages, hamlets, cities big and small, and in the great open spaces. So your home town and its government are very important. Be sure its government is clean in all respects. Make it your business to see to it that it never falls into the hands of people who would use it for greedy and selfish ends instead of the public interest.

If we want a strong America to meet the great challenge of today, we must realize that we must be well-disciplined people; that we must be people who are determined that we shall have good, clean government in the highways and byways of this land. Because the strength of our nation must come from "within."



THE New York City Department of Welfare's Bureau of Alcoholic Therapy, which operates in a building known as Bridge House, was established six and one-half years ago with Raymond M. Hilliard as the commissioner. The name Bridge House symbolizes the crossing over from wet land to dry land—a change from a destructive way of thinking to a responsible and enlightened mode of thought.

It is the only bureau of its kind in the country, and represents a significant step taken in the field of alcoholic rehabilitation by a municipality. It does not, by its creation, imply any stand for or against prohibition, and it is not allied with any temperance society, association, group, or movement.

Bridge House is a three-story frame dwelling, containing sleeping, eating, sitting-room, and office facilities. Its capacity is twenty men at a given time. The length of residence is generally about three weeks. There is also a nonresident department, when, due to circumstances, an individual, unable to reside at Bridge House, receives instruction on a non-resident basis. Pending expansion of facilities, the occupational therapy is confined to a self-sustaining maintenance; all the varied household tasks are performed by the residents, regardless of their station in life.

The bureau operates on a principle of "first come, first served" and, though there is always a waiting list, the sources of referral are from public and private agencies, hospitals, doctors, psychiatrists, and churches of all faiths. Men also come by appointment directly from their homes.

The bureau on an average assists 350 men a year, and costs the City of New York less than \$100 per man. This represents a tremendous per capita saving, since it would cost the city at least \$2,500 per man were he to continue

drinking and go through the revolving door process of magistrates' courts, city hospitals, and the various forms of public assistance.

Applicants must be New York City residents, and seek assistance on a *voluntary* basis, as it is our firm conviction that no progress can be made with an alcoholic, with a program which *compels* him to take curative measures.

On the staff are four assistant therapists, who originally sought the assistance of the director, and they have been trained by the latter in his method. As there are no doctors or psychiatrists on the staff, no injections or medi-

## New York City's Bridge House

EDWARD J. MCGOLDRICK, Jr., DIRECTOR

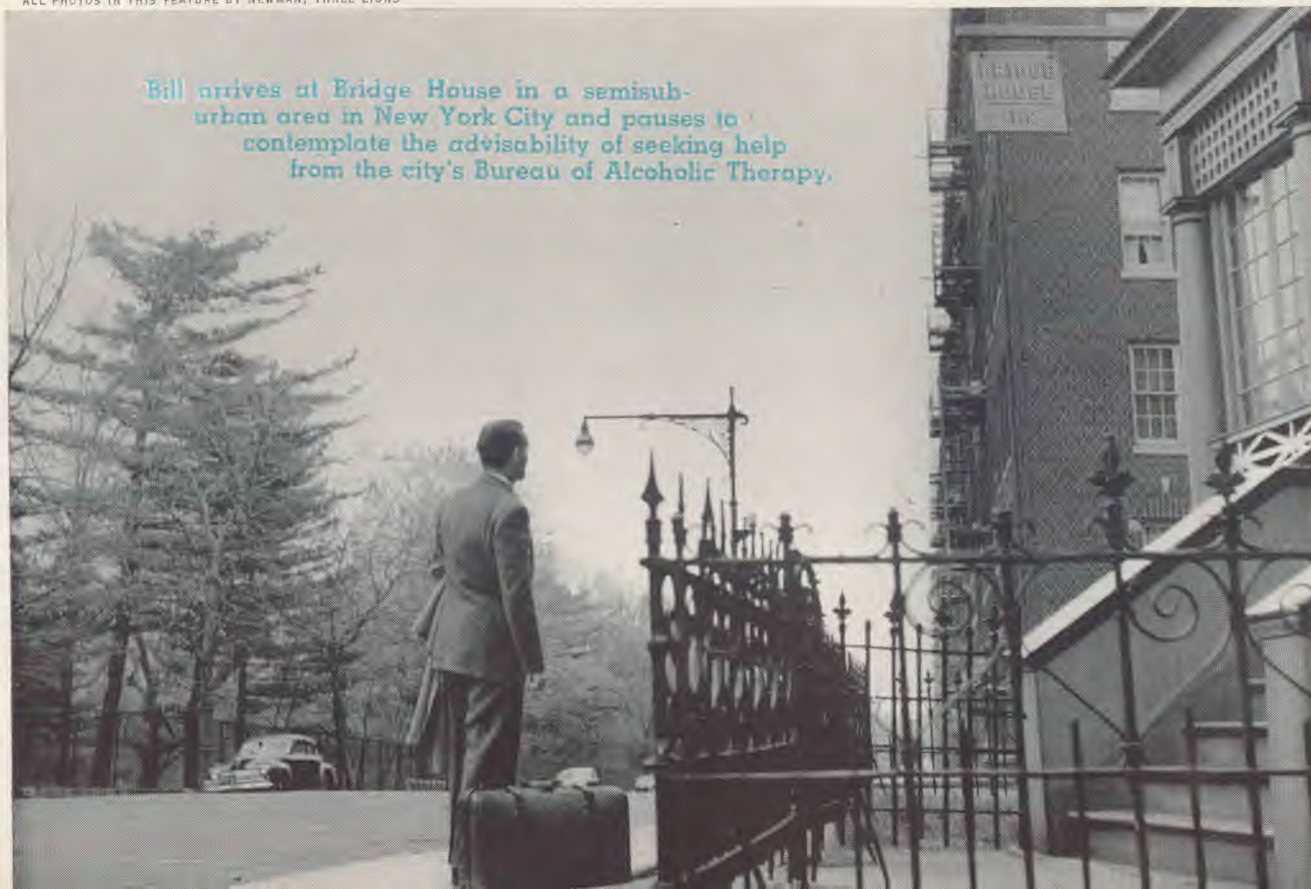
cines of any kind are administered. The residential quarters are purposely designed to be free of any hospital, institutional, or confinement atmosphere. The bureau does not operate behind locked doors, and has stressed a home and clublike environment.

### *Significant Individual Therapy*

The Bridge House therapy is known as the McGoldrick Method, which is a personally developed system, *emphasizing that the alcoholic is a victim of a self-inflicted habit, and that he is not a sick person or suffering from a disease!* This is a method which gives the alcoholic specific detailed techniques which he himself can utilize on the basis that unless there is such a specific technique, no lasting sobriety can be achieved, because the cure for the alcoholic, in the last analysis, is a self-cure. It differs from any psychiatric, medical approach or any

ALL PHOTOS IN THIS FEATURE BY NEWMAN, THREE LIONS

Bill arrives at Bridge House in a semisuburban area in New York City and pauses to contemplate the advisability of seeking help from the city's Bureau of Alcoholic Therapy.



# The Bridge From Alc

lay group effort. It accents an individual therapy as distinct from a group therapy. The method is one of consultation, counseling, and instruction.

Within this technique is a "Mental Diet for Alcoholics," compiled by the writer, consisting of seventeen thought suggestions which are based upon a framework of psychological principles. These are given to the alcoholic for a subjective absorption and assimilation, as against a mere intellectual comprehension. In addition to the private instruction, the alcoholic also benefits from a series of daily lectures covering each item on the Mental Diet. Augmenting both of these instructional devices is a progressive group examination. This latter technique is a penetrating cross-examination employed by the therapist to discover the degree of absorption acquired by the drinker in reference to his particular problem. It is devised to determine whether such drinker can apply understandingly the course of instruction.

As the alcoholic progresses he receives a booklet, also written by the writer, entitled *Alcoholics Are MENTAL Allergic*, which sets forth, in step by step manner, one of the ways of applying the McGoldrick Method.

When an individual is discharged from Bridge House, a personal contact schedule, on a minimum basis of twice a week, is set up for him. His return to Bridge House is not a social occasion, but a planned study period. The student drinker is then required to take in sequence forty written lessons, prepared by the author, which consist of a recapitulation of the instruction received while in residence, plus advanced material.

At the conclusion of a year's total abstinence the case is closed out and the man is considered recovered and a "graduate." It is felt that after a year's total abstinence, he has demonstrated that the basic principles of the therapy have been assimilated sufficiently to ensure inward convictions. (Turn to page 22)





# Alcoholism to Sobriety



- 1 Bill's first day at Bridge House. He has just been assigned to his quarters after initial interview.
- 2 Bill and Russ Hunting, assistant therapist, chat together as a part of the daily private instruction on the psychological principles involved in rehabilitation.
- 3 Dining-room scene. Bridge House is noted for its delicious food prepared by a chef who was once a former alcoholic and originally came to Bridge House to cure himself.
- 4 The evening recreation period finds the men visiting together and listening to the radio. This cozy atmosphere is a far cry from the corner bar.
- 5 Bill enjoys a glass of milk as part of the high calorie diet given all residents. Many of the men are delighted with the new feeling of strength and health. Some have gained as much as fifteen pounds during their three weeks' stay.
- 6 Making beds is part of the daily routine for keeping the men occupied.
- 7 As part of the occupational therapy, Bill polished the windows of his dormitory. Keeping busy is an important part of their rehabilitation. The men take great pride in the cleanliness and cheerful atmosphere of Bridge House.
- 8 Progress checks by Director McGoldrick, left, are informal affairs arranged with the casual touch so as not to make the residents self-conscious. They may occur at any time anywhere in the House, like this meeting on the porch.
- 9 At the daily 1:00 p.m. lecture hour, Director McGoldrick teaches his principles of alcoholic therapy. Here he explains why alcoholics are not sick and discusses the danger of accepting the therapy of being mentally diseased. Mrs. Ellis, House secretary, takes the lecture down in shorthand.
- 10 Bill converses with two former residents, "graduates," who have returned to visit old friends and to keep appointments with staff therapists. Bill has come a long way from the day he came to Bridge House full of despondency and with only a hint of hope that anyone or anything could wean him away from the bottle.
- 11 There is a daily schedule of outdoor life of a quiet nature for the men. The House is situated opposite the Borough Zoological Gardens. Bill visits the nearby zoo after lunch and lecture are over, and makes friends with a little visitor. He is amazed at his own willingness to be satisfied with the simple and quiet pleasure of life away from the bottle.
- 12 Bill says good-bye and expresses his thanks after three weeks of residence and therapeutic instruction. Being discharged, he will nevertheless continue instruction as a nonresident, twice weekly for one year.



*(Continued from page 5)*

We know, too, that alcoholics in America now number over 700,000 and that more than 1 in 50 who drink become alcoholics. The alcoholic invariably involves himself and his family in a series of crises which usually require the attention of social agencies.

But the confirmed alcoholic is by no means the only problem. A tremendous waste in economic welfare and human happiness may also be laid at the door of the casual drinker. About half of all fatal or serious automobile accidents, for instance, are caused by drinking, not necessarily excessive drinking, either. The annual loss from this cause amounts to about two and a half billion dollars, and every minute of the day two persons suffer death or injury in such accidents.

As I pointed out to our General Assembly this year, the evil effects of liquor consumption may be seen on every hand—in fatal accidents, in numerous violations of the law, including horrible sex crimes, in juvenile delinquency, and in broken homes. To help combat this great human loss, I have asked for a tightening of our regulatory laws, and for a local-option provision allowing those communities which desire to do so to outlaw liquor.

We have already accomplished a great deal in South Carolina in the direction of better regulation of the liquor traffic. When I came in as governor, a 1935 law was still in effect which amounted to a wide-open liquor bill, and which had permitted a nefarious liquor ring to spring up, commanding powerful political influence. I asked for and got a new regulatory law which now channels excess liquor profits amounting to millions annually into the state treasury. Since that time, liquor consumption has decreased about 50 per cent in South Carolina.

Laws, however, cannot do the job alone. The need for education in temperance is equally as compelling as the need for adequate laws.

In directing our educational processes toward a better understanding of the value of temperance, I think we should emphasize a positive approach. Too much emphasis has been placed on the evils of drinking, and too little on the joys and pleasures of the temperate life. Those of us who have gone through life without alcohol know very well that drinking is totally unnecessary for a happy existence. They know that the artificial "lift" is not needed for social enjoyment. They know that the advantages of a healthy mind and body and a wholesome spiritual attitude far outweigh the temporary and false pleasures to be derived from a glass of whisky, beer, or wine. Such advantages should be given full emphasis in every educational effort made in behalf of temperance.

Another important emphasis should be the fact that the well-rounded Christian cannot spare a corner of his life for alcoholic indulgence. A life based on spiritual values has no need for alcohol, and no place for it.

If the simple advantages of living without drinking could be imparted to all of the young people of our nation, America could face the dangerous future with greater hope and confidence, and the world itself might look forward to a happier and more prosperous future.



JONNIE LEE MacFADDEN

*Writes on Long-Lasting Youth,  
Beauty, and Peace of Mind*

**W**E WHO have chosen the victorious life of long-lasting youth, beauty, and peace of mind, know how important it is to eliminate all habits that are not conducive to a healthy mind and body. We know it is much easier to form healthy habits than it is to have to erase joy, beauty, and mind-enslaving ones.

I have a deep abiding desire to help to bring greater health and more joy and love of life to the thousands of eager and honest souls in this world who are unhealthy, unattractive, and, many times, emotionally confused about this grand game called living.

Let us start at the very beginning of home life. The marriage relationship is the most sacred of all relationships and, to a woman, the most precious experience next to the creation of life itself.

One of the saddest sights that any woman can witness from her sex is that of seeing lovely ladies who were born to raise our future generations so drunk that they can

# Bells

## and Cocktail Glasses



**My ideals do not include liquor or tobacco"**

hardly stand. Please, a thousand times No! Do not let the glittering lights of the cocktail room fool you into losing your loveliness.

Wedding bells and cocktail glasses do not chime harmoniously. High on the list of leading reasons for broken homes is alcohol, and drinking by the bride and groom on their wedding night is an ominous shadow of the bottle that sooner or later spoils the blessings of their home.

In my courtship days I truly had become a bit impatient with most of the men who were courting me or who had proposed to me, because they all were under the enslaving habits of liquor and tobacco, and as all people who truly know me, know my ideals and objective in life do not include either one. And then, too, when one chooses a true physical-culture life as I had many, many

years ago, the discipline that must be shown over one's appetite does not fit into the picture with most men. And I could never be truly attracted to any man who could not control these vicious mind and body destroyers—alcohol and tobacco.

Looking at it from the man's viewpoint, how can women who become habitual drinkers ever expect their husbands to honor and love them? What glamour can a man see in the lovely bride he once married, guzzling at a boozerie?

We have only to remind ourselves that a happy home depends more on the mother than on any other member of the family. What can drinking mothers contribute to the finer things of life—the happiness and success and gentility of our homes and nation? They rob their children of companionship and the sacred right of proper home training. Too many bar flies are mothers with delinquent children. To protect their own beauty and personality and womanly grace, as well as their marriage, their homes, and their children, women should shun liquor.

Liquor is a real menace to beauty. It ages the skin, and the toll it takes is devastating. It seems to dry up the natural oils of the skin, leaving it dry and wrinkled. Youth may take this abuse for some years, but these tombstones of beauty start showing when the forties are reached. So at cocktail parties, have will power enough to ask your hostess for fruit juices, fresh or canned. No woman can really afford to exchange her beauty for the deceptive glamour of the cocktail glass. And right here you must know that colas and carbonated drinks should also go, for beauty's sake.

Next to liquor, our next beauty killer is smoking. It tends to make the smoker jittery, irritable, jaded, and emotionally unstable, undermining both beauty and health.

So you who are seeking the joyous life of long-lasting youth, and beauty, and peace of mind, why not start checking on yourself and exerting a little self-control in these vicious habits, especially those of liquor drinking and smoking?

To modern brides and coming mothers I would say, My dear ladies, let us keep the ideal of womanly dignity and grace, free from the beauty- and personality-destroying influence of alcohol. Let us shun the cocktail blight which destroys women's divine birthright of sweetness and softness of manner and loveliness of soul. Let us keep our own true feminine selves, with all their gentility, understanding, compassion, tenderness, and spiritual glow, free from the dissipating feminine-beauty-obliterating alcoholic drinks.

To all my women friends I would say, Save yourselves the loss of femininity, beauty, *(Turn to page 29)*

## OF THE 200 PENITENTIARY INMATES INTERVIEWED —

- 94.5 per cent were drinkers.
- 64 per cent of the drinkers started to drink in their teen ages or earlier.
- In 60 per cent of the total crimes alcohol was a definite factor.
- 58 per cent had previous commitment records.
- 47.5 per cent were "under the influence" in varied degrees at time of offense.
- An additional 12.5 per cent had been drinking.
- 20.5 per cent blamed liquor for all their major troubles.
- Circumstances under which subject started to drink:
  - 44.4 per cent for social reasons, including parties, dances, etc.
  - 20.6 per cent at home, or parents responsible.
  - 11.1 per cent in the armed services.
  - 8.2 per cent exact circumstances unknown.
  - 4.2 per cent by self alone.
  - 3.2 per cent bootleg whisky.
  - 2.6 per cent at high school and college.
  - 2.6 per cent in merchant marines.
  - 1.5 per cent relatives other than immediate home.
  - 1.1 per cent to escape realities.
  - 0.5 per cent by doctor's recommendation.

If we add the number who started in the merchant marine and in the armed services and at high school and college and when with relatives other than their immediate families, to the other social reasons listed, such as parties, dancing, with a gang of boys, etc., we have a total of 62.2 per cent charging some form of social pressure with the responsibility of introducing them to the drinking habit. One cannot but be impressed at the striking contrast between the large number citing social reasons for starting to drink compared with the few who sought alcohol as an escape measure.

This is the statistical story of the survey's salient facts in the lives of 200 recent (last year's) admissions to the Washington State Penitentiary.

At the time of the survey the most recent admissions to the institution were interviewed in order to compile up-to-date data. No special selection was made; men were interviewed in the order of their commitments. These were private interviews by the editor of *Listen*, and covered home background, education, employment, marital status, drinking history, and religious convictions of each inmate. The prisoners' stories were checked with penitentiary records.

I. Classification of the current offense for which the 200 men interviewed were committed.

Crime	No.
Thefts and Robbery	52
Grand Larceny	48
Forgery	40
Sex Crimes	30
Assault	16
Murder	7
Manslaughter	4
Miscellaneous	3
Total	200
Number having previous commitments	116

### II. Drinking History

Alcohol Beverage Drinkers	189
Total Abstainers	11
Total number of interviews	200
Number who claimed to be under the influence at the time of the current offense	95
Additional number who had been drinking prior to the current offense	25
Total number of cases in which alcohol was involved in connection with the offense	120
The number who definitely blame alcohol for their troubles	41

#### A. Drinking Category

Moderate drinkers	69
Borderline Addiction	43
Excessive drinkers	77
Total	189

Note: Of these excessive drinkers 13 were definite alcoholics. There were 5 narcotic addicts out of the 200 inmates.

#### B. Classification of Ages When Started to Drink

12 years and under	14
13 to 19 years of age (13-15, 39) (17-19, 61)	100
20 to 25 years of age	26
29 to 40 years of age	9
Youth to adults, exact age unknown	14
Youth to adults, exact age unknown	26
Total	189

# STATE

# PENITENTIARY

# SURVEY



### III. Home Background

A. Number coming from broken homes—99. All subjects were in teen ages, or younger at time home was broken.

Parents	Number
By divorce	38
By separation	15
By death of father	29
By death of mother	21
By death of both parents	5

(Note: In several cases there is duplication of the above figures through divorce and death in the same home. There were four instances in which the identity of parents was unknown. Sixteen stepmothers and thirty-one stepfathers entered into the picture. Seven came from homes with excessive parental drink background.)

### B. Disposition of Subjects from Broken Homes.

Number Adopted	Number
In Home of Relatives	16
In Home of Strangers	7
Children's Homes or Orphanages	15
Roman Catholic Parochial School	9

### C. Other Home Factors

A variety of opinions existed among the inmates relative to their childhood home discipline. Three of the inmates felt their parents had been cruel and eighty had a feeling that home discipline was too severe. Fifty-five said it was moderate and fifty-three admitted it was lax. Nine had apparently no discipline whatever.

The obvious lack of companionship in the home as a lad was apparent in seventy-seven cases in which the subjects stated that they found no companionship whatsoever with either of their parents. One hundred twenty-three had a recollection of some home companionship.

Apparently 63 per cent had a fairly normal youth although forty-nine stated they were definitely not happy when lads. Thirty-nine had juvenile delinquent records.

### D. Youth Interests

Movies	132
Sports	129
Novels	82

### IV. Educational Background

College Graduate	1
Claim to have completed professional and business courses (attended college—nongraduate)	7
High-school graduates	29
Attended high school	49
Elementary graduation (8th grade)	54
Total completing less than the 8th grade	57
No school	3
Total	200

### V. Employment and Economic Status

A. The earning power was rated as follows: 49, good; 124, fairly good (adequate); 27, poor.

### B. Employment Classification

Common Laborers	44
Bus and Truck Drivers	19
Construction Workers	19
Trained Laborers	14
Mechanics	13
Loggers	11
Seamen	10
Owners of Small Businesses	10
Railroad Employees	9
Professional	8
Carpenters	7
Barbers	6
Body and Fender Workmen	5
Factory and Foundry Workers	5
Office Workers	4
Salesmen	4
Poor work record	5
Miscellaneous	4
Work record unknown	4
Total	200

### VI. Religious Analysis

A. Nonchurch members, 93; church members, 107.

### B. Personal Religious Attitudes

Indifferent	57
No practical religion	48
Some satisfaction from religion	37
Real satisfaction from religion	20
Recent religious experience	9
Religious status unknown	29
Total	200

### C. Prayer Analysis

Do not pray	68
Pray occasionally	44
Pray regularly	52
Prayer habits unknown	36
Total	200

### VII. Marital Status

A. Single 65; Married 135. The 135 married men, counting multiple marriages and multiple divorces, totaled 188 marriages and 96 divorces. In 99 of the marriages the subject was classified as more or less happy and in 89 as definitely not happy.

### B. Marriage Analysis

Single	62
Married once	93
Married twice only	34
Married three times	6
Married four times	1
Married five times	1
Single men with common-law wives	3
Total	200

Note: The majority of these married at least twice indicated their second marriage was happier than their first, a striking commentary on the fact that youth marrying young are frequently not good judges of suitable mates.

Of the 42 who were married at least twice (first marriage):

Happy	12
Unhappy	30

Of the 42 who were married at least twice (second marriage):

Happy	31
Unhappy	11

### C. Divorce Analysis

Divorced once	59
Divorced twice	15
Divorced three times	1
Divorced four times	1

D. Marriage Failures and Divorce Cases Attributed to the Following Reasons:

Unfaithfulness	17
Excessive Drinking (one or both parties)	13
Incompatibility	13
"In-law" trouble	10
Wife's Choice	9
Married Too Young	7
Previous Penal Record	7
Financial Difficulties	3
Married When Drunk	2
Mental Breakdown	1
Religious Difficulties	1
Indefinite and varied	13
Total	96

# COLLEGE STUDENTS Want Alcohol Education

OSCAR L. BRAUER, Ph.D.



**W**ITHOUT being able to study the situation from an unbiased perspective, is it any wonder that young people just 'grow into' drinking and smoking habits?" Such college students' inquiries as this should stimulate the interest of educators everywhere in providing adequate scientific instruction on the harmful effects of alcoholic beverages and other narcotics.

It was with some hesitation and misgivings that Dr. MacQuarrie, president of San Jose State College, decided to try such a course in the summer school of 1940. True, the California State law says that every teacher-training institution must prepare the prospective teachers adequately to teach the harmful effects of alcohol and other narcotics. Up until 1940, however, "adequately" amounted to practically nothing. Dr. MacQuarrie was not sure what attitude students would take toward the subject. Would they look upon the course as a joke? Would they poke so much fun at it that no one would take the course?

I was asked to teach the new course. That summer 21 students enrolled. They all seemed to take the work seriously and were impressed by the need of such training. Most of the summer-school students are either regular college students who are behind in some subjects or teachers coming back for a college degree. The new course is not prescribed for any degree or credential. It is not recognized by any of the large universities. Yet on its student appeal it increased in numbers from summer to summer until 1949, when 148 students enrolled in the course.

One might suppose that the only students who would enroll in such a course would be those who do not have a drink problem. This, however, is not the case.

Near the end of the course I had the students who wished to do so, fill out a questionnaire. One of the questions asked was: "Have you drunk alcoholic beverages in the current calendar year?"

One hundred sixteen answered the questionnaire, and 83 of these answered the question with "yes." In other

words, 73.5 per cent of the students had drunk alcoholic drinks in the first seven months of this year. Among the 33 who answered "no," seven said that they had previously drunk liquor but had quit. Thus in all, 90 out of 116 students had experimented with liquor. There is no reason to believe that in the student body at large the situation is any better.

I am impressed with the serious attitude of the students relative to the dangers involved in the use of narcotics. Only one in the entire group ever tried to make light of something that was said. Then the rest of the students resented his attitude.

Space will not permit quoting many of the testimonials placed at the end of the questionnaires. Three will suffice.

"I feel that this course, or one which would embody the same subject matter, should be required of every student in the freshman year, preferably the first semester. This would place the facts before every student, and would tend to offset

the great amount of smoking and drinking among college students. I feel that many students would not take up smoking and drinking if the facts were presented in a scientific and convincing manner. From personal observation, I would say that most people begin these practices before they realize what they are doing to their health."

Another expresses his convictions thus:

"I have been what might be called a social drinker. I had never been informed about the definite harm of alcohol. Now, after the information I have received in this class, I hope to be a total abstainer. Now I have seen the habit-forming character of liquor. I don't want to become an alcoholic. I don't want to tempt fate by maintaining the status of a social drinker. I see only one path, that is total abstinence. I hope that I have the will power to succeed now that I have the knowledge. I feel the same way about my smoking!"

Teachers are usually taken for granted by the students and seldom get fan mail. However, I have received more favorable comment by students on this course than in all the other courses I ever taught. The nation is awakening to the peril of narcotics. The time is ripe for a great movement in education on alcohol and other narcotics.

I close with the complete testimony of the college student whose query opened this article.

"Every person should at least have the opportunity to study the facts both pro and con before he decides for himself what stand he should take. As the situation exists today, the abstainer is looked upon as someone who takes a rather narrow outlook, while no attempt at all is made to study the reasoning back of his stand. Youth in junior and senior high schools find themselves in an atmosphere where liquor is the accepted thing socially (both in their families and among high-school friends). The same goes for smoking. Without being able to study the situation from an unbiased perspective, is it any wonder that young people just 'grow into' drinking and smoking habits?"



Jim Thorpe at sixty-two years of age is only ten pounds over his Olympic weight of 1912. Strong and well built, but with quiet and retiring manner, he voiced the international understanding of world athletes everywhere as to the value of total abstinence from alcoholic beverages as one of the basic secrets of attainment.

Jim was born on an Indian reservation at Belmont, Oklahoma. His childhood was rugged. As a boy he played and worked hard. When he was fifteen he went to the Indian School at Carlisle, Pennsylvania. It was there that he was recognized as a "natural" great sports character.

Coach Glen L. ("Pop") Warner groomed Thorpe

*Jim Thorpe*

**Acclaimed the Greatest  
ALL-AMERICAN ATHLETE  
of the Half Century**

*Jim Says*

**"We have three enemies in everyday life and in athletics.**

**The first is drinking, the second is smoking, and the third is bad habits."**

NATIONAL



for the Olympics in 1912. The Carlisle Indian's performance in the ten events of the decathlon were extraordinary. He scored 8,814 points out of a possible 10,000.

And Jim ought to know, for by personal experience he has demonstrated both the advantages of total abstinence and the losses sustained by a drinker.

As a total abstainer he achieved world fame in the 1912 Olympics at Stockholm, Sweden, as the greatest Olympic champion of all time, and the only man ever to win both the decathlon and the pentathlon. Then King Gustaf V of Sweden greeted him with, "Sir, you are the greatest athlete in all the world."

Following his great achievements at the 1912 Olympics, a North Carolina reporter revealed that Jim Thorpe had once played baseball for \$60 a month at Rocky Mount, North Carolina. This, of course, rated him as a professional, thereby disqualifying him from holding the beautiful trophies which he had won. When the honors were offered to the men who came second in those events, they refused, saying that Thorpe had won the trophies.

Jim, of Indian descent, (Turn to page 22)

# Medical Science Shows How LIQUOR



Normal Liver



Drunkard's Liver

Lance W. Judkins, M.D.

**T**HE liver is the largest and one of the most important glands of the body. Thousands of liver cells constantly work upon our food, partly digesting it, partly storing it, and partly changing it. They regulate carbohydrate metabolism, promote intestinal digestion, and contribute to tissue nutrition. The functions of the liver cells include the secretion of bile and the altering of starchy foods, by which sugar and starch is stored in the liver as glycogen. This is liberated as may be necessary for body purposes.

Alcohol is a cell poison, but it does not affect all cells in the same way. Some cells rapidly succumb to poisons, while others are irritated in such a way that they increase in numbers.

Alcoholism brings positive injury to the liver cells. The most immediate form of injury is that known as "acute hepatitis," in which the organ is congested, swollen, and tender.

The first change that the liver cells undergo in alcoholism is swelling, which causes them to take up more room and thus enlarge the liver. If the poisonous action is continued, the cytoplasm of the cell becomes transformed into globules of fat, a process known as "fatty degeneration." The inability of the liver to function in a natural healthy state under these conditions is obvious. The failure of the liver to function normally affects the entire human body.

The action of alcohol on the fibrous tissue cells of the liver is very different from that of its action on the liver cells. The fibrous cells are not so easily damaged, and alcohol, which acts as a poison to other cells, apparently only irritates these cells and causes them to multiply. Frequency of intoxication, due to the continued use of alcohol, ultimately causes these new cells to develop into permanent fibrous tissue cells, frequently termed "scar tissue." These cells are utterly useless as far as the func-

tions of the liver are concerned. They partly take the place of liver cells which have degenerated and disappeared; thus living liver cells are replaced by useless scar tissue.

Another characteristic of scar tissue is its tendency to contract. As a rule it forms in patches and bands, especially around blood vessels. Contraction of these bands constricts the blood vessels, impairing their function and the function of the liver. This contraction also causes the liver to shrink. This shrinkage is only in places, so that portions of the liver are projecting, while other portions are depressed. This irregular condition is sometimes called "hobnail liver," or "drunkard's liver." The shrinkage of sections of the liver still further hampers and interferes with the work of the liver cells and crowds the vessels which are carrying the blood through the liver, resulting in incomplete digestion, imperfect absorption, and impaired function and nutrition.

Observed effects of alcohol's interference with the liver functions include alterations in the quality and quantity of bile secretion, resulting in digestive disturbances, decrease in the storage of glycogen, and the lowering of the resistance of the liver cells to the action of certain poisons. Impairment of the action of liver cells in many cases produces gouty conditions, frequently accompanied by mental depressions and irritability. Liver contraction as a result of mechanical compression of the blood vessels may cause a collection of fluid in the abdomen and legs. There may also be an enlargement of the veins in the esophagus, which may rupture, causing severe hemorrhage or even death. General body nutrition and efficiency depend on the healthy action of the liver.

There are many and varied symptoms resulting from destruction of liver cells. In the opinion of Horsley and Sturge, "Disease of the liver occurs (Turn to page 29)



# Affects the LIVER and the HEART

"Alcohol is not a heart stimulant in any proper sense of the term, since its direct effect on the heart is of no practical value in cases of threatened failure of the beat . . .

"An increase in the pulse rate of 8 to 10 per cent may be observed for as long as two hours and a half after a moderate dose of alcohol, the maximum increase coinciding with the time of highest concentration of alcohol in the blood. This action is probably the result of weakening the control of the heart rate by its inhibitory center. . . .

"In moderate doses . . . alcohol increases the viscosity of the blood and to that degree adds moderately to the work of the heart."—Haven Emerson, M.D., "Alcohol, Its Effects on Man," pages 41-43.

Alcohol is a depressant of all vital functions of the body. The heart is no exception. Like any other organ of the body it is affected by both small and large amounts of alcohol. In small doses alcohol may depress the main regulator of the heartbeat, which center is located in the brain. This may cause a transient rise in blood pressure, as well as a faster heart rate.—WAYNE MCFARLAND, M.D.

"Experiments have shown that blood containing only one-quarter per cent of alcohol diminished within a single minute the work done by the heart; and that blood containing one-half per cent so seriously affected its working power that it was scarcely able to drive a sufficient amount of blood to supply its own nutrient arteries."—MARY D. STURGE, *Alcohol and the Human Body*, page 262.



Normal Heart



Fatty Alcoholic Heart

Sulzer's experiments indicated dilatation of the ventricles of the heart with concentrations of alcohol below .1 per cent. He summarized his experiments as follows:

"The condition of the heart under alcohol is therefore the same as occurs in fatigue, in so far that in both these circumstances it dilates more than an unaffected heart would do when performing the same amount of work. It is evident from this that the power of the heart to adapt itself to more work suffers under the influence of alcohol. I have obtained no evidence of any stimulating or improving effect of alcohol even in small doses on the heart muscle."—COURTENAY C. WEEKS, *Alcohol and Human Life*, page 99.

Habitual indulgence is a frequent cause of fatty degeneration of the heart. The beer drinker's heart is in a condition of unhealthy enlargement resulting from dilatation and some increase of tissue and fat. Dilatation of the heart results from the depressing effect of alcohol upon the nerves which control heart action. This dilatation in turn impairs heart contraction, with a consequent failure of the heart to empty itself completely when pumping forward its contents.

Languid contraction leads gradually to slight stretching or enlargement. The actual deposition of droplets of fat on and between the heart muscles takes place as indulgence in alcoholic beverages is continued.



Governor and Mrs. Thurmond—"mutual comradeship in service."

## J. STROM THURMOND, Governor of South Carolina

**S**OUTH CAROLINA'S progressive young (47) and energetic Governor J. Strom Thurmond is nearing the close of a four-year administration which has become known as one of the most progressive in the history of the state.

His recommendations, about sixty of which have been put into effect, have resulted in an end-through Constitutional amendment—to pardon power abuses, a 50 per cent pay increase for teachers, a liquor regulatory law to curb excessive alcohol profits, a broad governmental streamlining plan, a system of area trade schools to train skilled workers, a state centralized purchasing system, a state system of farm markets, and many other forward steps.

Born and reared on a farm, Thurmond was the son of a farmer judge of Edgefield, South Carolina. He was graduated from the Clemson Agricultural College in 1923, working during summer vacations in cotton mills to pay his expenses. After graduation he was for several years an agriculture teacher, and later he was elected Edgefield County Superintendent of Education. He was elected to the state senate at 29, and circuit judge at 35.

Judge Thurmond left the bench to volunteer for Army service when war with Germany was declared. He landed in Normandy with the 82d Airborne Division, and

fought with the First Army throughout the European campaigns, receiving fourteen decorations and five battle stars. Transferred to the Pacific, he was serving in the Philippines when hostilities ceased.

After the war he resigned his judgeship to run for governor, and was elected over ten opponents. As chief executive he has earned a widespread reputation as a hard worker, often remaining in his office until midnight or later.

During his first year in office the governor was married to Miss Jean Crouch of Elko, South Carolina.

In 1948 he was nominated for President of the United States by the States Rights Democrats, and after a short campaign won thirty-nine electoral votes, the first South Carolinian to do so since Andrew Jackson.

Governor Thurmond has always been active in work with young people, particularly with young farm groups, the Y.M.C.A., and the Boy Scouts. He is an honorary member of the national council of the latter. He is an active member of the Baptist Church, and was for eight years superintendent of the Sunday school of the Edgefield First Baptist Church.

The governor is fond of active sports such as tennis, horseback riding, and swimming; but because of his arduous schedule he is often limited to brisk walks.

Food for the body . . .

. . . and food for the soul.





# State of South Carolina

OFFICE OF THE GOVERNOR

Columbia

J. STROM THURMOND  
GOVERNOR

J. ERNEST CRAIG  
EXECUTIVE SECRETARY

May 1, 1950

I am a strong advocate of temperance and have never indulged in drinking. As Governor, I have regarded it as important to set an example which would encourage temperance and have not permitted the serving of alcoholic beverages in the Governor's Mansion.

Alcohol is unnecessary to a full and enjoyable existence, whether in social gatherings or in the privacy of one's own home. By abstaining from the use of alcohol in my own life, I am convinced I have been able to render a greater service in the positions of public trust that I have been honored to hold.

*J. Strom Thurmond*  
Governor





## Canada

Canada's liquor bill for 1948 was two and a half times the total spent in operating the nation's educational institutions, exceeding the total cost of the purchase and operation of all motor vehicles in the Dominion, and equaling the sale price of all farm produce sold throughout Canada in that year, according to an editorial in the *Forward*.

Convictions for drunkenness for the Dominion for the three-year period, 1946-1948, were: in 1946, 64,076; in 1947, 70,868; and in 1948, 70,542. In 1948, Ontario had the highest number of convictions, a total of 33,446. Quebec was the second highest with a total of 11,015. British Columbia was third with 9,135, and New Brunswick, fourth, with 4,900. Arrests for drunkenness in Halifax, according to a police department report, have increased over 70 per cent since taverns were opened in the city. A check of the prison population of Ontario over a three-month period in 1948 revealed that less than 20 per cent were abstainers. Between the years 1940-1947, Ontario's population increased 12 per cent, while alcohol beverage consumption grew to 110 per cent. In the twelve months ended March 31, 1949, British Columbia's liquor sales hit a new high of \$56,954,898, an increase of \$1,705,000 over the previous year.

Bernard Dautre of Montreal reports a liquor-bottle radio quirk—a receiving set in a whisky bottle. He dials his four-tube set by twisting the cork. A plastic stand upon which the bottle is mounted holds the speaker.



## New Zealand

*New Zealand's Governor General, Sir Bernard Freyberg, V.C.*, in his address at the Auckland University, May 6, 1949, said, "I am disturbed when I see young people drinking spirits in the daytime and chain smoking; I have heard people say, 'It's good for me.' They are only storing up trouble for themselves. The human being is a creature of habit, and the more you get the more you want."—*New Zealand Herald*, quoted in *Vanguard*, May-August, 1949.

Page 20



**THOMAS G. MASARYK**, first president of **CZECHOSLOVAKIA**, once observed, "Nations of drunkards are nations of slaves." The Czechoslovak Republic's strong anti-alcohol law apparently has caught a bit of this same spirit.



## Britain

Britain's liquor expenditures have jumped from £285,000,000 in prewar 1938, to over £700,000,000 in postwar 1948, an increase of £415,000,000 in ten years. "Brewers' net profits (which were £16,000,000 in 1933) increased from £27,000,000 in 1938 and 1939 to £49,000,000 profits last year."

It is estimated that 82 per cent of the men and 60 per cent of the women in England are drinkers.

A questionnaire submitted to a cross-section group through England, Scotland, and Wales as reported by *The Alliance News* gives the following percentages for drinkers and abstainers:

	Men	Women
Drinkers	82	60
Abstainers	18	40

The smallest percentage of abstainers, 23 per cent, was found in the rich class. The poorer class had 33 per cent abstainers. In answer to the question, "Do you object to women drinking in bars or restaurants?" the replies were as follows:

- 39 "Yes, in bars."
- 25 "Yes, in restaurants."
- 55 "No, in neither."
- 5 "Don't know."

England was one of the two European countries that failed to send an official representative to the International Congress on Alcoholism. The other country was Russia. What's the matter—too much Scotch and vodka at the House of Commons and the Kremlin?

# WORLD



## Aleutian Islands

Natives in the Aleutian Islands and some of the parts of Alaska are drinking themselves to death, according to the Associated Press report of a Department of the Interior survey. Much of the disease and impoverishment in the Aleutian chain is "brought on by the unbridled and excessive use of liquor," the report charges.

By contrast the Pribilof Islands, north of the Aleutians, have no crime or liquor problem, and no destitute families.

The Department of the Interior report points out that "the most deplorable conditions among the natives exist in those communities and villages where liquor is available."

**The Young Sports Temperance League (WEST AUSTRALIA) Football Competition** is the largest competition of its kind in the Commonwealth. All players take the temperance pledge as a condition of membership.



## Mexico

When I went to the Secretaria de Hacienda to secure the statistics on alcoholic drinks, the sub-jefe told me that they have not kept statistics on alcoholic drinks since 1933, because they cannot control the production nor the consumption of these liquors on account of the bootlegging and adulteration of all alcoholic beverages. I asked him: "How can you set the income tax for those who manufacture and those which sell that kind of merchandise?" And he said, "Just by the appearance of the establishment; when we see it grow, we charge them more."—Dr. Baez, *Listen* correspondent.

LISTEN, 1950



## Italy

Excessive consumption of alcoholic drinks at an early age, and the use of drugs of all kinds, including coffee and tobacco, is given as the principal cause for the increase of the number of mental cases in recent years. The report of the Congress of Italian Psychiatry disclosed that in 1910 there were only 25,000 insane people in Italy. By 1925, there were 45,000; today asylums and psychiatric hospitals are caring for 130,000 patients, with the figure increasing at the rate of 4,000 cases a year. In recent years mental cases have been particularly high among individuals of both sexes in the age group from fifteen to thirty years.

The High Court of DENMARK rules that the consumption of even small amounts of spirits is sufficient for court action against chauffeurs, though no accident has occurred. Drinksellers selling to them are liable to prosecution.



## France

According to Saul Padover in *The Reporter* of December, 1949, quoted in the *Clipsheet*, 47 per cent of the Frenchmen interviewed in a recent poll said they were convinced that alcoholism was the main single factor for the enfeeblement of France and, in the last analysis, for the loss of the war in 1940. It is estimated that the consumption of all alcoholic beverages in France today is approximately twenty-five quarts per person.

SWITZERLAND'S federal alcohol law requires that the tenth part of the revenue of the alcohol monopoly must be set apart under the name of "alcohol tithe," to be used in the fight against alcoholism.



## Scandinavia

The International Bureau Against Alcoholism lists the members of abstinent societies of Northern European countries as follows:

Sweden: 212,050 adult members in 4,296 groups and 70,000 members of juvenile groups.

Denmark: 58,056 abstainers.

Finland: 232,862 members of total abstinent societies.

Norway: Organized members of abstaining societies number 167,063.

## Hawaiian Islands

No alcoholic beverages are allowed on the island of Niihau of the Hawaiian group. The island population consists of about two hundred people who live on the island and work the plantations. There has been no act of crime committed in the community for many years. They have no jail, nor occasion for one.—C. E. Dross, *Listen* correspondent.

Surveys conducted by the Temperance League of Hawaii on the subject of illegitimacy as it is affected by alcohol, clearly show that 90 per cent of births out of wedlock in Hawaii result from acquaintanceships formed in drinking places, and that most of the girls involved in such cases are between eighteen and twenty-two years of age. A few weeks ago Mr. Cramer, chief jailer of the Honolulu jail, told me that four out of five of his inmates are there because of liquor.—Dr. Donald W. Hewitt, *Listen's* Hawaiian correspondent.

## Australia

The Australian government has turned down the request of the nation's wine industry to spend £300,000 of government money to advertise wine principally in Australia. On the advice of the Tariff Board the government has refused to allot the money requested. It was pointed out, however, that the minister might review the request later this year. Australian wine consumption has more than doubled since before the war. It was then approximately 4,000,000 gallons per annum. By 1947 it had reached 11,000,000 gallons per year.

According to the *Patriot*, Australians in 1949 consumed 183,000,000 gallons of alcoholic beverages. This is an average of over twenty-three gallons per capita.

Blood tests to determine the alcoholic content of a dead person are now being made in cases of all violent deaths in Perth, Australia. Blood samples of autopsies are analyzed by government analysts.

The Canberra, Brisbane, Australia's first-class temperance hotel, is the largest in the city and accommodates five times as many guests as any other hotel in the city. Hotel visitors are required to sign a statement to the effect that they will not consume alcoholic liquor on the premises or bring it into the hotel. If they do, and are caught, the drinks are confiscated and the guests asked to leave. Any quantities found are poured with due ceremony down the drain. During 1947 the Canberra had 165,640 more guests than the other five hotels that served liquor. Profits from the hotel pay all expenses of the antiliquor radio broadcasts.

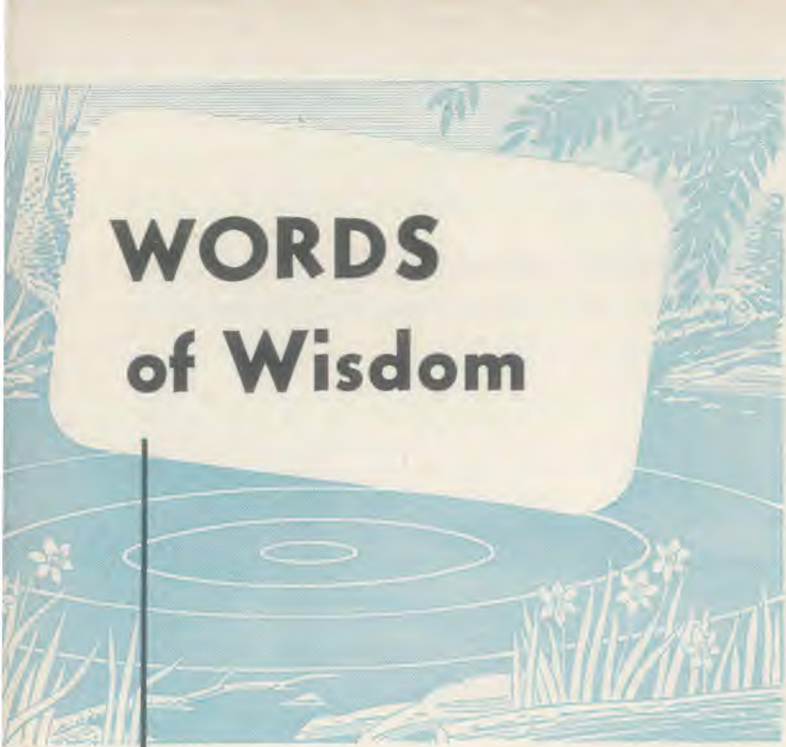


## Holland

In 1947 Holland shipped beer to fifty-three countries.

The new trend toward bottled beer instead of kegs is an apparent indication of increased household consumption.

It is estimated that 22 per cent of Holland's families drink alcoholic beverages in their homes.



# WORDS of Wisdom

**Happiness** Happiness is not found in self-contemplation; it is perceived only when it is reflected from another.—Samuel Johnson.

**Ability** We judge ourselves by what we feel capable of doing, while others judge us by what we have already done.—Longfellow.

**Action** Every man feels instinctively that all the beautiful sentiments in the world weigh less than a single lovely action.—Lowell.

**Bribery** The universe would not be rich enough to buy the vote of an honest man.—St. Gregory.

**Care** Providence has given us hope and sleep as a compensation for the many cares of life.—Voltaire.

**Controversy** If a cause be good, the most violent attack of its enemies will not injure it so much as an injudicious defense of it by its friends.—Colton.

**Discretion** A sound discretion is not so much indicated by never making a mistake as by never repeating it.—Bovee.

**Improvement** It is necessary to try to surpass one's self always; this occupation ought to last as long as life.—Queen Christina.

**Learning** The three foundations of learning: Seeing much, suffering much, and studying much.—Catherall.

**Wealth** The wealth of nations is men, not silk and cotton and gold.—Richard Hovey.

---

JIM THORPE

---

(Continued from page 15)

was quiet, and unversed in the technicalities of amateur and professional differences in the sports world. He played because he loved the game, not for the money. The medals were relinquished, however, and this unhappy experience led Jim to fall an easy prey to the social pressure of his associates who encouraged him to "Come and have a drink and forget about it." Yielding to his friends, Jim acquired the drink habit.

Later, realizing that much of the trouble that had come to him in life was due to drink, he repudiated the habit, and avowed that it was a curse to youth aspiring to success in athletics.

Jim tells the story in his own words; he says, "I sort of backed off and took a look into the past. I began to think how that every bad thing that came to me, came when I was drinking. And when I wasn't drinking, everything squared away. I got up from my chair that day, rubbed my hands and said, 'I quit,' and that was the last of my drinking." And then he added in his unimposing way, "Maybe I'm wrong, but if I'd never had a drink, I'd be a millionaire."

It was only natural, therefore, that when he was invited to address the Washington Boys Club, Jim volunteered the counsel of his own experience when he urged them to leave alcohol alone if they wished to be a success in life or to excel in athletics.

Last January when the Touchdown Club of Washington, D. C., at its annual banquet, honored the greatest football players and coach of the year, a special award, never before given, was presented to Jim Thorpe, acclaiming him the greatest ALL AMERICAN ATHLETE of ALL TIME for his outstanding achievements in so many fields of athletics.

To the youth of America who aspire to success, there comes through the universal medium of youth's love for athletics the review of a man's life, and the ringing sound of the words of one of the greatest all-round athletes in United States history: "Every bad thing that came to me, came when I was drinking. And when I wasn't drinking, everything squared away."

Interview by BOB ROACH, *Listen* Reporter.

---

## NEW YORK'S BRIDGE HOUSE

---

(Continued from page 8)

firm enough to withstand alterations by emotions or circumstances.

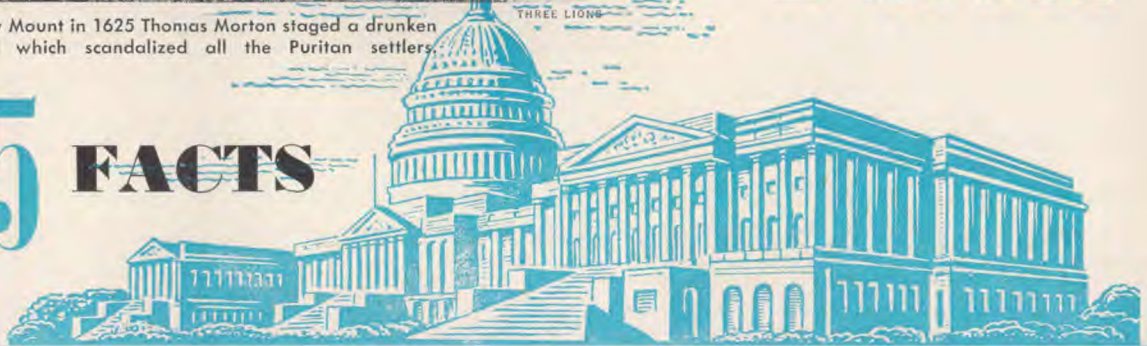
The McGoldrick Method is one of information, not reformation. The course of instruction, therefore, explains the psychological makeup of the drinker and makes clear to him that he is not mentally diseased, but has simply resorted to an unintelligent choice of thought. It explains to such drinker the acting and interacting functions of the conscious and subconscious mind, and how an individual can employ a process of thought that produces permanent sobriety and an enduring mental calm. The method considers abstinence not merely as a goal in itself, but as an important step toward living a life of quiet confidence and assured achievement.



At Merry Mount in 1625 Thomas Morton staged a drunken carousal which scandalized all the Puritan settlers.

## Artists Portray Drinking Scenes of the Past

# 25 FACTS



## ON THE HISTORY OF ALCOHOLISM IN AMERICA

1. The aborigines, at the time of the discovery of the American continent, were familiar with only a few kinds of mild intoxicants, and distilled spirits had only recently become common in Europe in the early days of English and French settlements in America.
2. Malt liquors and also wine and brandy were in use in the early colonies. There are numerous records of early severe laws against drunkenness and indiscriminate sale of ardent spirits.
3. Apparently the *first saloon* in America was opened in Boston in 1625, and the *first brewery* in the colonies was built in Massachusetts by Captain Sedgwick in 1637. Records indicate that cultivation of hops was introduced into the colonies in 1641.
4. The manufacture and use of malt liquors in Long Island was forbidden by James, Duke of York, in 1644.
5. The first appearance of prohibition in the constitution of the colonies was in Virginia, where the new constitution of 1676 prohibited both the manufacture and sale of ardent spirits.
6. The first concerted action against the use of distilled spirits in the United States was taken by the war board of the Continental Congress in 1777, which printed and circulated among the troops a pamphlet setting forth scientific reasons against the use of distilled liquors.
7. The first law enacted in 1787 by the governor and judges of the great Northwest Territory was a liquor license law.
8. The first era of whisky taxation ended in 1802. The emergency of the War of 1812 brought a renewal of taxation. In 1817, liquor tax laws were again abolished. The Act of July 1, 1862, became the foundation for the nation's liquor tax regulations.
9. In 1825, Lyman Beecher declared that total abstinence from ardent spirits was the only basis on which intemperance could be successfully fought.
10. The American Temperance Society was founded in 1826. Within six years it had a membership of 500,000, with 4,000 local units. This was the first national temperance society.
11. In 1833, the American Congressional Temperance Society, in Washington, was organized to oppose "the use of ardent spirit and the traffic in it by example and by kind moral influence." Within the next two years temperance societies in many state legislatures were established, following the lead of Congress.
12. The Territorial Legislature of Oregon in 1834 enacted the first territorial prohibition law. The measure was repealed in 1848.
13. By 1836, the American Temper-



SCHOENFELD COLLECTION, THE

A scene in an American tavern, taken from a woodcut by Anderson, about 1810.

ance Society Union's total abstinence pledge included "total abstinence from all that can intoxicate." Thus light wines and beer were no longer considered as substitutes for hard liquor.

14. The State of Maine enjoys the honor of having enacted the first valid state-wide prohibition law in American history. It became effective on June 2, 1851.

15. On September 1, 1862, an act was passed stating that the spirit ration in the Navy should cease forever, and that no spirits should be allowed on board vessels of war except as medical needs should require; a wage increase of five cents a day was given each sailor in lieu of the ration.

16. The W.C.T.U. was founded in 1874, and the Anti-Saloon League in 1893.

17. The first preparatory step for the national prohibition amendment to the Federal Constitution was taken in 1876, when the first Federal prohibition resolution was introduced into the House by Representative H. W. Blair of New Hampshire; and into the Senate by Senator Preston B. Plumb of Kansas, on February 15, 1881.

Blair, who had also become a member of the Senate, introduced a similar resolution there on the same day.

18. President Hayes, on February 22, 1881, issued an order prohibiting the sale of liquors at military posts.

19. A second state-wide prohibition wave swept through the country between the years 1880 and 1890. During this period many state legislatures submitted prohibition to the people in the form of state constitutional amendments. The movement began in the state of Kansas. Six states at the end of this period still had their prohibition laws.

20. When North and South Dakota were admitted as states in 1889, their constitutions adopted by majority votes of the people prohibited the manufacture and sale of liquor for beverage purposes.

21. In the Christiansen Cases of 1890, the general principle that liquor dealers had no legal redress on grounds of right in consequence of the prohibition of the business or refusal of licenses was stated in strong language, with the nine justices of the Supreme Court concurring in this opinion. Supreme Court decisions on the validity

of liquor prohibition laws uniformly affirmed constitutional rights of the principles involved.

22. The first legislation of Congress to the effect that the liquor traffic was an outlaw trade was the Webb-Kenyon measure, enacted in 1913, which removed all shipments of intoxicants intended for use in violation of state laws from the protection of interstate commerce.

23. In the Sixty-fifth Congress the National Prohibition Amendment was adopted by the Senate on August 1, 1917, by a vote of 65 to 20 and by the House, with slight amendments, on December 17, 1917, by a vote of 282 to 128.

24. By January 16, 1919, thirty-six states had ratified the prohibition amendment. According to the provisions of the act, it went into effect one year from that date.

25. A total of forty-six states ratified the Eighteenth Amendment, the largest number of states ever ratifying an amendment of the Constitution. Of the state senators 84 per cent voted dry, and 16 per cent wet; and 78 per cent of the House vote was for prohibition, and 22 per cent wet.

French colonists of the nineteenth century take part in a carousal at Port Royal, in Nova Scotia.

SCHOENFELD COLLECTION, THREE LIONS





## DISTILLED SPIRITS, MALT LIQUORS, AND WINES

### Total Apparent Average

Annual per capita consumption in the continental United States: 1850 to 1947  
(In gallons, except distilled spirits which are shown in tax gallons)

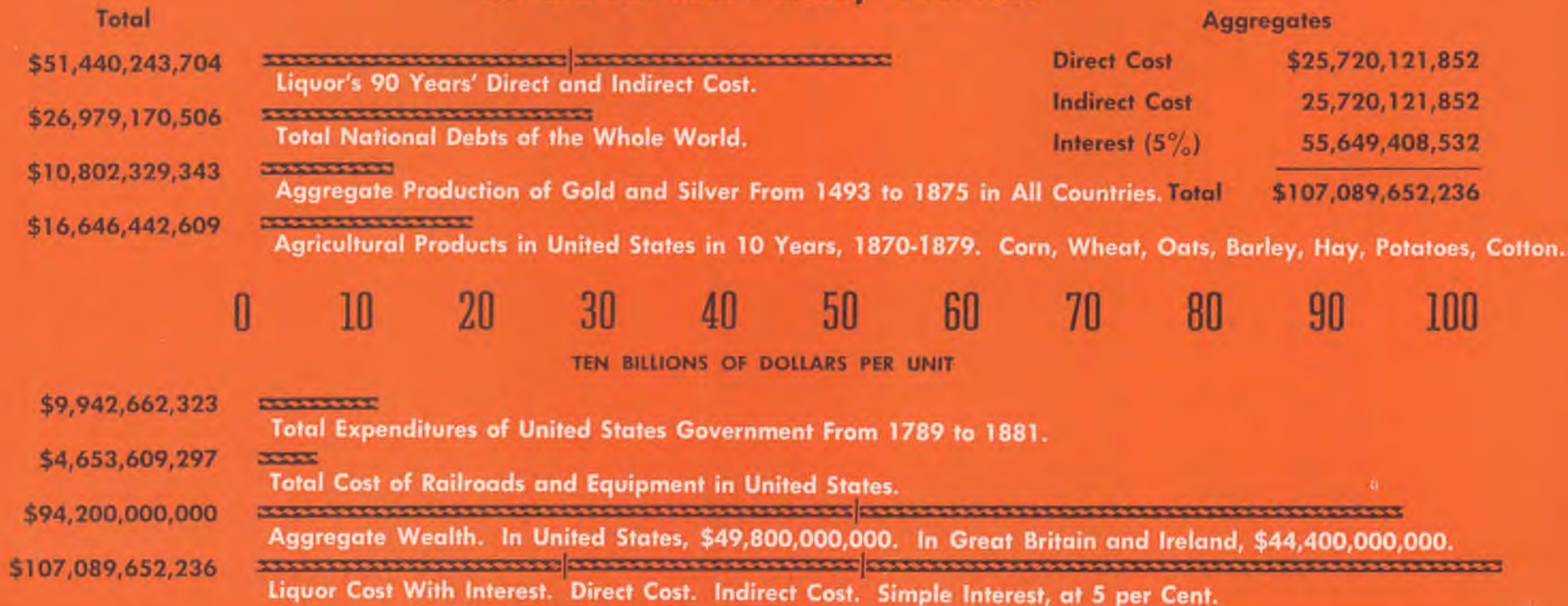
Fiscal Year	Distilled Spirits Total	Malt Liquors Total	Wines Total
1850	2.24	1.58	0.27
1860	2.86	3.22	.34
1870	2.07	5.31	.32
1871-80 <sup>1</sup>	1.39	6.93	.47
1881-90 <sup>1</sup>	1.34	11.37	.48
1891-95 <sup>1</sup>	1.37	15.20	.39
1896-1900 <sup>1</sup>	1.12	15.53	.36
1901-05 <sup>1</sup>	1.39	17.34	.47
1906-10 <sup>1</sup>	1.43	19.81	.62
1911	1.46	20.69	.67
1912	1.45	20.02	.58
1913	1.51	20.72	.56
1914	1.44	20.69	.53
1915	1.26	18.40	.33
1916	1.37	17.78	.47
1917	1.62	18.17	.41
1918	.87	14.77	.49
1919	.79	8.00	.51
1920	.22	2.61	.12
1921	.32		.19
1922 <sup>2</sup>	.18		.06
1923 <sup>2</sup>	.11		.13
1924 <sup>2</sup>	.10		.08
1925 <sup>2</sup>	.09		.03
1926 <sup>2</sup>	.09		.05
1927 <sup>2</sup>	.08		.04
1928 <sup>2</sup>	.09		.04
1929 <sup>2</sup>	.09		.09
1930 <sup>2</sup>	.08		.03
1931 <sup>2</sup>	.07		.05
1932 <sup>2</sup>	.06		.04
1933 <sup>2</sup>	.05	1.56	.01
1934 <sup>2</sup>	.33	7.90	.14
1935	.70	10.45	.30
1936	.81	11.93	.39
1937	1.03	13.47	.52
1938	1.00	13.02	.51
1939	.93	12.41	.55
1940	1.02	12.58	.66
1941	1.04	12.42	.70
1942	1.13	14.18	.79
1943	1.11	15.96	.84
1944	1.03	17.97	.73
1945	1.22	18.86	.73
1946	1.39	18.56	.87
1947	1.28	19.10	.76

<sup>1</sup>Average for the period.

<sup>2</sup>Includes quantities withdrawn for certain manufacturing, compounding, medicinal, and sacramental uses.

THIRD QUARTER

## LIQUOR ECONOMICS OF THE UNITED STATES for the 90-Year Period, 1792-1882



# A NEW Highway • • • • •



COURTESY SAN FRANCISCO CHRONICLE

## Safety Law Needed

WILLIAM N. PLYMAT



**T**HE constitutions of the United States and the several states provide that no person shall be compelled in any criminal case to be a witness against himself. This is the familiar principle of self-incrimination. Some may feel that a defendant is forced to "testify" against himself when his fingerprints, footmarks, clothes, photographs, and scars may be used against him. But our courts have held all these things to be proper and not in violation of the defendant's rights. On the other hand, they have for the defendant's protection properly ruled against "extracting from a person's own lips an admission of his guilt."

There is, however, a new highway safety law needed to lessen highway murders. Our present dilemma is apparent. A state highway patrolman arriving at the scene of an auto accident may find that one car struck the other on the wrong side of the road, on a blind curve, and at apparent high speed. He may find that the thick-tongued driver of the vehicle in question has the odor of alcohol on his breath and is unsteady on his feet. He may also discover a half-empty beer or whisky bottle in his car. The casualty toll may be one, two, three, or four or more, injured or killed. Nevertheless, the patrolman must pro-

ceed with caution, lest the alcohol odor be not a true indication of the quantity of alcohol consumed. The thickness of tongue and unsteadiness of feet may be the result of shock, heart action, or of some special illness. The one fair way to protect the innocent and convict the guilty is to employ a chemical test of the blood, breath, or urine of the driver. In such instances the driver is usually asked to submit to such a test, but if he firmly refuses to do so the courts from coast to coast will protect him, on the theory that his privilege against self-incrimination would be infringed were he required to submit to a test.

You can logically argue that there should be no difference between using fingerprints and blood samples. But the courts will not agree with you, and the law is what the courts say it is.

Without compulsory chemical tests thousands of intoxicated drivers are going free each year, and experience shows that in perhaps nine out of ten cases the driver in question soon again will fill up with gasoline and alcohol at the same time and will get into another accident, frequently killing or injuring someone.

This drink-drive murder problem is not a ghost in a haunted house that does not exist. Approximately 32,000 people are killed each year in auto accidents in the United States. Over a million are injured. In the 1949 edition of *Accident Facts*, the National Safety Council, reporting casualties, stated, "In one fourth of the fatal accidents a

driver or pedestrian was reported to have been drinking."

An unusual experiment was conducted in Evanston, Illinois, by traffic safety leaders. Police stopped drivers on the highway at random. Each was asked to blow up a balloon, and chemical tests were made of the breath samples. They found that only 12 per cent of all drivers on the road had been drinking. In the same city, however, accident victims were given chemical tests at the hospital, and 47 per cent of the drivers tested in personal injury accidents were found to have been drinking. Thus in Evanston's ratio the 12 per cent drinking drivers were responsible for 47 per cent of the traffic casualties, far more than their share of personal injury accidents.

In cities where coroners have recently made chemical tests of accident victims they have found that from 38 per cent to 52 per cent of the drivers tested "had alcohol." All this evidence is suggestive of alcohol's high quota of traffic accidents. However, we will take the National Safety Council's conservative figure of 25 per cent. Applying it to the annual death toll of approximately 32,000, we find 8,000 deaths or more annually chargeable to alcohol.

This all costs money, too. The National Safety Council estimates total property damage and injury of \$2,800,000,000 in 1948. If we charge only 20 per cent to alcohol we find a cost of \$560,000,000. It is safe to say that safe, nondrinking drivers have been paying part of the bill over the years as their car insurance premiums have gone into general funds used for the payment of losses of all drivers—drinking and nondrinking alike.

As a means of attempting to avoid paying drink-drive costs, a group of total abstainers in 1946 organized the Preferred Risk Mutual Insurance Company of Des Moines to insure nondrinking drivers only. This company now reports it has issued standard insurance to total abstainers at lower cost and it has found that total abstainers have a lower accident experience.

All informed individuals agree that alcohol is a major cause of traffic accidents. The question is, What can we do about the situation? We have seen the courts stopping compulsory tests—the only effective means of proving drink-drive cases. Frequently they try to convict these drivers by having someone testify as to the appearance of the defendant—how he talked, how he walked, how he looked, how he drove, and the like. Usually it is necessary that he be so intoxicated that he is practically harmless before we can hope for a conviction by this "how he appeared" evidence. We are in a dilemma—if he has enough alcohol to be convicted, he is already practically harmless—if he has sufficient alcohol to be a real killer—he cannot be convicted.

### *Strengthen Legislative Efficiency*

What then is the answer? First, we need a law to tell the jury what chemical tests prove—that any driver whose alcohol blood concentration is over .15 per cent is guilty of driving while intoxicated. A number of states have recently passed a law of this type. If your state has not done so, it should.

Second, chemical tests of alcohol incidence must be made *compulsory*. It would be a long and difficult task to try to convince the courts to reverse their decisions on this subject. But we can still do something about it. The

use of the highways is not a *right*—it is a *privilege* which may be conditioned in the public interest. We make drivers pass tests for good eyesight, adequate hearing, adequate physical and mental ability. If we can do these things we can say to an American citizen: "If you want a driver's license, then you must consent in advance to submitting to a blood, urine, or breath test in the event that in an accident or infraction of traffic regulations it appears you have been drinking." I firmly believe that such a law is constitutional and within the normal police power of any state. Such a law need not be complicated, I think. It can be done in one sentence as follows:

*Every person seeking a driver's license or renewal of an expiring driver's license, shall, as a condition of the issuance of a new license, sign a statement of consent to the taking of a chemical test of his blood, urine, or breath to determine intoxication in the event that he should be charged with operating a motor vehicle while intoxicated during the term of any such license.*

Such a law, enforced, would greatly reduce death and injury from drinking drivers. Drinking drivers upon their conviction would lose their driver's licenses before they have a chance to go back on the highway and kill or maim others. You can do something about this drink-drive murder by contacting your state representative, state senator, and civic and temperance leaders to urge introduction of such bills in your next legislative session. It is too late for the tens of thousands who have died in such wrecks in past years, but it is not too late to act to save others from a like fate, and the life you save may be your own or that of a loved one.

---

## **BEER BELONGS**

**ADLAI A. ESTEB**

I saw a liquor ad one day  
Deceive the madding throngs,  
It showed a home—the modern way—  
And said that "Beer Belongs."  
It showed the sweetest family scene  
With children singing songs,  
The mother kept the home so clean.  
The ad said, "Beer Belongs."  
But when I saw that liquor ad,  
My heart defied such wrongs,  
For I recalled my drunken dad,  
Who thought that "Beer Belongs."  
And I recalled my mother's tears,  
Soul seared with iron tongs,  
The family fortunes plagued with fears,  
Because—well—"Beer Belongs."  
Oh! Beer belongs where sin is rife,  
The heart of crime and wrongs,  
Behind the scenes in family strife,  
In jail—yes, "Beer Belongs."

---



**Dean F. D. G. RIBBLE,**

Professor of Constitutional Law, University of Virginia, testifying on behalf of the American Temperance Society:

"Congress has the power to close interstate and foreign commerce to commercial advertisements of alcoholic beverages."



RENI PHOTOS

Hearings Before the Senate Committee on Interstate and Foreign Commerce on the

**LANGER BILL S. 1847**

**A Bill to Prohibit the Transportation in Interstate Commerce of Advertisements of Alcoholic Beverages**

The Senate Committee on Interstate and Foreign Commerce at the table. The man in the center with the horn-rimmed glasses is Senator Edwin C. Johnson of Colorado, Chairman of the Committee. Other members are: Owen Brewster, Maine; John W. Bricker, Ohio; Homer E. Capehart, Indiana; Lester C. Hunt, Wyoming; Lyndon B. Johnson, Texas; Warren G. Magnuson, Washington; Ernest W. McFarland, Arizona; Brien McMahon, Connecticut; Francis J. Myers, Pennsylvania; Herbert R. O'Connor, Maryland; Charles W. Tobey, New Hampshire; and John J. Williams, Delaware.

View looking from the senators' table, showing section of the crowded Senate Caucus Room, press reporters, and witnesses testifying in the hearings.

RENI PHOTOS



**The Honorable WILLIAM LANGER,**  
United States Senator from North Dakota:

"As I went over the country . . . I found an overwhelming demand for the passage of this bill by the people."

**JOSEPH T. ZOTTOLI,**

Associate justice of the Boston Municipal Court, chairman of the commission to study the problem of drunkenness in the State of Massachusetts:

"Alluring and deceitful practices in advertising now indulged in by liquor interests are highly detrimental to mankind and should be stopped."



**The Honorable Senator OWEN BREWSTER** from Maine:

"We read a great deal in the papers of statistics of one kind or another about the results of alcohol on the general social situation—accidents, young people drinking. . . ."



*(Continued from page 16)*

more frequently as a result of the frequent taking of small doses of alcohol (though never reaching the stage of intoxication) than as a result of indulging more freely but at intervals." People are affected in different ways by the action of alcohol. In some the liver tissue is more resistant and gradual disorders develop, while in others liver tissue may succumb quickly.

Within the past few months I have had a practical demonstration in two young men of the insidious, yet dramatically rapid, destruction of the liver. In one case the patient was a young athletic type of fellow only twenty-five years of age. He had been drinking beer and wine heavily for years. One day he suddenly began to complain of upper abdominal pain and distention of the abdomen. Examination of the abdomen revealed a greatly enlarged and tender liver. In spite of hospitalization and corrective treatment the patient suddenly expired. The diagnosis was "acute hepatitis."

Another young man thirty-nine years of age had been drinking alcoholic beverages almost constantly for a year. When I saw him, he had developed severe hemorrhages from the nose and a greatly elevated blood pressure. His liver was hard and small—a typical hobnail type. This patient expired in less than a week. What a tragedy! What a price to pay for something that could have been so easily avoided!

Statistics show a constant correlation between the death rate from acute alcoholism and from cirrhosis of the liver. There is a constant relationship between the per capita consumption of liquor for a given locality and the incidence of cirrhosis for the same area.

It would seem from this evidence that alcohol is a major factor in the cause of cirrhosis of the liver.

---

## WEDDING BELLS

*(Continued from page 11)*

and honor that results from drinking, and stick to the tried and proved "charm way of joyful living" on this big beautiful planet called "the world." And those of you who are already healthy, happy, and radiant, please don't let the cocktail glass steal those joys away from you. Remember that one of the most important things is to be just as pretty and lovely inside as you desire to appear outwardly. And remember, too, that nothing is more calculated to destroy feminine loveliness without and within than is the use of alcoholic beverages.

THIRD QUARTER



# A MAN OF DISTINCTION

by W. A. SCHARFFENBERG

A MAN who will, for conscientious reasons, turn down a job that would have netted him \$36,000 is certainly entitled to be listed among the men of distinction. We take pleasure in bestowing upon Francis Chase, one of the top-notch editorial and advertising illustrators in the country, the title "A Man of Distinction."

Mr. Chase was invited to do a series of illustrations for a liquor concern. This particular job would have netted him \$36,000. It wasn't difficult for him to turn down a contract of this nature, for he has certain definite convictions, and does not permit his bank account to overrule these convictions.

When asked why he turned down such a lucrative contract, he replied, "I would rather sacrifice the income than sacrifice my beliefs." If Mr. Chase would accept a contract of this kind he would feel "the pangs of conscience," as he describes it, so turns down all offers of this nature.

Francis Chase is not considered a "prude," a "bigot," or a "religious fanatic" by his associates. He just refuses to have anything to do with promoting the liquor traffic. His close friends and associates in busi-

ness like Jim Lockhart, Howard Forsberg, Tom Hall, Fred Steffen, Bill Gregg, and Dave Mink consider him a regular fellow. Chase has been turning down jobs of this nature for twenty-five years, in fact, ever since he started out as an illustrator.

*Advertising Age* reports that "Chase is a trustee of the St. Paul and Fort Wayne Bible Institutes, both national religious organizations, and an active member of the world-wide Christian Missionary Alliance. In these capacities, he gives freely of his time, traveling, speaking, and giving counsel, all at his own expense. At the time he turned down the \$36,000 liquor contract he was preparing, gratis, a series of religious drawings for one of the church groups.

"His knowledge of religion, plus his close contacts with missionaries, has made Chase one of the leading artists who depict Biblical and Oriental subjects. He does not limit his work to these categories, of course, and during the past year has handled advertising illustrations for such major companies as Coca-Cola, International Harvester, and Swift."

The name of Francis Chase has been added to our list of "Men of Distinction."

---

God give us men. A time like this demands  
Strong minds, great hearts, true faith and ready  
hands!

Men whom the lust of office does not kill.

Men whom the spoils of office cannot buy.

Men who possess opinions and a will.

Men who love honor, men who cannot lie.

Men who can stand before a demagogue

And damn his treacherous flatteries without winking!

Tall men, sun-crowned, who live above the fog

In public duty and in private thinking;

For while the rabble, with their thumb-worn creeds,

Their large professions and their little deeds,

Mingle in selfish strife, lo! Freedom weeps,

Wrong rules the land and waiting Justice sleeps.

—Josiah Gilbert Holland.

---

# The SCAR

## THE STORY THUS FAR

The brilliant Dr. Daniel Wright through alcohol addiction lost his position at the General Emergency Hospital. Both his addiction to liquor and his discharge by the hospital's chief of staff were largely due to the evil plotting and intrigue of Dr. Greenway, who wanted Wright out of the way so that he could qualify as the next chief of staff. Wright's reaction to this blow was that of rebellion and frustration. He sought escape in heavier drinking, while his lovely wife constantly fought hopefully, but vainly, to deliver him from its pitiless clutches.

Nine years later we find the doctor in the little town of Clara, where he had set up private practice, aged in mind and body beyond his years as a result of his dissipation. Laura, his wife, matronly and lovely, still clung desperately to a faith which the disappointment of years had not quenched, and little Dan, their son, had grown to a handsome lad. Meanwhile the evil Greenway had attained his position as chief of staff, and the old hospital under his administration was falling into ill repute. Dan Wright's appeal to Greenway to get back on the staff at the city's General Emergency Hospital had been rebuffed with scorn and derision. Wanderlust caught up with the doctor again, and once more the family moved.

In this condensed installment tragedy strikes, and plot and counterplot deepen as great moral issues join in a battle to the finish.

As the next scene opens, we look in on commotion, drunkenness, and poverty.

## CHAPTER VII

ROARING trucks, clashing machinery, rattling chains and cables, shouts, orders, noise and din, filled the oil town of Baze.

Among the hurrying throng that rushed madly about, buying and selling, trading and trafficking, there staggered one—a butt for rude and friendly jokes, an object of both pity and ridicule. "Old Dan Wright is plastered again," old Doc Wright, the best doctor in the state when sober, which was seldom.

Weaving his way slowly up the street he entered a one-room, weather-beaten shack which bore the ancient sign, "Dr. Daniel Wright, Physician and Surgeon." He lay down upon a moth-eaten lounge and was soon asleep. In such a manner Dan passed many hours of his life.

Meanwhile, in a hot, cramped, stuffy, two-roomed "oil field bungalow" on the outskirts of the town, Laura sat rocking and dreaming and waiting for the return of Little Dan.

He had graduated from high school the week before. Today he had gone to the "field," searching for employment at one of the many wells now being drilled. He wanted to go to the state university in the fall. He planned to work through the summer and save all he could for his school.

"There he comes, God bless him," she said to herself as a young man swung swiftly up the street. She went to the door to watch his arrival. How much like Laura he looked! He had beautiful eyes which held the same look of mystery as did hers, and curly, dark hair, clear skin, regular features, a tender, sensitive mouth, broad brow, and a fine head, which he carried proudly. He wore a patched, but clean, suit of coveralls, old, but serviceable, work shoes, and a battered hat.

Laura could tell by the lift of his shoulders, by his smile as he saw her, that he had secured work. How proud she was of her eighteen-year-old, six-foot boy! Dan kissed his mother tenderly. His face clouded and his voice was low as he said:

"Dad won't be home for supper, dear."

Laura caught a trembling lip between pearly teeth, then, stifling a moan, she smiled bravely; but the old familiar heart-ache set up in her throbbing breast in spite of all she could do. She had never—would never—be able to face Dan's periods of drunkenness without pain and distress. She lived in hope, a sorrowful hope that each spell would be his last.

"Let's eat our supper, Danny, and visit," she said gaily.

They ate their simple meal, chatting constantly. How they enjoyed their hours of planning and visiting! The years had but mellowed and deepened their love as the cloud under which they both lived and labored served to draw them closer together. . . .

. . . The cold icy hand of winter gripped the land as November drew to a close. Little Dan was in the university located in the capital city of the state. He had chosen law as a career and was very busy in his work. Delighted with new scenes and strange environments he wrote home often, hiding his lonesomeness under a mask of cheerfulness. Laura answered in kind. Dr. Dan rarely wrote, but each letter he did write bore a message of pride and blunt advice deeply appreciated by the boy.

\* \* \* \* \*

It was a bitter night. . . . Sleet, driven by a terrible wind, cut its silvery path across the country. . . . A terrible night for a child to be born in; yet, such was the night that Dr. Dan received the summons to come to the home of Lance Gray.

But tonight Dr. Dan was not sober. He had been drinking with Tom Slade again. And in his drunken condition he refused to go.

Laura managed to find his clothes for him and urged him to answer this urgent call.

"Dan," she cried, "we must go! I'll go with you, dear. I'll help. Everything will be all right, Dan."

"No, no," he muttered, "I can't. I can't." "But we must, Dan, we must." So she pleaded, until Dan at last consented.

With trembling fingers, Laura dressed herself in her warmest apparel, and she and Dan started through the storm for the little farm home of the Grays. Dan drove furiously. The streets were covered with ice. They could scarcely see through the blinding storm. As Dan swung the car into the highway leading out of town, a huge truck loaded with oil-field material skidded across their path. There was the sound of grinding brakes, a terrible scream, an awful crash—then silence.

Protected by the heavy truck, the driver was but temporarily stunned. Quickly regaining control of his senses he leaped out and ran to the wrecked car. Dan had stumbled away, but the broken, bruised body of Laura lay in a pitiful heap by the roadside. The driver picked up the unconscious form and ran dazedly back into town with her.

Everyone knew Laura. Soon tender capable hands carried her home and made her as easy and comfortable as possible.

Almost a year passed before Dan Wright came to his senses. He found himself in the poorest district of the capital city. How he came there, or why, he never knew.

\* \* \* \* \*

Laura lay dying. Kind friends had done their all but could not stay the hand of the grim reaper. Little Dan had been called home. He could hardly bear to look upon the broken body, the tragic face of the mother he loved so devotedly.

After the first wild storm of weeping had passed, he drew a chair close by her bed and sat waiting and watching, eager to do any service for his mother, eager to catch the faintest word she might utter.

Laura spoke from time to time to Little

Dan. Her words burned with flaming intensity upon his brain and heart.

"Danny boy," she said, "God never blessed a mother with a better son than you have been to me. I am so grateful for you, so thankful to Him for you. You have been an unflinching source of comfort and pride to me throughout all the years I have had you. Now, my boy, comes a test for you. You must prove to the world by your manliness, your bravery, that you are my hero. You must justify my teaching, my training, and my love. Keep the faith, my boy, hold fast to God's hand, and in His own way He will answer. And, Danny, you must bear no ill will, no anger, no hate, against your father. You cannot help but feel the shame; but remember, Danny boy, that what wrong he did was caused by drink.

"Oh, Danny, hate, hate and fight it with every faculty, power, and weapon God may give you! It is an accursed thief; robber of homes, of peace, of happiness, of contentment. It is to drink you and I owe this day. It is the shame of our country and our times that we tolerate it. They

**"In at least 80 per cent of the cases that come before my court, liquor is a contributing factor."—Judge Stanley N. Barnes, Los Angeles, California.**

prate of needed revenue. Who, among them, would have walked the way you and I have walked for all the money coined since time began?"

Grief choked her. Mother and son wept together. Calm once more, Laura asked Danny to hand her the little ivory box from the till of her trunk. Wonderingly he did so.

"Danny," she said, "when I am gone, I want you to have this. Its contents are yours. It is all I can give you, all I can leave you except love. All the love a mother ever bore a child and with my best wishes and a prayer that God will bless you, sustain you, and keep you forever."

With a long, lingering kiss and embrace, she handed him the box, then sank back on her pillow in a semicomatose.

Her lips moved at times—Little Dan heard her breathe his and his father's names gently, persuasively and tenderly. She reached out a hand, and little Dan took it, pressing it to his lips and waiting. Laura smiled.

Time passed. The sun burst through the hurrying clouds as if he, too, would kiss once more the sweet face of one who so loved the sunshine, the out-of-doors, and the beauty of the open. . . .

Laura sighed. Just as the sun was sinking to rest in a bed of rose and pearl, she

opened her eyes, but saw not. She smiled again and murmured Danny's name.

"Yes, mother," he whispered, bending low over her.

"Earth has no sorrow that Heaven cannot heal," she whispered—and was gone.

Little Dan sat by her side the long night through. Kind friends kept him company on this sorrowful lonely watch and did their best to comfort him.

The following morning Little Dan opened the ivory box given to him by his mother. In it, he found a Government bond for one thousand dollars, and four hundred dollars in cash.

His heart almost broke as he looked upon this treasure and visioned the sacrifices, the privations, and suffering Laura had endured in order that she might leave him this token of love. Through hot bitter tears he read the little note pinned to the bond.

"For my dear son. To enable him in preparing his mind, his heart, and his soul for the service of God in whatever field of labor he may choose."

The boy fell on his knees in prayer, and God comforted him.

Dan took his mother's body back to the city with him. He buried her in a lovely spot in a beautiful cemetery where he could come often to visit her to tell her of his work, his aims and ambitions, his temptations and his triumphs.

Then he plunged into his schoolwork with an intensity that left him little idle time. His law course was heavy, yet he found time to attend some sessions of the legislature, the various courts, and to familiarize himself with much of the intricate machinery dealing with law. He determined to prepare himself to strike with force whenever the opportunity came for what he believed was right.

Deep in his heart he vowed that he would follow the wish of his dying mother and that her faith and trust in a loving God and personal Saviour would be his.

He never saw nor heard from his father. Often, however, he would find on Laura's grave a little bouquet of flowers, sometimes hothouse blooms; more often wild blossoms, and some hand, other than his, helped to keep the lot clean and beautiful.

## CHAPTER IX

. . . It was during his senior year that Dan met Ruth Cole. Ruth, a beautiful girl of twenty years, was a lover of sports. Gracious in manner, tolerant, high-spirited, and strong-willed. She enjoyed an allowance limited only by her own wants. Her mother was dead. Her father, brother, and herself had moved to the city just in time for the fall term at the university, where she had enrolled as a junior. They lived in one of the city's finest homes.

Dan met her at a reception given for the senior class. He had been pointed out to her as one boy who would not drink—even wine, under any circumstances. She had tempted him, only to find the report true. Something about him, his looks, his intensity, his personality, attracted her strangely. She never forgot him.

One afternoon Dan had been out to his

mother's grave. Day was drawing to a close, and a fine rain was falling. He was a trifle blue as he hurried along toward his rooms, damp and chill.

A long, low gray coupe of expensive make pulled up beside him.

"Want a lift?" a voice called cheerily.

"Sure," answered Dan gratefully.

He was not sure, in the gathering darkness whether or not he recognized the driver, but the offer of a ride was attractive.

"You are Dan Wright, aren't you?" asked Ruth Cole, for it was she, as the car moved ahead.

"Yes—and you?" he questioned.

"Ruth Cole," she answered. "I met you at the senior reception. I had hoped you would remember me," she smiled.

"Oh, but I do," said Dan, "that is, I do remember your face. Names—well—it is hard for me to remember names."

"I want to get better acquainted with you, Dan," she said frankly. "I saw you first when your glee club had charge of chapel; second, when you debated the Southern Baptists; third, at the reception when we were introduced and—" with a quick look at him, "where you wouldn't drink the cocktail I had fixed for you. I've seen you several times on the campus and tonight I just happened by as you were leaving the cemetery—where had you been?" she paused, then laughing gaily said, "My, it looks as though I had been keeping tab on you, doesn't it?"

Dan looked at her closely; he had never quite outgrown his childhood habit of suspicion and fear of ridicule. However, Ruth's eyes were clear and friendly and she smiled pleasantly.

"Miss Cole," he answered gravely, "you honor me. Had I known you sought further acquaintance with me, I would have been glad to aid you."

They both laughed at his formal answer and the ice was broken.

"Well, Dan," she asked, as her car drew up to his door, "I am going to call you 'Dan,' answer my last question. Where were you this evening?"

"Ruth," Dan said slowly, "I went to visit my mother's grave. I go often," he added.

"Forgive me, Dan," she cried impulsively. "My mother is gone, too. I was just a little child when she left us, but at times I miss her terribly."

"Mother has been gone four years, Ruth. I miss her, too—terribly," said Dan.

They sat in silence for a few moments each lost in thought. The rain beating a steady march on the top of the car seemed to arouse memories which carried them both back through the years.

Presently Ruth sighed.

"Well, Dan Wright, I must toddle along. I am honestly glad you are you." Frankly she added, "I want to see you again."

"Thank you, Ruth, I am glad that you picked me up this evening, truly glad and happy to meet you again, and I want very much to see you again," said Dan quietly.

They shook hands gravely and looked deep into each other's eyes. What each read, or thought they read, need not be

told. It was the chief source of beautiful dreams for both.

Life took on a fuller and richer meaning for Dan after this meeting. . . . He met Ruth often. She seemed to enjoy his company, and he was delighted with hers. . . . They took in the points of interest in the city together, had basket lunches down by the city lake, and finally one day, Dan took her out to his mother's grave. Ruth dropped to her knees by the side of the low mound and said sweetly:

"Laura, I wish that I might have known you—better."

From that day, both felt the bond of comradeship grow into something more sacred, more beautiful. . . .

Dan applied himself with greater vigor to his work. He determined to win honor and power and place—gifts he could offer Ruth along with himself. He wanted to be able to offer her security along with love, as it is with every man who lives and loves, plans and dreams to be able to do so.

Such is the power wielded by women. Do they realize the opportunity that is theirs? Absolute queens of the hearts and lives and dreams of adoring men!

## BROTHERHOOD

**There is so much of loneliness  
On this uncharted earth.  
It seems each one's a prisoner  
Within a cell from birth.**

**There is such need for union,  
Such need for clasping hands,  
Yet we deny the brotherhood  
The human heart demands.**

—Author Unknown.

Dan had broadened his acquaintance much of late years. His debating work had carried him all over the state, where his name was now familiar as a public speaker of ability. Times were troubled. Political and economic disturbances were breaking down old standards and sweeping aside old barriers.

He awoke to the amazing fact that he had been virtually drafted by his party as a candidate for the state senate. He took up the campaign as he did every task, with a determination to succeed.

## CHAPTER X

Dan's school days were over. He had graduated with honors a full-fledged lawyer. He had no time to lay many plans for the future. The immediate demands of the campaign he was in took most of his time and attention. . . .

He saw Ruth as often as possible, but the demands on his time were such that his hours with her were rare indeed.

He combined his campaign with a hard fight against the repeal to be voted upon. This automatically placed him at the head

of the state's dry forces, not only in his own county, but over the entire commonwealth.

Four rallies were planned during the last week of the campaign by the dry forces in the four principal cities of the state, beginning in the capital city. Heavy advertising and personal work had assured a record attendance for all four meetings. Ruth had promised that her father, brother, and she would attend the home-city meeting.

The night arrived, warm, mellow, and beautiful. As Dan walked to the speakers' stand, a temporary affair in the city park, a vast throng of eager, excited, and expectant voters awaited him. Loud speakers had been installed to carry his voice clearly and plainly to the most remote part of the crowd.

Promptly at the advertised hour, Dan began his first major speech of the campaign.

He spoke for an hour on subjects of popular interest, matters pertaining to proposed changes in taxation, state government, boards, commissions, and legislation of local and state-wide interest. Legislation affecting labor, capital, the aged, the crippled, and dependents of the state. His arguments were clear and concise, his reasoning sound and logical, his attitude sincere and convincing, his voice pleasing, and his delivery good.

Having reached this point in his speech, Dan hesitated, and in the quiet that followed he looked out over the assembly and smiled. Again his voice rang out, and every ear caught a new note of earnestness as the speaker continued.

"My friends, we are entering a new era. . . . However or whatever be the way that may lead to these economic, political, and social changes we seek, let us never forget that the cardinal principles of honesty, integrity, and purity are changeless and must never be forgotten nor laid aside.

"The time has come when progress must supersede party politics, when the common good of all must be dearer than partisanship. Pride of country and faith in our leaders must be revived in the hearts of rich and poor. Justice and equality for all must rule and reign in our land. . . .

"Some cry of war, some of civil strife, some of national dissolution, some of ruin. Let me answer. Give me a nation of homes, whether they be great or humble, whether they be in busy cities, quiet villages, or the solemn solitude of the countryside; homes where there is contentment; where peace dwells; where trust and faith abides; where love rules; where fathers and mothers are kings and queens; where the dimpled arms of little children twine about the hearts and lives of each; where the sun rises on the wings of promise and sets in a sea of peace. Give me such a land and I will defy any nation or combination of nations to destroy it. I will challenge any 'ism' under the sun to pollute its citizenry!

"We have the material to build such a nation here. Such was planned by the founders who lived for it and died for it. They had faith in it, and in you and me who follow in their footsteps. . . .



"Awake, America! to your opportunity, to progress, to change, to adjustment, to advancement, to a new day which must be, if it is the day we dream for, long for, work for, pray for—a dry day; a liquorless day.

"To this end and for this hour I pledge myself with every faculty God has given me! I thank you."

Cheers, roars, hisses, catcalls, boos, and yells of approval mingled and blended as Dan stepped down from the stand.

Men and women crowded about him, some to agree, some to differ, some with tears in their eyes, some smiling, some frowning, all talking.

In the midst of the din and clamor a messenger boy pushed his way to Dan's side and handed him a note. It read: "Great! Dan. We want you out to dinner tomorrow. Six o'clock. Can you come? Ruth."

Dan, smiling happily, wrote on the back of the paper: "Delighted, will be there sure. Dan."

#### CHAPTER XI

Dinner at the Cole home was a very enjoyable affair. Mr. Howard B. Cole, "King Cole," as he was known in the business world, was a self-made man. Nature had been generous in molding his fine figure and forming his keen, quick brain. He was a fighter who never asked nor gave quarter, and who always dealt honestly with his associates. An interesting speaker, a good listener, and a rare judge of men and character. Sixty years of age, hale, hearty, and in active management of his business ventures. He proved delightfully attractive to Dan, who felt proud of his attention and courtesy.

Howard, Jr. was built on the same generous lines as his father. Much like him in looks and actions, a few years Dan's senior. He was very pleasant and friendly.

#### Alcohol:

That which  
You gobble  
In order  
To wobble!

—Eugene Durand.

The only cloud that appeared at the dinner was when Dan quietly and courteously refused all alcoholic beverage. He was very frank in declining, and offered no apology for doing so. The dinner finished, young Cole excused himself and left the house on personal business. Mr. Cole, Ruth, and Dan retired to the library for an evening of quiet visiting. As they sat in silence, Ruth played a few selections on a great, beautiful harp.

After a time Ruth joined them, seating herself in a large easy chair as they chatted contentedly for a while.

"Good talk you made last evening, Dan," said Mr. Cole, "but don't lose your

head over that dry stuff. I am glad you soft-pedaled that issue."

"Thank you, sir," said Dan in surprise, "but I do not intend to 'soft-pedal' the issue. I merely stated my stand. I think, sir, the voters will swamp the repeal bill, and the fight will be carried to the legislature. I want the people to know that a vote for me now will be a dry vote there."

"What's that?" snapped Mr. Cole. "Don't tell me you are honestly sold on such nonsense?"

"Yes, sir," replied Dan. "I am sold, as you call it, sworn, pledged, and am under obligation to support prohibition."

Mr. Cole looked at Dan closely for a full minute, then clearly said:

"Dan, I like you—like you very much, but if you persist in this foolishness, I will be forced to oppose you politically, although I will endeavor to retain your friendship and regard." Dan looked at the older man in perplexity.

"Why, Mr. Cole, if I may ask?"

"Well, Dan," answered Cole, "to tell you the truth, it is a matter of business with me. I own, under cover of course, the controlling interest in the largest distillery in the state, and have bought the Gordon Building here, which I intend using as a brewery after repeal," he laughed.

"I cannot picture you in such business," said Dan candidly.

"Nothing wrong with the business, Dan," answered Mr. Cole calmly. "I believe in good wages. I hire a thousand or more men. I believe in the manufacture of a high-class product. I insist on the best grains and ingredients. I believe in honest advertising. I believe that the state, the taxpayer, property owner, laborer, farmer, and businessman generally will benefit by repeal. So I am for it, intend to fight for it, and believe I will get it."

"I appreciate your honesty and your attitude, Mr. Cole," answered Dan. "I believe you are sincere. However, I think that you are wrong. I certainly want to retain your friendship and regard, but I am unalterably opposed to repeal, to the manufacture and sale of liquor, and I am going to fight just as hard as I can for my convictions. You have stated your position—I mine. Yet, sir, you have entirely overlooked the class who will derive no benefit from repeal. Their name is legion and their portion is misery, sorrow, suffering, need, and want."

"Bosh," growled Cole. "Who do you mean?"

"The wives and children of your customers," answered Dan grimly. "They will pay the greatest price of all. Legitimate business will pay in loss of trade, taxpayers will pay in the cost and control of increased crime. Industry will pay in inefficiency. The state will pay in an increased penal and mental institution budget. It will pay in the cost of additional officers to cope with increased lawlessness; it will pay in degeneracy, in political corruption, in graft, and in dishonor, sir. 'Ill fares the land . . . where wealth accumulates and men decay,' was and is no idle jest, sir."

"Poppycock," snapped Cole angrily,

"such drivel, I am surprised at you."

"I am very sorry, sir," answered Dan politely.

"Oh, you are, eh?" growled Cole. "Where did you learn such stuff? You talk as if you knew more about liquor than I or anyone else."

"I know plenty about it, sir, more than you, I think. That is, my side of it," Dan answered.

His stay at the bar  
Was of long endurance;  
His widow now collects  
His life insurance!

—Christine Aplin.

"Your side of it," laughed Cole. "Just what is your side of it?"

"The side that pays," answered Dan gravely.

"Talk like you know all about it, Dan," Cole almost sneered.

"I do," answered Dan shortly.

"Where did you learn so much?" questioned the older man.

"In my own home, which happened to be the home of a man who drank, sir," answered Dan bitterly.

"To see one, loved dearer than life, transformed from a devoted, lovable, tender parent and helpmate, to a sodden beast without heart, without reason, principle, or even decency. To go without sufficient clothing, hungry at times, objects of pity and ridicule. To see a brilliant career blasted. To lose hope and faith, and finally to die as my mother died because of the effect and influence of liquor.

"You talk of tax reduction, or revenue, or increased business. Had you known one hour of terror that my mother knew for fifteen years long, you would not place a price upon human woe, you would not barter souls for gold, happiness for revenue, nor cover broken hearts and shattered dreams, wrecked homes, blasted minds, shame, poverty, humiliation, and grief with a thin veneer of cash. God forbid, I say it again, sir, that you should know this side of your business. But such a side will ever be wherever, whenever, liquor is sold. More so, if and when such a traffic be ever clothed with the sanction and respect of law."

Dan's eyes were flaming, his face drawn and his voice brittle with emotion as scenes long forgotten flooded his mind, and memories of hurts long buried returned to haunt him.

Ruth sat all through this, stunned and silent. Shaken and shocked, she could not force herself to speak. She felt herself drawn to Dan. She loved her father, and she was afraid of what might follow.

The silence that followed became almost unbearable. Dan felt ashamed that he had lost his self-control, yet in his heart, he was proud that he had had the courage daring to defend the principles in which

he so firmly believed. He seemed to see his mother's face smiling her approval and hear her say—as in the dear dead years of long ago, "Good boy, Danny—good boy!"

Ruth remained silent, torn by conflicting emotions. Mr. Cole was annoyed. The pictures Dan had so vividly drawn worried him, but the boy was wrong and unfortunate. Finally he said:

"Well, Dan, my boy, you are quite a convincing speaker. I almost believe you; yet I say, son, that you overdo the thing. You have been unfortunate. Your case is the exception to the rule."

"I could name you dozens of families, sir, who have suffered almost as much as mine," answered Dan sadly.

"Well, times have changed, Dan," Mr. Cole said quietly. "The wrongs you suffered, imaginary or real, could not be possible now with state and national control and with a nonpolitical commission safeguarding the rights of all concerned."

"Mr. Cole," answered Dan earnestly, "I must again take issue with you, sir. The whisky interests have never and never will submit to control. They have never and will never fight clean. It isn't their nature to do so. Whom they cannot buy or corrupt, they will try to ruin. They will stop at nothing."

"You grow a trifle personal, sir, in your zeal," said Mr. Cole coldly. "You are fanatical and unreasonable."

"Perhaps I appear so, sir," answered Dan warmly, "but I speak only the truth."

"No, Dan," said Mr. Cole, "you are oversensitive, your personal feelings have warped your judgment and poisoned your mind. It isn't the fault of the manufacturer if his product be used intemperately, if the customer, by his own hoggishness, harms himself. Would you stop the manufacture of cars because someone is killed in them daily? Or airplanes because they fall, or place a ban on ships sailing the seas because they sometimes sink? Be reasonable, boy!"

"There is little point or reason to your argument, sir," said Dan bluntly. "Cars, airplanes, and ships are controlled by man. He is killed in them largely because of his own carelessness or the carelessness of some fellow man. The poison of which you speak is a drug, a narcotic, habit-forming, dangerous—which controls man."

Mr. Cole arose from his chair. "There is no sense in further argument," he said, "I like you, Dan, had high hopes for you, but feel that you are hopeless. No hard feelings, I hope. I am going to set my war dogs on you, however, for your own

good. After you are beaten, come around; I'll give you a job."

With this thrust, Mr. Cole left the room.

Dan's face flushed hotly; but before he could answer, Mr. Cole was gone. Dan turned to Ruth and tried to read the expression on her face. He loved her deeply. He wondered if he had hurt himself in her eyes.

Ruth was hurt, perplexed, annoyed, and uncertain. Her evening was spoiled. She, too, loved Dan, but was loyal to her father. Still, she felt some undefined emotion, some inner voice, some message from her heart telling her that Dan was right.

"I am sorry, Ruth, dear," said Dan. "I lost my head I guess. This subject is so vital to me; I may be blind. I can see no good in the other side."

"Oh, Dan, I am sorry too, we were having such good times and frankly, the future promised so much."

"Ruth, need this affect our plans? Would you have me betray Laura's trust?" asked Dan softly.

"I don't know, Dan," she answered honestly. "Is there no other way?" she asked.

"Not now, Ruth," he answered. "It is too late to retract even should I want to."

"Dan," said she, "I admire you, you are honest; but I think it will be better for you, for me and Dad, if we be just friends until this is all settled. Dad is so terrible at times. I—I love you, Dan." She looked up at him with such pleading that he was deeply moved. "Let's wait, and things will adjust themselves," she added.

"Ruth, Ruth," cried Dan, as he took her in his arms, "have I hurt you deeply?"

"No, Dan; but you see it is hard for me to stand by and see the two I love the best, fighting because of their differences."

"It must be, dear," answered Dan, "but we will fight clean. There will be no bloodshed."

"I hope you can remain friends," Ruth said.

"Oh, we will; I admire your father, darling, and adore you," Dan said sincerely.

"Then, I say, may the best man win," said Ruth, smiling through her tears.

Dan kissed her tenderly and then left the house.

Ruth went to her room. Her pillow was wet with tears that night. That still, small voice insisted that her lover was right and her father—wrong.

Mr. Cole spent busy hours laying plans, telephoning orders, giving instructions to all to defeat Dan and make repeal a fact, "all for Dan's good." He tried thus to salve his conscience that, in spite of himself, troubled him.

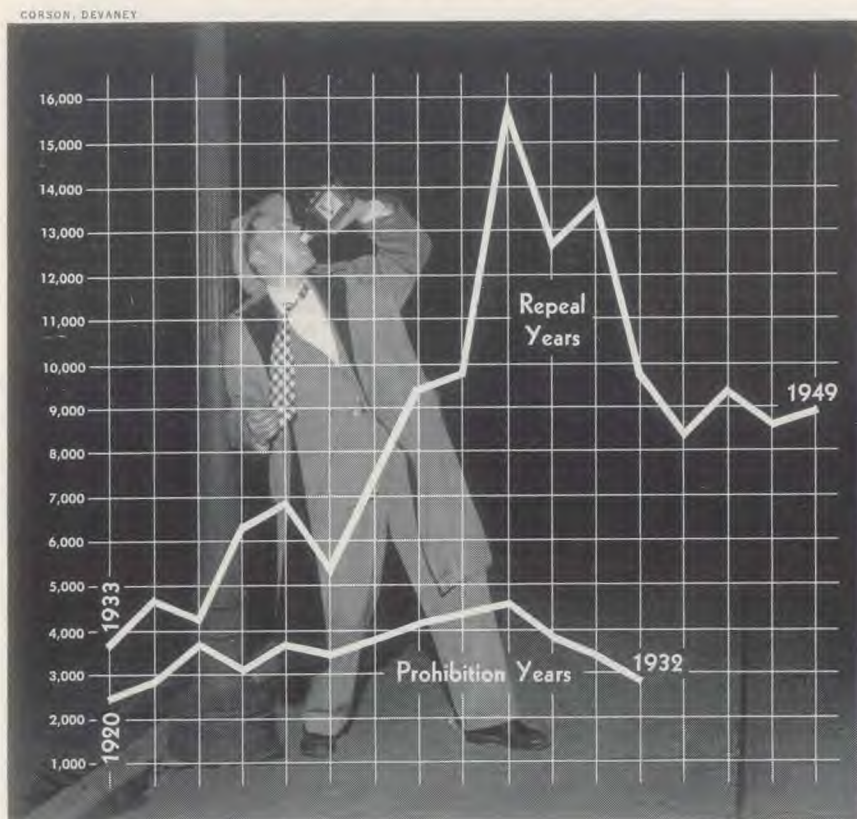
Dan accepted the older man's challenge, and with the spirit of a crusader he prepared for battle. He was sustained by the memory of a beautiful pair of deep gray eyes which smiled at him and sweet lips that he had kissed as they whispered:

"I love you Dan . . . do your best," and by an example of the most beautiful faith he had ever known: his mother's.

(To be continued)

## PORTLAND, OREGON'S ARRESTS FOR DRUNKENNESS

Comparison of Prohibition Years (1920-1932)  
With Repeal Years (1933-1949)





# WHAT OTHERS ARE SAYING

## SPORTSMEN SPEAK

*Hubert Opperman, World Champion Cyclist*

"The use of alcohol is absolutely fatal to an athlete's success."

\* \* \*

*W. W. Wakefield, Captain of the English Rugby Football Team*

"If you take alcohol you cannot be fit."

\* \* \*

*F. J. Perry, a World Champion Tennis Player*

"I was brought up a teetotaler, and so I have remained."

\* \* \*

*Austin Robertson, a World Champion Runner*

"I have never had a drink in my life. With regard to athletes and alcohol, in my opinion, they do not mix, and any aspirants to championship form must abstain."

\* \* \*

*King Clancy, Toronto Maple Leaf Hockey Star*

"The first downfall of the athlete is liquor."

\* \* \*

*Walter Lindrum, World Champion Billiards Player*

"The greatest players in the world never touch alcohol. I do not smoke or drink. In our profession, to become a great player you must be a strict teetotaler."

## CELEBRITIES COMMENT

*Dinah Shore*

Dinah Shore is a nondrinker and thinks many movie folks drink too much. Dinah's husband, George Montgomery, is also a total abstainer. Dinah's opinion: "A studio must hitch its stars to the wagon."—*New York Post Home News*, Jan. 3, 1950.

\* \* \*

*Alma Archer*

In the *New York Daily Mirror*, Alma Archer, commenting on Shirley Temple's divorce from her drinking husband, writes, "Agar is just an 'A' example of the American men who

drink too much, too fast, too often! Few and far between are the men in this nerve-shaking century who win diplomas for drinking as gentlemen. . . . In my work as consultant to women, a day doesn't go by that I don't hear of some

"When I started on the stage somebody said, 'Well, it is a great life for dissipation and drinking.' 'Well,' I said, 'if there is any success to be had through being sober and steady, I will get it.' And I took a vow that I would

## SCORE 1799 TO 1

"Out of eighteen hundred court-martial cases which I handled as legal officer while serving for three and one-half years in the military forces of the United States, only *one* case had its origin in a cause other than beverage alcohol. Every one of the others originated from the use of intoxicating liquor. The liquor traffic did a marvelous job helping Hitler and Tojo."

Major, Judge Advocate General Corps Reserve. At the present time Staff Judge Advocate of the 83d Infantry Division, Reserve, United States Army. Headquarters: Bomber Plant, 6200 Riverside Drive, Cleveland, Ohio.

jerk husband trying to float his matrimonial bark in an ocean of alcohol."—*New York Daily Mirror*, Dec. 8, 1949.

\* \* \*

*Secretary of the Interior, Oscar Chapman*

Secretary Chapman, who has lived through sixteen years of the capital's entertainment without one drink of alcoholic beverages, gives his version of how to be dry, yet sociable:

"I do it this way. At a cocktail party, I never refuse. I take the glass and hold it. When the waiter comes around with more, I pretend I just had a refill.

"If it's a state dinner, with toasts for the guest of honor, I put the glass to my lips like everyone else, but swallow nothing."—*New York Daily Mirror*, Dec. 10, 1949.

\* \* \*

*Sir Harry Lauder*

The late Sir Harry Lauder's personal testimony concerning drink:

"No man can be successful and drink. It does not matter who he is, soldier or civilian.

not touch, taste, or handle strong drink of any description until I had made a name for myself.

"Now that I have made my name known all over the world, I see more necessity for doing the thing that is right than ever before, in order to hold that reputation.

"There is more need now for me to be sober and steady, for I am looked upon as an example."—*International Record*, London, quoted in *Forward*, Nova Scotia, Feb. 25, 1950.

## HAVE YOU HEARD?

THAT in the United States an average of 126 children are killed every month in accidents in which alcohol is involved, according to *Foundation Says*? This means the lives of four kiddies a day are snuffed out by alcohol accidents. Alcohol accidents in 1948 daily slaughtered 18 persons old and young for each of the 365 days of the year.

# INSTITUTE of SCIENTIFIC STUDIES for the PREVENTION of ALCOHOLISM

To be conducted at Loma Linda, California

July 24 to August 4, 1950

## OUTSTANDING LECTURES

BY

**ANDREW C. IVY, Ph.D., M.D., D.Sc.,**  
Vice-president, University of Illinois

**GEORGE T. HARDING, M.D., D.N.B., F.A.C.P.,**  
President, College of Medical Evangelists

**CYRIL B. COURVILLE, M.S., M.D., D.N.B.,**  
Director, Cajal Laboratory of Neuropathology

**WILTON L. HALVERSON, M.D., D.N.B., D.P.H.,**  
Director of Public Health, State of California

**JOHN C. ALMACK, Ph.D.,**  
Professor of Education, Stanford University

**HONORABLE JOSEPH T. ZOTTOLI**  
Associate Justice of the Municipal Court of Boston

**And other prominent speakers.**

Pathology and physiology buildings on the campus of the Loma Linda college of medicine where the Institute studies will be held.

### FELLOWSHIPS

A limited number of fellowships covering major expenses granted to graduate students, teachers, and social welfare workers.

### SCHOLARSHIPS

A number of tuition scholarships have been made available for worthy students.

**PRACTICAL WORKSHOPS**  
conducted by Leading Scientists

**IMPORTANT SEMINARS**  
under the direction of Prominent Educators

**INTERESTING FIELD TRIPS**  
under the auspices of Patton Hospital Authorities, Traffic Department Officials, Domestic and Criminal Court Judges

For information, application forms, and announcement write to the—

**NATIONAL COMMITTEE FOR THE PREVENTION OF ALCOHOLISM**

Suite 201-2, Northwestern Building, 107 Carroll Street, N.W., Washington 12, D. C.