

# LISTEN

A  
JOURNAL  
OF  
BETTER  
LIVING



The Neubergers  
OF OREGON

# It's a Fact



## ► New York Addicts

Police Commissioner Stephen D. Kennedy reports that the files of the New York Police Department show, from July 1, 1952, to July 31, 1955, "approximately 10,638 addicts in the city of New York, 61 of whom are under 16 years of age, 1,930 between the ages of 16 and 20, and 8,647 over 20 years old; 27 per cent are female and 73 per cent male. About 87 per cent of these addicts are users of heroin."

## ► Easy Way to Get Ulcers

The *British Medical Journal* (Feb. 4, 1956) reports studies of guinea pig stomachs and stomachs of human alcoholics made by Dr. A. Wynn Williams, of the University of Edinburgh, Scotland. Hemorrhages, eroded spots, and ulcers were found in the guinea pigs when the animals were given alcoholic solutions of more than 20 per cent concentration. The stomach lining of 25 adult human alcoholics revealed that the linings were normal in only nine with an average age of 38.5 years, mild to moderately severe inflammatory changes were present in seven whose ages averaged 46 years, and chronic atrophic gastritis were found in six with an average age of 52.5 years. The trend toward increasing amount and severity of chronic gastritis with increasing age of the alcoholic patients is significant, Dr. Williams points out.

## ► Worth While at Last

Used previously for making whisky, the Hickman still is now being developed as a practical method to produce fresh water from the sea. Estimates indicate that it will furnish pure water at one fourth the cost of any process now in use.

## ► Accidents for 1955

More than 92,000 persons were killed, 9,000,000 injured, and \$10,000,000,000 lost in all accidents in the United States in 1955. The majority of these mishaps occurred on the highways and in the homes.

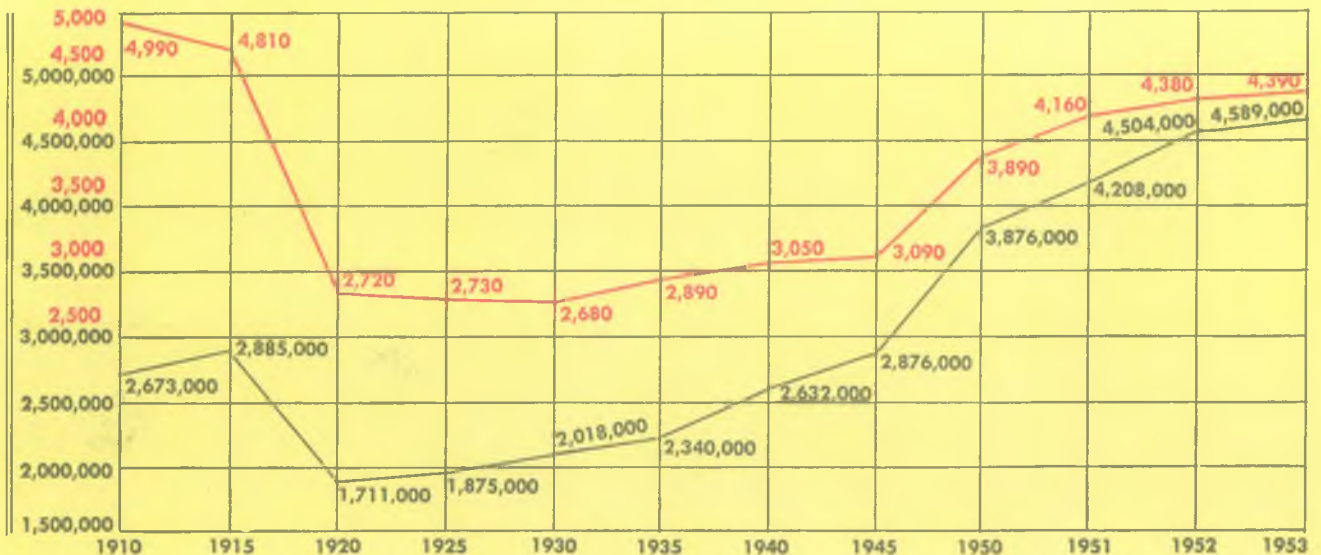
## ► Infant Narcotics Addiction

Three doctors from the Morrisania City Hospital, New York, have concluded from studies in the use of narcotics that in 216 cases of infants born to addicted mothers, "the over-all reported mortality in infants showing withdrawal symptoms was 33.8 per cent, and in cases where the condition remained unrecognized and no treatment was given, 93.2 per cent died." They claim that this problem will become increasingly important "if the use of narcotics in women of the childbearing age continues to rise."—M. J. Goodfriend, A. Shey, M.D. Klein, "The Effects of Maternal Narcotic Addiction on the Newborn," *American Journal of Obstetrics and Gynecology*, January, 1956.

## Estimated Alcoholics and Rate of Alcoholism in the United States--1910-1953

(Source: "Quarterly Journal of Studies on Alcohol," December, 1955)

Red: Rate per 100,000 population



# LISTEN

JULY to  
 SEPTEMBER, 1956  
 Volume 9  
 Number 3

## A Journal of Better Living

### ARTICLES

"Cup of Fury" . . . . .	Editorial	4
Oregon's Legislative Family . . . . .	Cecil Coffey	5
Three in a Row . . . . .	Robert A. Roach	9
Sleeping Watchdogs Daniel Carlsen With Barbara Doyle		11
The Medical Case Against Beverage Alcohol Andrew C. Ivy, Ph.D., M.D.		14
Who Should Pay? . . . . .	William L. Roper	17
Nonsmokers' Pay-Off . . . . .		24

### SPECIAL FEATURES

Life's True Values . . . . .	Duane Valentry	8
Back From the Bottle . . . . .	Picture Feature	13
Music's First Lady . . . . .	Fredrik W. Edwardy	18
Pull a Weed—Plant a Flower . . . . .	Ruth Knudson	22
Modern Trojans . . . . .	E. M. Davis	26
Battles Without Bombs . . . . .	Helmer O. Oleson	27
A Remarkable Family . . . . .		32

### PERSONALITIES

The Neuberger—Oregon's Legislative Family . . . . .		5
Gale Storm—Life's True Values . . . . .		8
Lily Pons—Music's First Lady . . . . .		18
Charlie Walker—Steering Straight . . . . .		30
Captain John Kolb— National Service Rifle Champion		36

### MISCELLANEOUS

Are Barbiturates Addiction Forming? . . . . .		12
The Seeing Eye . . . . .		23
Moment's Decision . . . . .	Marie B. Ryan	23
Try the Simple Life . . . . .	Mary Elsnau	25
Alcohol or Success? . . . . .	Charles Patti	31
Oldest Temperance Flag . . . . .		34

### REGULAR FEATURES

It's a Fact . . . . .		2
World Report . . . . .		20
We Repeat . . . . .		35

### POEMS

The Slave . . . . .	Clarence Edwin Flynn	32
Poems With a Purpose . . . . .		33

### OUR COVER

Himself a writer whose features have come out in *The Reader's Digest*, *Coronet*, *Look*, *American*, and other national magazines, Cecil Coffey, who brings to *Listen* readers the story of the Neuberger of Oregon, remarks of his interview with this outstanding duo in public service: "The Neuberger presented a challenging subject to me for two reasons: 1. The Senator is the only full-time free-lance writer ever to be elected to the United States Senate. 2. The high standards of social conduct this couple practice commend them to Americans everywhere."

*Listen's* informal cover picture of the Senator and his wife was taken on the steps of the National Capitol by Jon Francis of the Adams Studio.

### PHOTO CREDITS

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Copyright, 1956, by The American Temperance Society, W. A. Scharffenberg, Executive Secretary.

Ever a vigorous crusader for that in which he believes, Upton Sinclair is at his best in his vital new book "The Cup of Fury" (Channel Press Inc., Great Neck, New York, \$3).

# The Cup of Fury

*This is a book of personal experience.*

"I will write as one who has had but three or four sips of liquor in my life; as one who was early warned away from alcohol. It was my fate to be raised in a virtual sea of liquor."

*This is a book of wide observation.*

"It has been my fate to live among drinking people: novelists, poets, playwrights, and stars of stage and screen. I have seen twoscore of them go to their doom, eleven as suicides."

*This is a book of literary history.*

Jack London—"the last word on the subject of liquor."

William Sydney Porter—"one more Southern gentleman in trouble."

Stephen Crane—"he used to say that thirty-five years were enough for any man. He made only twenty-nine."

Finley Peter Dunne—"a saloonkeeper's victim."

Sinclair Lewis—"loss of productivity, the absence of joy."

Sherwood Anderson—"like a wearied animal going to an unfamiliar place to die."

*This is a forthright book.*

"In this book, I am afraid, there can be no element of suspense. When one of a man's suitors is whisky, the reader does not have to guess 'who is going to get him in the end.'"

*This is an interpretative book.*

"I say it is a frightful thing that so much of the talent and genius of America should have been distorted by alcoholic poisoning. These are indeed the men and women who have to a great extent set the intellectual and moral tone of our time. . . . They have helped bring about an America in which people feel they 'must' drink."

"The greater a man's goals are, and the more capable his mind, the more tragic is his story when he drinks."

*This is a courageous book.*

"Someone has to speak out on this subject. For recording the sorrows and agonies of my fellow writers I expect no applause, and am prepared to dodge the stale tomatoes."

*This is a young person's book.*

"I cannot help the old. . . . It is a question of giving information to the young. . . . I will tell in this book what I have seen with my own eyes and heard with my own ears, often from the lips of the victims."

*This book challenges the theory of moderation.*

"I do not remember many people who are able to stop after this one short swig or one quick snort. As Goethe says in a line translated by Carlyle: 'Choose well; your choice is brief and yet endless.'"

"I have known many men who drank; they were often men who in other ways kept stern discipline on themselves. . . . In this one area of their lives, however, there was no discipline, and gradually, this one area became the whole area."

*This is a sensible book.*

"Not drinking is no easy passport to happiness, no automatic assurance of a good and happy and creative life. What *does* do is to increase the odds enormously."

*This is a logical book.*

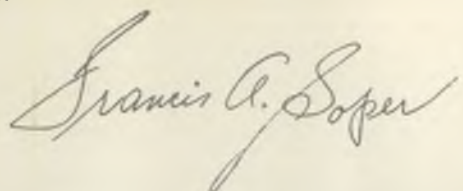
"I cast my vote against social drinking. I will not keep a dog in my house that bites one of every five or nine people who stoop to pet it. Nor will I sanction alcohol because it dooms or harms 'just' one of every five, nine, or sixteen who drink it."

*This is a positive book.*

"I have had so many other kinds of intoxication—looking at nature, reading great poetry, listening to music, and, above all, seeking and getting knowledge, that I have never had the slightest interest in liquor."

*This is a vigorous, crusading book.*

"We must fight for a nation in which men and women no longer seek the false stimulation and the false security, the humbug happiness and the counterfeit strength of liquor. . . . So long as men are lost to the cup of fury, our fight must continue."



By the flicker of a kerosene lamp in the backwoods of the Pacific Northwest, America's most unique lawmaking duo began their united career in public service.

# Oregon's

## LEGISLATIVE FAMILY

Cecil Coffey



If there are those who have the idea that the only frontiers left to explore are in outer space or in the depths of the sea, they should cast an appraising eye toward Senator and Mrs. Richard L. Neuberger of Oregon.

During the past eight or ten years this man-and-wife legislative team has successfully challenged the strongest political traditions in their state, gleaning from the experience such extraordinary adventures as only the pioneer-minded can claim. These adventures are graphically described in the Senator's current best-selling book, *Adventures in Politics—We Go to the Legislature*.

Their political adventures actually can be traced back to 1940, when Neuberger waged his first campaign and was elected to the Oregon House of Representatives. In 1942 he resigned to accept a commission in the Army for service in Alaska and the Yukon. He returned to public office in 1948 when the voters of Oregon's Thirteenth District sent him to the state senate.

But it was 1950, when Mrs. Neuberger decided to run for the office of state representative, that the unusual political duo really captured national attention.

"It was on a trip to the Clearwater National Forest solitudes of neighboring Idaho that I was suddenly confronted by the decision of accepting my wife as a partner in practice as well as in theory," Neuberger recalls. "She looked up one brisk morning from the sour-dough biscuits she was baking and casually announced: 'I'd like to run for the legislature myself this year.'"

The Senator wrote later: "No complacent male ever was taken more completely by surprise. . . . I wandered up a foaming creek, sat on a ledge, and did some hard thinking. Could my wife be trusted to make delicate political judgments? What if she did something to embarrass me? Could I allow a promising career to be nipped at the source merely because my wife was ambitious to serve in the legislature, too? I trudged back toward camp, determined to put an end to such nonsense.



The Nuebergers work together on many of the legislative questions which arise in their crowded career in government. In spite of a full schedule, the Senator is never too busy for a smile.

But as I walked along, another thought struck me. Did not my wife have the right to precisely the same attitude? After all, Article XIX of the Constitution had given women the vote and made them the political equals of men. Did I have the privilege, even within our household, to set aside this great mandate?"

That night, by the dim light of a kerosene lamp, Richard Neuberger helped his wife, Maurine, fill out an application for a place on the Oregon ballot.

"No deed has ever returned such rich and heart-warming dividends," he admits gratefully.

After Maurine's successful race the Neuberger's became legislative partners, talking over important bills and taking turns in calling signals. They set as their motto a statement attributed to the late United States Senator Claude Swanson of Virginia: "When in doubt, do right." The motto has since become a standard decoration on Mrs. Neuberger's desk.

Remembering this motto, Neuberger often advises young people who are thinking about entering politics: "If you enter public life, you will have to decide when a compromise threatens your ideals and when it simply blends your own views with some other honest person."

Although they are Democrats in a Republican state, the Neuberger's each polled a larger number of votes in 1952 than had ever been received by legislative candidates in the state's history. They became the only couple ever elected simultaneously to both houses of an American legislature.

In 1954 Neuberger achieved national prominence when he was elected Oregon's first Democratic United States Senator in forty years, winning by the narrow margin of 2,400 votes.

"The deciding factor," he readily affirms, "was Maurine."

Thus the teamwork of Mr. and Mrs. Neuberger continued right on to national success. Even today when a visitor drops in to see the Senator at Suite 348, Senate Office Building, Washington, D.C., more than likely he will see Maurine at a corner desk going through Oregon newspapers or reading over matters slated for Senate action.

Senator Neuberger's interest in politics dates back to his college days at the University of Oregon, where he was editor of the campus newspaper. He took up writing at about the same time and, after college, worked as a reporter on the Portland *Oregonian*. In 1937 he made the plunge and started free-lance writing full time. Up until his election to the United States Senate in 1954 he was best known as a writer of national prominence. In eighteen years of free lancing he bylined some 750 articles, 300 of which have been indexed in the *Reader's Guide to Periodical Literature*. In addition he has authored or co-authored six books. His most successful article was one published in *Harper's* and *The Reader's Digest* under the title "The Decay of State Government."

His writings on state governments and their problems are considered by many to be classic examples of the influence a crusading journalist can have in changing unsavory conditions. For years he has recommended that state constitutions be overhauled and that men and women who serve as legislators be better paid for their services.

"This would attract many capable young men and women to public service who now shy away from it," he says.

Of perhaps more significance than their political successes is the standard of personal conduct the Neuberger's have set for themselves. Frequently they have been cited for setting good examples of integrity and honesty, as



Specializing in the lore and background of western Canada, the Senator gathers material to write about Prince Rupert and its picturesque environs. Here he inspects a totem pole near Port Simpson.

Maurine does her own dressmaking as the Senator beats out an article on an old battered typewriter.

Senior Senator and Mrs. Wayne Morse of Oregon talk over with the Neuberger's some of the problems pertaining to their home state.

When a lieutenant in the United States Army, Neuberger (left) served as aide-de-camp to General James A. O'Connor (center), builder of the Alcan Highway. In this Ottawa scene they discuss with the late Prime Minister W. L. Mackenzie King the proposed route of the famous Alaska road.

The Neuberger's spend a little time at their Georgetown home in Washington, D.C., at one of their favorite pastimes, keeping up with the news. Another hobby is walking through the Washington parks, bridge paths, and wooded areas.



## True Inner Confidence

I take a great deal of pride in the fact that my husband and his senior colleague from Oregon in the United States Senate, Wayne Morse, are among the senators who never drink. They are men who can pass through the Gethsemane of embattled public service without having to rely upon the false crutch of alcohol.

As a teacher of physical education, I like to think that this stems from their love of the outdoors. They don't need liquor. They have something better.

I may be prejudiced, but I believe that this love is a superior source of entertainment and recreation to the Washington cocktail circuit. Men who serve without selfishness and without fear do so because they have that true inner confidence which comes from the heart and the soul and not from any synthetic stimulant.

*Maurine Neuberger*

Oregon State House of Representatives.

## First Things First!

In public life a person must learn to accept criticism and even vilification. This can be done if one keeps foremost in mind the things that are truly important.

Good friends, good health, faith in God, appreciation of the vast outdoors, a sense of doing right—these rank over money in the pocket or pomp and power.

A feeling of well-being is imperative to public service which is not haunted by political fears. I have never understood how a brain befogged by alcohol could endure the tensions and strains of governmental decisions. My preference is my own; I do not attempt to impose upon others, except that I trust my habits of life may invite imitation. A good example is often the best teacher of all.

*Richard L. Neuberger*

U.S. Senator  
from Oregon.



In a perfect setting in his home state, Neuberger discusses natural resources and their conservation with Lyle Watts, former director of the United States Forest Service.

Senator Neuberger scans his book "The Lewis and Clark Expedition," one of two books he has written for a series being published by Random House to help glorify for youth the ideals of America's truly great heroes.



well as personal habits of recreation and social conduct.

Neither the Senator nor Mrs. Neuberger drinks or smokes. Both attribute their success in life largely to their habits of clean living. They are great lovers of the out-of-doors and are personally acquainted with hundreds of miles of wilderness trails and remote streams and lakes throughout the Pacific Northwest and Western Canada. Both are ardent conservationists and have led the fight to preserve the nation's natural resources. During his campaign for the United States Senate, for example, Mr. Neuberger distributed 60,000 packets of grass seeds and urged his listeners to plant them. He feels that this emphasis on natural resources struck a popular note and aided in his election.

Among the significant bills Senator Neuberger has introduced in the Senate since coming to Washington was one which called for the banning of alcoholic beverages on aircraft. He went one step further than some of his colleagues, who introduced similar bills, by calling for enforcement on all aircraft, not merely those on commercial air lines. In introducing this bill, he said in part: "Alcoholic beverages . . . should be forbidden aboard all aircraft. After all, every plane shares the air lanes with some other planes. We know what tragedy and catastrophe can occur in the air if planes collide or on a landing field if a plane does not use a runway carefully and accurately.

"We would think it silly if we ruled out alcohol on trucks and busses using the highways. This would not make much sense.

"For these reasons . . . I introduce for appropriate reference a bill to ban the consumption of alcoholic beverages on any civilian aircraft—commercial or private—operation of which is subject to regulation by the Civil Aeronautics Board, and on military aircraft."

The Senator doesn't mind speaking out just as forcefully against Washington cocktail parties.

"Cocktail parties are completely unrewarding. There is no sincerity in them, and too much energy and effort are wasted. They don't add a single thing to my understanding or to my enjoyment of life. I hardly ever go. If I do feel it necessary to go, I ask for juice or a soft drink. It doesn't bother me at all if my host or hostess doesn't like it. I make no bones about my dislike of intoxicating beverages. I don't like the taste of liquor, I don't like the effects of liquor, and I certainly don't like the results of drinking liquor."

Mrs. Neuberger echoes the sentiments of her husband, being as outspoken as he against the social evils brought on by beverage alcohol. For example, after the electorate of Oregon had voted in favor of liquor by the drink, Mrs. Neuberger voted and spoke against the enabling act brought before the legislature.

"It'll just mean more money spent on whisky," she said, "and that means less spent on medicine, lamb chops, and diapers. I am going to speak my piece if it costs us the votes of everybody who ever drank a highball."

The Senator believes that too much drinking on the part of American diplomats, particularly in countries where prohibition is practiced, tends to lessen the influence of American diplomacy, and in some cases causes the

(Turn to page 34.)

Duane Valentry interviews

Gale Storm, TV's popular star

who played "My Little Margie."



## life's True Values

**A** DOZEN years ago a young, apple-cheeked girl decided she would be satisfied with life if she could become the best secretary in Houston, Texas. She wasn't much interested when her high-school teacher suggested that she enter a drama contest that week, but she did it.

As a result, millions of people know Gale Storm from pictures and from television. An estimated 37,000,000 tuned in each week for the past two years to catch "My Little Margie," and are now tuning in on a new serial featuring Gale. All of which is proof to the young woman from Texas with the wholesome appeal that she has been "guided" all the way. Because of this she is not afraid to take her stand for what she believes in.

On that day in Houston when she sat with other young hopefuls and waited for the decision that was to change her life, Gale says she thought she felt God's touch on her shoulder. She has had the same feeling many times since.

She was aware of it when she stubbornly stood up for her views against the experts of Hollywood on more than one occasion. She was aware of it when she told the press why she didn't drink and never would.

There was a fuss, for instance, when Gale decided she wanted to teach Sunday school.

"It isn't smart," they told her, adding that such publicity, if it got out, could only hurt her as a screen actress.

But Gale went ahead and taught her Sunday-school class each week, sure that it was the right thing to do. The reporters weren't especially interested, and there was little publicity.

"The public seems more interested in sensation," Gale said at the time. "If you're married only once and take an interest in church affairs, you're tabbed as an old fuddy-duddy. You're considered dull."

Although she doesn't conceal the fact that she is devout, Gale Storm could never be called dull. Her quick sense of humor is evident throughout any interview, and it is this that transformed "Margie" from an ordinary television program to a half hour of fun so popular with millions.

To Gale, religion satisfies the inner, spiritual needs of herself and her family, which she considers its true test. This test she can apply daily, since she is the mother of a growing family.

At the same time Gale was winning a screen test and ticket to Hollywood, a young man named Lee Bonnell won the finals of the men's division. In Hollywood the two met and fell in love. Because of Gale's youth, they

agreed to wait two years before they were married, and this waiting period saw both make some headway in films. When Lee was called into service by the Coast Guard, Gale kept on with her career and enjoyed moderate success.

With Lee's return, a period of adjustment set in for the young couple, as it did for many other servicemen and their families.

During five years, Philip, Peter, and Paul were born to the couple. *(Turn to page 25.)*

After church services Dr. Cleveland Kleihauer greets Gale and her husband, Lee Bonnell. With them are their three boys, Peter, Philip, and Paul.





How a man die, the tragic  
victim of "drugs for pleasure."

3

in a row

Robert A. Roach, Executive Secretary  
Narcotics Education, Inc., State of Oklahoma

**T**HERE'S something about the atmosphere of death row that reaches out and grabs you. I know, for I was there. The thought begins to pound away at you that must keep pounding at the doomed men there, "Time is running out—fast!"

And time *was* running out on these men, all three of them with whom I talked, especially Hurbie Fairris, whose date with the electric chair was not far away. His two pals, also murderers, would have longer to think over their deeds before sitting down in the death seat.

Hurbie, only twenty-two, was first to face the approaching reality of death; but Robert Hendricks and Otto Loel, both at least twice Hurbie's age, knew that their time, too, was running out.

These three men had more in common than their location. They had been trapped by the subtle but prevalent philosophy that *drugs for pleasure* are a normal part of living, that drugs are necessary to make life really worth living. But the attitude that drugs can be used for pleasure is as dangerous as the game of Russian roulette. No, a person may not lose all the time, but it takes only once, and then he has had it!

A few days before Hurbie's execution his attorney had made a last desperate plea with a lying witness before the board of appeals, and had failed. All through the trial and the rehearings lying had played a prominent part. Did not everyone swear on a Bible before God and man to tell only the truth? Yes, but those who use *drugs for pleasure* have lost their sense of right and wrong. At the last hearing the killer Hurbie admitted, "Why, sure I'll lie if it'll keep me out of the chair." Then he claimed to be closer to God than any other man in the room. What a paradox!

Clearly his whole life's pattern was warped, for his family background presented a dark picture of numerous and repeated arrests and sentences to jail. His own mother had killed two of her husbands.

Two hours before his execution Hurbie was led into a special cell next to the execution chamber. There a barber shaved his head clean, leaving it a glistening orb for the death cap. When I arrived at 11:40 p.m., he was dressed in a black suit, tie, and white shirt. His eyes had dark shadows under them. He was tense like a trapped animal expecting to be slain.

THIRD QUARTER

Quietly I stepped to the bars. He remembered me, calling me by name. Men who are about to die sometimes say things truer than anything they have ever said before, though they may have been consistent liars all their lives.

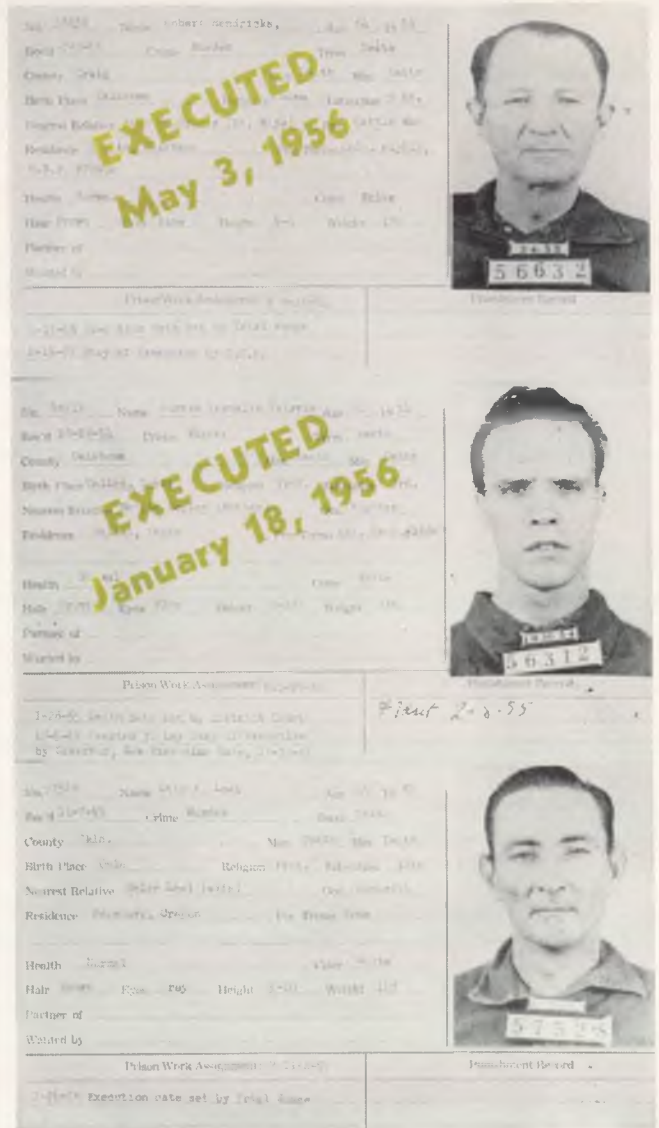
I wanted to delve deep into his *drugs-for-pleasure* philosophy. Perhaps now, with no more future to cover up, he would speak the true, deep sentiments of his mind, soul, and heart.

"What is your idea about the use of drugs, particularly alcohol?" I queried.

I fearfully awaited his answer. "Why, I don't see anything wrong if you use it moderately." That was the nugget, the keynote, of his cynical attitude.

Can anyone prescribing drugs for himself correctly evaluate moderation? Can anyone unable to tell right from wrong determine true values? What if it were true—this moderation theory? How can one safely use an addiction-forming drug, such as alcohol, moderately without medical training?

Where did such philosophy lead this young man, a mere boy, who was about to die? But youth all over America are being brain-washed by this idea of *drugs for pleasure*, a paramount idea in alcohol advertising.



Yes, three in a row. As I turned from that cell of doom, the impact was forceful, sickening.

Just a few feet away, not more than ten, stood the barred cage, and the chair wired for death!

Five men in uniform waited, killing time until midnight, a few minutes away. At that time the warden would come with the reporters, clergymen, two doctors, funeral-car personnel, and lastly the onlookers.

Now the executioner took a towel soaked in salt water, which he applied to the spongelike surface of the helmet and left leg strap, apparently to provide better conduction of the electricity, which, incidentally, was to be 2,300 volts.

Shortly the power unit for the death chair came on with a roar, making the room vibrate with its ominous sound, and doubtless sending a chill down the spine of the killer.

Indicators on the power panel were checked for voltage. The sergeant over the five guards explained to "Big Boy," the executioner, what the signal would be. At the specified time the warden would place his hand in his right pocket, in this way giving the signal to throw the switch.

During these last few preliminaries I was sitting alone on the front row, outside the latticed wire cage. Looking around, I counted the chairs for the observers—thirteen. Wouldn't you know it!

Down through the underground hallway came the sound of steps. Then the warden came into view, and behind him the observers. He stepped into the cage with the guards, the doctors, and two or three other carefully selected men. In a few moments the killer was ushered into the death cage and before the chair. Reminding Hurbie of his last opportunity to make a statement to the world, the warden nodded his direction.

With a shifting side-to-side motion of his shoulders and a mocking expression in his eyes, he sullenly responded: "This is the way you wanted it, so you're going to get it that way."

With no more comment he backed into the death chair. Instantly four of the guards stepped forward and buckled his arms and legs in place. The death cap, similar to a football helmet minus the ear muffs, came next. Preparatory to his face being covered, the helmet slipped, but was quickly adjusted. Wide at the center and

tapering to small straps at the ends, the mask had only a hole for the nose. Otherwise, it completely covered the eyes and chin, leaving a part of the forehead exposed on either side.

The doomed man made one more remark, his last, while the death-dealing helmet was being adjusted: "Sarge, tell Big Boy not to hurt me." Whether this was meant to be a jest, a pretense at bravado, or a lack of appreciation of life itself, who knows?

To cut off vision and hold the head erect at the death blow, the mask was adjusted to the face and tied behind the chair.

The guards stepped back to the safety of the rubber mat. Big Boy waited before the power panel, his hand on the switch. A brief pause as the tense observers held their breath.

Right across the cage from where I sat, the prearranged signal went into effect. Out of the corner of my eye I saw the switch move forward.

The body leaped with a momentum that would have hurled it against the wire cage six feet away, but the straps held. For twenty-five seconds the current surged through that straining body, and the clenched fists seemed to grow smaller and smaller until they didn't look like hands.

Twenty-five seconds, 2,300 volts. The body sagged forward, limp and lifeless. Two doctors stepped up to check the heart. When both had nodded Yes, the warden broke the breathless silence with, "That's all." Hurbie's time had run out. A gesture by the guard toward the door started the observers on the way out.

Being the last to leave, I saw a white sheet thrown over the body as it was released from the chair.

Justice had claimed its price. So had the philosophy of *drugs for pleasure*.

Those who use any drug for pleasure, like those who play Russian roulette, have no assurance that they will not pay the supreme penalty. Check the list of drugs (included in this feature) that produce addiction, distort one's sense of values, his ability to distinguish right from wrong, and make him careless of human life. The continued use of any of these drugs merely for pleasure will lead to tragedy and death.

"There is a way which seemeth right unto a man, but the end thereof are the ways of death." Proverbs 14:12.

### Important Addicting Drugs

In the United States important addicting drugs are opium (morphine, codeine, thebaine, pantopon, dilaudid), the synthetic analgesic drugs (demerol, methadone), alcohol (ethyl alcohol, as found in beer, wine, whisky, mixed drinks, etc.), the barbiturates (nembutal, seconal, barbital, veronal, phenobarbital, amytal), marijuana, cocaine, amphetamine (benzedrine).

Sources: United States Public Health Service; "Drugs in Current Use" (1956), Walter Modell, M.D., F.A.C.P., editor.

### Alcohol, a Narcotic Drug

"Alcohol is a habit-forming drug and should be grouped with the narcotics and barbiturates, for it can produce physical as well as psychological habituation."—Frederick Lemere, M.D., a Seattle psychiatrist and neurologist.

"Alcohol is a poison classed among the narcotic drugs along with chloral, ethyl chloride, chloroform, ether, toluol, and benzol. It acts as poisons act."—William F. Boose, M.D., toxicologist.

"The most important of all the depressant drugs, statistically, is alcohol."—Harris Isbell, M.D., research director, U.S. Public Health Service Hospital, Lexington, Kentucky.

# Sleeping Watchdogs

Daniel Carlsen With Barbara Doyle



**A**N VIEWING the growing menace of the barbiturate problem, many people are inclined to make note of deaths from overdoses of these drugs, ignoring the no-less-dramatic but little-publicized dangers often accompanying the taking of them. Serious though it is, death is not the only hazard encountered along the sleeping-pill trail.

Barbiturates deaden the higher centers of the brain, which act as the watchdog of the conscience. With this watchdog drugged to sleep, a person forgets inhibitions and learned behavior, and fails to repress wild impulses normally controlled by that portion of the brain.

Does this mean a person should never resort to the use of sleeping pills? Are they really dangerous, as some "alarmists" warn? Or, are they comparatively harmless, as conservative observers declare?

In the short history of the barbiturates, many pro-and-con arguments have been advanced. They have been hailed as a "major medical miracle" on one side and as "products of the devil" on the other.

Barbital, originally called veronal, was discovered in 1903. It is a white, crystalline powder manufactured from chemicals.

In the past fifty-three years, close to 2,000 derivatives of barbituric acid have been developed, with new ones constantly being produced. Not all of these are in general use, but you might be familiar with some of the well-known ones: phenobarbital (or luminal), nembutal, seconal, tuinal, barbital, ipral, thiopenal, sodium amytal, and sodium pentothal (also called sodium evipal). Manufacturers usually give these products names ending in the syllable "al," to designate relationship to barbital.

Barbiturates are sedative drugs, classified as soporifics or depressants, whose effects are similar to those caused by alcohol. They numb consciousness and depress the central nervous system. Taken at night in full dosage, they are called "hypnotics;" taken during the day in reduced doses, they are termed "sedatives." If they are taken in overdoses, the results are intoxication, acute poisoning, stupor, coma, or death.

Sold in tablets, solutions, or powdered form (contained in colored capsules), barbiturates are most commonly prescribed for insomnia and nervous ailments. They induce sleep, give the user a sense of well-being, cause relaxation, lessen anxiety, and relieve all grades of pain—from headache to that caused by such killers as cancer. Their action ranges from mild sedation to deep anesthesia. Some can be used for a certain type of surgery; others are given prior to, and after, general surgery. They are also valuable in treating epilepsy, nervous disorders, and mental illness.

In addition to what they do *for* people, there are certain undesirable things they do *to* people. Under some conditions they cause drug addiction. They can produce mental confusion, delusions, and hallucinations. Taken excessively, they cause intoxication, wild, assaultive behavior, and are responsible for many highway accidents involving drivers under their influence. They sometimes cause nerve poisoning, brain deterioration, and psychosis. Because they are cumulative, persons taking them continuously often suffer from poisoning, sometimes resulting in death. Some persons are sensitive to them and cannot

In addition to what  
barbiturates do **FOR**  
people, there are  
certain undesirable  
things they do  
**TO** people.

take them at all without suffering from various complaints: dizziness, faintness, skin rashes, and disorders of the respiratory or circulatory systems.

It would be as irresponsible to stress only the hazards connected with taking barbiturates as it is for those writers who underscore the value of the drugs to report blithely that they really are not dangerous, "except to a certain kind of person."

Like most drugs that can relieve both physical pain and emotional distress, barbiturates can be deadly when misused. Perhaps the real menace is the general public's ignorance about them. *The Journal of the American Medical Association* has referred to them as "potentially dangerous drugs in the hands of the inexperienced person;" yet many people take them—and offer them to friends—as readily as they would a piece of chocolate candy.

Individuals who learn the true facts about these drugs can, if necessary, take them without endangering their mental, moral, or physical health. If many individuals were really informed about barbiturates, fatal accidents and present abuses would decrease accordingly.

In addition to being called "sleeping pills," some people give them more spectacular names. For many years narcotics addicts have called them "bombers" (because of their explosive effects), "goof balls," and "goofers." They call barbiturate addicts "goof-ball artists," a name uniquely appropriate to those intoxicated by the drugs. Also they are given names whose first word describes the color of the particular capsule used.

An increasingly popular practice among thrill-seeking youth and the more jaded members of society is to take barbiturates and alcohol together. While both are depressants, they result in temporary stimulation when used excessively. This suicidal concoction is called "wild geronimos" and frequently leaves in its wake disaster and death.

A doctor's prescription is needed to obtain barbiturates legally.

Barbiturates, controlled by the physician, prove most beneficial for some conditions and can miraculously change a person's life, bringing happiness and ease in place of misery and pain. The case of Mary M—graphically illustrates their value when properly used.

Mary was a victim of epilepsy, an ailment resistant to treatment until the recent past. Until she reached adolescence, she was normal in every respect. At thirteen she began having epileptic seizures, and became irritable, seclusive, and odd. By the time she was seventeen, she

vacillated between depressions and temper tantrums.

If Mary's physician had not given her phenobarbital, she might be a seriously disturbed person today. The drug limited the number of seizures, so that she could take up a socially normal life. Eventually the attacks were completely relieved, and she is now gainfully employed and well adjusted.

Various drugs are used in treating epilepsy. Phenobarbital, dilantin, and the bromides are frequently given, singly or in combination, depending on the patient's individual condition. They have proved efficient in controlling attacks, in some cases eliminating them completely.

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#### **Barbiturates are a menace to you when you—**

- **find yourself craving them.**
- **double the amount prescribed.**
- **can no longer be "held" by one pill or capsule.**
- **lose track of how many you have taken.**
- **start taking them in the daytime as well as at night.**
- **get a lift out of them instead of a letdown.**
- **take them for the lift or when you take them for an escape from grief, emotional problems, or just reality.**

**A person who becomes addicted to a drug learns that what he once controlled now has mastery over him, and he loses all will power regarding the drug.**

---

One feature creating much controversy is whether or not the barbiturate drugs are addiction-forming. For years after their discovery they were listed as nonaddicting, and this "information" was duly recorded in medical textbooks. Unfortunately, a host of barbiturate victims bear tragic testimony to the error made in this theory.

Patrick was a salesman, pleasant and well liked, who graduated to an executive rank in the sales field, after which he built his own promotion business.

Ambitious and diligent, Patrick often drove himself beyond his strength. While forging ahead on his way to success, he suffered through many sleepless nights, unable to let down. He found what he thought was the solution to his problems when a doctor prescribed phenobarbital.

In a few months Patrick was doubling the amount prescribed, then tripling it, in an effort to recapture the original relief gained by the drug. When his doctor warned him against taking more than prescribed, Patrick did what many other misinformed persons have done. He visited other doctors, switched to seconal, and rapidly built tolerance. The time came when he was taking between twenty-five and thirty (Turn to page 29.)

## **Are Barbiturates Addiction Forming?**

**"Addiction to barbiturates is far more serious than is morphine addiction. Addiction to morphine causes much less impairment of mental ability and emotional control."—U.S. Public Health Service Hospital, Lexington, Kentucky.**

**"Barbiturates produce dependence indistinguishable in many respects from dependence on morphine or on opiates."—Harry Gold, M.D., Cornell Medical College.**

**"Sleeping-pill addiction is becoming a more serious problem than morphine and heroin addiction for two**

**reasons: first, because sleeping pills are so dangerous, and, second, because in many places it's quite simple to buy them. Also, withdrawal illness after the long use of large amounts of a barbiturate is more severe than from opiate drugs."—Victor H. Vogel, M.D., former medical director, U.S. Public Health Service Hospital, Lexington, Kentucky.**

**"The barbiturate addiction is particularly vicious. Members of the medical profession will certainly not believe that barbiturates are free from the possibilities of addiction."—Editorial, "J.A.M.A.," 1939.**

Typical of how big business is facing its alcoholic employee problem, Du Pont helps George find his way—

## Back From the Bottle

When a man begins to find solace in the bottle, he damages not only himself, his relationships, and his future, but also the company where he works. Industry has in many cases come to recognize its responsibility in helping the alcoholic worker, who, if not for his drinking, could be a valuable man to the organization.

One of the first major industries to assume such concern for the drinker was the Du Pont Chemical Company, of Wilmington, Delaware, and the results it has obtained far surpass the effort and speculation as to the value of the effort.

Take the case of George, for example. His job as a process operator had enabled him to marry, build a home, and start a family. But his life was not without its problems. Instead of facing them realistically, he took to floating them away by concentrating on the bottle. At first it was a matter of a social drink at a party. Then it became part of his life to drink alone. The problems he tried to avoid by drinking were not solved by alcohol. Waiting for a solution, they began to wax greater, with new ones added. George was near abandoning normal living when his wife abandoned him. His absences at the job combined with his late inefficiency were threatening to deprive him of his income.

Fortunately, through the help of the plant doctor and group therapy, he began to help other drinkers face their problems, too, and thereby learned to solve his own. He recovered, and in due course returned to his job and to his home, a normal human being again.



1. As a process operator at the Du Pont plant in Wilmington, George had a good job with a comfortable income.

2. His life was not uncomplicated, but instead of confronting his problems, he began to drink them away, beginning at parties and ending up as a solitary drinker.

3. Binge after binge would end in this drunken way. George's drinking companions found it difficult to bring him home. Once started, he wanted to drink himself into forgetfulness.

4. For George's wife the limit had been reached. She decided to leave him when one day he returned in a stupor from an alcoholic spree.

5. His efficiency at his job nose-dived, and his department supervisor seriously considered firing him. George was a good worker, however,

when he was sober, so the supervisor sent him to the Du Pont plant doctor for a checkup.

6. The doctor examined George and found him physically fit, but his mental state left much to be desired. Gradually he began to realize that he was not alone in his wrestle with rum. Part of his therapy was to help other drinkers come to grips with reality. In this way George learned how to react to his own drinking problem.

7. After his "cure" began to take effect, George's wife returned, with their child, and her confidence helped him escape even further from the alcoholic morass into which he had fallen.

8. George still retained his old friends, but a gathering no longer meant the beginning of a binge. George found satisfaction in other and less dangerous directions.

**The** medical case against alcoholic beverages can be summed up under six major headings, as follows:

1. *Alcohol is not necessary for the maintenance of health, and today it is not necessary as a drug or medicine.* If it were, it would be included in the table of contents of the most authoritative books on foods and nutrition. Instead, alcoholic beverages are referred to in textbooks dealing with pharmacology, toxicology, pathology, and diseases of nutrition and of the body and mind.

During most of the nineteenth century, alcohol was a necessary drug, narcotic, or anesthetic, and sedative in medical practice, because it was less habit-forming and toxic than morphine, opium, or marijuana. Today it is unnecessary.

In 1917 the American Medical Association (House of Delegates) passed the following resolution:

"Whereas, We believe that the use of alcohol is detrimental to the human economy; and,

"Whereas, Its use in therapeutics as a tonic or stimulant and as a food has no scientific basis; therefore,

"Be It Resolved, That the American Medical Association opposes the use of alcohol as a beverage; and,

"Be It Resolved, That the use of alcohol as a therapeutic agent should be discouraged."—*The Journal of the American Medical Association*, 68:1837, 1917.

In 1953, Dr. H. I. Russek and his associates in an article published in *The American Heart* and *The Journal of the American Medical Association* concluded that existent views about the value of alcohol in the treatment of angina pectoris should be drastically amended, if hazards of the anesthetic and analgesic, or pain-relieving, effect of alcohol are to be avoided. Nitroglycerin, which relieves pain by increasing the blood flow to the heart muscle, is the best drug, because it improves heart action. Alcohol does not. In coronary heart disease a glass of whisky is not the equivalent of a 1/150-grain tablet of nitroglycerin placed under the tongue. (*The American Heart*, 3:5, 1953; *J.A.M.A.*, 143:355, 1950.)

Dr. E. A. Edwards, in an article published in the *Modern Concepts of Cardiovascular Disease*, said, "Alcoholic beverages should not be prescribed for a patient not already using them, for they are of doubtful benefit and may lead to addiction."

Also, the "medical joke" that "I will smoke and contract the blood vessels of my heart with nicotine and then take a highball and counteract the effect of the nicotine" has been shown to be untrue by an actual experiment on human subjects.

2. *Alcoholic beverages impair the normal mental function of nearly everyone who consumes them in ordinary amounts.*

Alcoholic beverages put the brain to sleep. They anesthetize the brain, the extent depending primarily on the amount of alcohol consumed and the susceptibility of the individual.

The alcohol in one or two beers, one or two cocktails or highballs, impairs judgment. That is why euphoria, or a feeling of well-being and of greater self-confidence, occurs. That is why the *sense of caution* is impaired, and the so-called moderate drinkers do and say things

they would not otherwise do or say. That is why General Marshall, early in World War II, when asked where our national security was threatened most, replied, "In the cocktail lounge of the Mayflower Hotel."

3. *The alcohol in one or two beers, or one or two cocktails or highballs, also increases accident proneness by impairing the sense of caution and the performance of skillful acts.*

This impairment occurs before one begins to "feel the effects" of the alcohol—such effects as the sensation of warmth and tingling of the skin.

The following table presents the most scientific evidence now available showing the relation of alcohol in blood to proneness of having an auto accident in which a person is injured:

Alcohol in Blood	Drivers Stopped at Random Who Had No Accidents		Drivers Injured in Accidents		Drinking Increases Accident Proneness By
	Number	%	Number	%	
Zero	1,538	87.9	144	53.4	1 time
Trace to .06%	133	7.6	39	14.2	3.2 times
.07 to .10%	46	3.2	28	10.4	5.5 times
.11 to .14%	16	.9	22	8.2	14.5 times
.15% or above	7	.4	37	13.8	55 times
	1,740		270		Average: 6.5 times

One or two beers, cocktails, or highballs, depending chiefly on the size of the person, yields a concentration of from .02 to .06 per cent. The maximum effect occurs from 45 to 75 minutes after drinking.

# The Medical

Note that 89 of the 126 who had alcohol in their blood and were injured had less than .15 per cent of alcohol in their blood, the concentration at which most persons are conspicuously or clinically drunk. That is, 70 per cent of the "drinking drivers" in personal injury accidents were not conspicuously drunk.

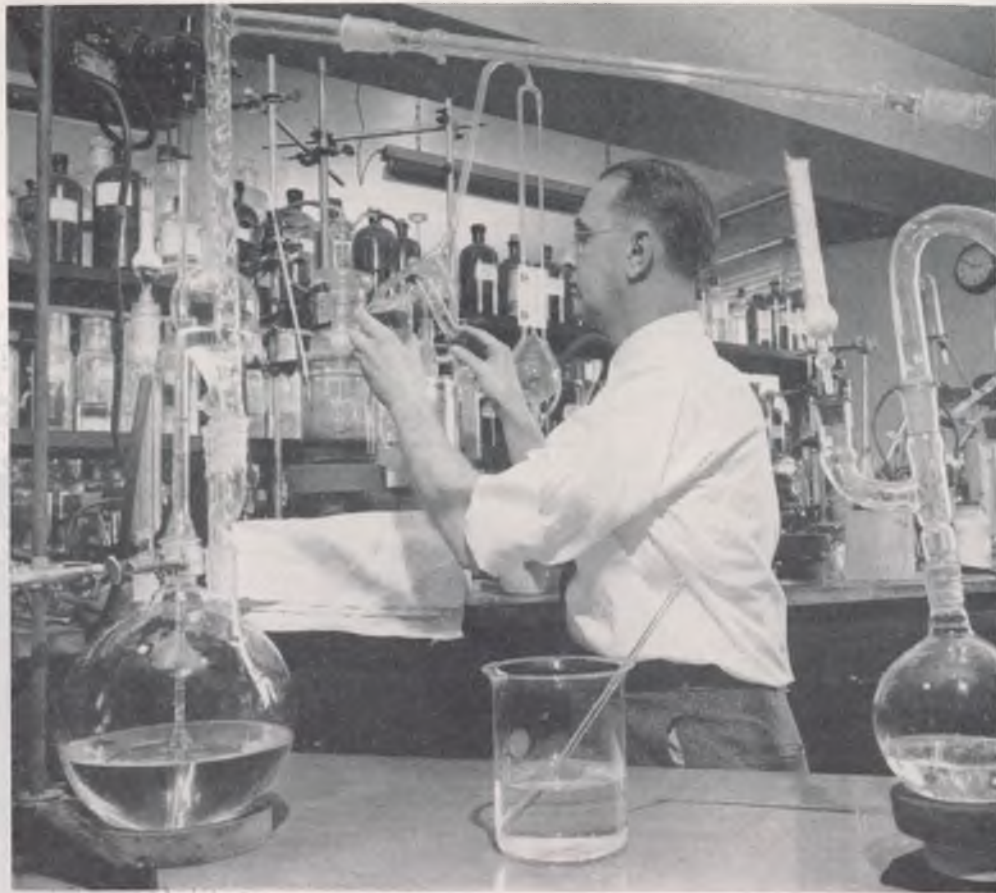
Since persons who have been drinking are on the average 6.5 times more prone to be involved in a personal-injury traffic accident, it may be shown that alcohol was the cause of 40 per cent of the 270 accidents shown in the above table. (Results of a study of the Traffic Institute, Northwestern University, Evanston, Illinois.)

The National Safety Council reports that alcohol is involved in 23 per cent, a figure admittedly too low, because it is chiefly based on coroner's and police reports where an examination for alcohol in the blood is not required by law in all cases, and only a small percentage of the counties report.

The approximate correctness of the figure of 40 per

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for the Prevention of Alcoholism



# Case Against Beverage Alcohol

cent is also supported by the experience of the Preferred Risk Mutual (Auto) Insurance Company, of Des Moines, Iowa. Auto owners who are total abstainers receive from 20 per cent to 40 per cent discount on the cost of their premiums. Data from this insurance company also show that total abstainers have no more accidents over the Christmas weekend than any other weekend. These data indicate that most of the increase in traffic accidents over holiday weekends is due to alcoholic beverages.

In 1952, 37,600 persons were killed and 2,090,000 in-

jured in personal-injury motor vehicle traffic accidents, according to the Travelers Insurance Company. On the basis of the estimate that 40 per cent were due to alcohol, which is the most scientific estimate we have, alcohol was the cause of the injury of 836,000 persons in 1952. This is more than were injured or killed *abroad* in our Armed Services during World War II. If a figure of 23 per cent is used, the number of traffic casualties due to alcohol is 450,000 or 81 per cent as many casualties as occurred during World War II.

Table Showing That Total Abstainers Did Not Experience More Traffic Accidents Over the Christmas Weekend (1955)

Weekend	Preferred Risk Insured % Change in Accidents	Eight Cities Reporting in 1955 % Change in Accidents	Eight Cities Reporting in 1955 % Change in Fatal Accidents	47 States and D.C. in 1949 % Change in Fatal Accidents
Dec. 9-12	0	0	0	0
Dec. 16-19	+11	0	-40	+28
Dec. 23-26	0	33	+110	+56

World War II Killed and Wounded in the Armed Service Abroad\*

Service	Killed	Wounded	Total
U.S. Army and Air Force	237,049	139,703	376,752
U.S. Navy, Marines, and Coast Guards	72,431	105,953	178,384
Total	309,480	245,656	555,136

\* Figures from 1952 "The World Almanac" (New York "World-Telegram").

The number of traffic casualties due to drinking is appalling. On the one hand the nation is shocked and grieved by the number of casualties during World War II, but on the other hand we have legalized and are advertising the anesthetic and narcotic which causes from 20 to 40 per cent of the traffic casualties totaling annually more casualties than occurred abroad in our Armed Forces during World War II.

\* 4. *The consumption of alcoholic beverages results in the production of a disease which may be called "acute alcoholism," "chronic," and in some cases "periodic alcoholism" in millions of our citizens.*

In any degree of its acute, periodic, or chronic forms, alcoholism is a disease by definition of the word *disease*, which refers to the impairment or interruption of any of the natural and regular functions of any or all of the several organs or systems of the body. However, unlike many or most diseases, alcoholism is self-inflicted. A neurosis *not* due to alcohol can and does occur, but alcoholism without alcohol cannot occur. Alcoholism comes out of a distillery, winery, or brewery. Unfortunately, today the early stages of alcoholism are socially accepted and encouraged by a large but poorly or erroneously informed and motivated section of our society.

Some persons are more susceptible than others to alcoholism. Individual variation in susceptibility to poisons, infectious and noninfectious disease, and all useful drugs is a biological fact. In only a relatively few instances, however, do we know the cause of this variation.

Regardless of much research, we cannot accurately predict who will be susceptible to becoming an addicted drinker. There are certain characteristics in the personality profile of alcoholics, but these same characteristics are also present in the profile of abstainers, and of "moderate" and "occasional" drinkers. *There is only one outstanding and unequivocal fact regarding this matter, and this is: The only way not to become an addicted drinker or not to suffer from alcoholism in any of its forms is to abstain.*

Regarding this question of susceptibility, Dr. Robert Fleming of Harvard Medical School said, "It takes some people longer than others to attain addiction, but no human being can be regarded as immune." Dr. E. M. Jellinek, formerly of Yale University, stated, "Any normal person may become an alcoholic." Drs. Leo Alexander, Merrill Moore, and Abraham Myerson commented, "Irrespective of what anyone may claim about underlying personality problems in the chronic addict, the fact remains that without alcohol taken to excess, alcoholism does not occur." Dr. Horatio M. Pollock, of the New York State Department of Mental Hygiene, concluded, "The great majority of persons who develop alcoholic mental disease are average citizens who showed no marked abnormality prior to the formation of the alcohol habit." Even Seagrams, in an advertisement following the motion picture entitled "The Lost Weekend," stated, "We have always said that some men should not drink." But who is the one who should not drink? It is the man, woman, or, most commonly, a teen-ager, who starts to drink occasionally and then moderately.

How many cases of alcoholism are there in the United

Type of Drinkers and Their Consumption of Pure Alcohol (1953)

Classification of Drinkers	No. of Each Type	Ave. Amt. Alcohol Each Drinks	Total Each Group Oz. - Yr. (Approx.)
Occasional	48,000,000	5 oz. - mo.	2,880,000,000
Moderate (3 times weekly)	5,000,000	5 oz. - wk.	1,300,000,000
Habitual, Social, and Dietary (daily)	5,000,000	3 oz. - da.	5,475,000,000 (9,655,000,000)
Heavy Drinkers	3,000,000	7.6 oz. - da.*	19,418,000,000
Addicted Drinkers	3,000,000†		
Chronic Alcoholics	1,000,000‡		
Total Alcohol Consumed in 1953			29,000,000,000 oz.**

\*A man cannot burn more than the alcohol in 1 or 1½ pts. of whisky per day, or approximately 7.6 oz. average per day.

\*\*29,000,000,000 ounces of alcohol is enough to keep all the voters in the U.S.A. staggering drunk all day for 40 days. This total does not include the illegal booze consumed.

†In 1953 there were approximately 4,500,000 alcoholics in the United States. (Source: "Quarterly Journal of Alcohol Studies," December, 1955.)

States? The result of Gallup polls indicate roughly that among the 100,000,000 persons of voting age, there are 35,000,000 abstainers and 65,000,000 drinkers. Classification of the drinkers is indicated in the above table.

According to definition, drunkenness is a disease; and about 5,000,000 arrests for this acute and chronic disease are made annually. Furthermore, approximately 25 per cent of admissions to mental hospitals are for alcoholism. Ten per cent of first admissions are for alcoholic psychosis. All these cases are, of course, among the more than 7,000,000 alcoholics.

All these diseased persons place a large burden on the medical, welfare, police, and legal agencies, and emphasize one aspect of the nature and size of this public-health and medical problem. In addition, the consumption of alcoholic beverages predisposes to, and increases the rate of, venereal disease, tuberculosis, pneumonia, and other diseases. It is also an important cause of absenteeism.

\* 5. *Alcoholic beverages constitute the direct and indirect cause of the fourth largest public-health problem, regarding the prevention of which practically nothing is being done.\**

There are various methods for estimating the rank, order, or relative size of various public-health problems. In such estimates different features of the loss caused by a disease are considered, such as the number of deaths, the number of cases, the days of illness, or the extent of the morbidity, the economic loss, etc.

In the following table the relative importance of the

Public-Health Problem	Estimated Number of Cases A	1951 Number of Deaths B	No. Cases A	No. Deaths B	A + B
Heart and Vascular Disease	10,000,000	786,799	1	1	2 (first)
Alcoholism and Accidents Due to Alcohol	8,940,000	21,496	2	7	9 (fourth)
Accidents Not Due to Alcohol	7,756,000	76,697	3	3	6 (second)
Arthritis and Rheumatism	7,000,000	1,907	4	9	13
Diabetes	2,000,000	25,047	5	6	11
Cancer	700,000	214,926	6	2	8 (third)
Venereal Disease	512,000	6,359	7	8	15
Tuberculosis	422,000	30,863	8	5	13
Pneumonia	412,223	41,223	9	4	13

(Sources: American Heart Association, American Diabetic Association, U.S.P.H.S., National Safety Council, American Cancer Society.)

leading cause of death is estimated on the basis of the number of cases and (Turn to page 34.)

\*\*"Quarterly Journal of Alcohol Studies," 12:495, 1951; "Alcohol and Social Responsibility," T. Y. Crowell Publishing Co., 1951, p. 142.





Assemblyman  
Glenn E. Coolidge:  
Alert to the  
problem.

**Vigorous action should  
be taken to place the  
costs of increased alcoholism  
where they belong.**

**WILLIAM L. ROPER**

# who should pay?

**T**HE threat of alcoholism to the welfare of America is graphically portrayed by a study of this problem in the State of California, which now leads the nation in heavy drinking.

Alcoholics are costing the Golden State an estimated \$300,000,000 a year, not counting the unmeasurable social damage of broken homes, neglected children, parental misery, and wrecked lives, but taxes on alcoholic beverages pay only a fraction of the cost.

For the fiscal year, ending June 30, 1955, the state received \$20,893,492 from taxes on alcoholic beverages. Next year it will collect more, because drinking is on the increase and liquor taxes have been slightly raised. However, the greater part of the tax burden of caring for the state's growing army of alcoholics, now close to 600,000, will continue to be borne by the general taxpayer, not the drinker himself and the liquor industry. This industry, long favored in California, will pay less than one tenth of the cost of the alcoholics.

Assemblyman Glenn E. Coolidge of Felton, who deserves credit for leading the fight in California to place the tax burden where it belongs, has pointed this fact out in speeches before the state legislature.

"In comparison with most other states," Assemblyman Coolidge said, "California has dealt lightly in exercising its taxing power over the liquor industry."

Actually California was in forty-third place, or among

## CALIFORNIA FACES THESE FACTS—

- ★ It leads the nation in heavy drinking.
- ★ The state now has 600,000 alcoholics.
- ★ Direct costs of these alcoholics total some \$300,000,000 annually.
- ★ Less than one tenth of this sum is received by the state in liquor taxes.
- ★ Drinker or not, the average citizen pays out at least \$25 to cover the direct costs of alcoholism.

the lowest of all the forty-eight states, in collecting alcoholic beverage taxes and liquor license fees per capita in 1953. While taxes on real estate, personal property, and almost everything else have been increased, liquor taxes have remained comparatively low. For the fiscal year, ending in June, California collected more general taxes than any other state in the Union. Its record-breaking tax total for the year was \$1,334,000,000. This was equivalent to \$106.29 per person. Citizens of New York paid only \$77.77 per person.

One reason a Californian's taxes are higher than those of citizens of other states is that the average Californian is saddled with the burden of more and more alcoholics. The liquor industry is getting off lightly. Statistical information now available establishes this fact conclusively.

Malcolm H. Merrill, M.D., state director of public health, like Dr. Wilton L. Halverson who preceded him, is alert to the problem. Dr. Merrill estimates that there are 489,784 male and 94,792 female alcoholics in the state, or a total of 584,576.

In 1950 Dr. Halverson spoke out clearly on the problem, estimating that alcoholics were costing the state more than \$280,000,000 annually. The state's population has increased nearly 3,000,000 since then, bringing in many additional alcoholics.

Replying to an inquiry on this point, Dr. Merrill recently wrote:

"Some idea of the cost of care of alcoholics within the state can be understood from the *Report of the Joint Subcommittee on Alcoholic Beverage Control*, 1954, page 96. [This is a reference to *Joint Interim Committee Reports of the California State Legislature*, 1953-1955, vol. 4, No. 1, "Alcoholic Beverage Control in California."] . . .

"The support cost for 3,409 alcoholic patients committed to state hospitals in 1953 was \$1,300,000. These same patients tied up hospital beds representing a capital outlay of \$8,000,000.

"The same report [page 95 of the 1953-1955 legislative committee report] sets the over-all cost of alcoholism in terms of wage losses, jail sentences, property damages, etc., at from \$120,000,000 to (Turn to page 30.)

**C**HATTING informally with Lily Pons in her secluded winter home in Palm Springs, California, I found it hard to realize that this petite Frenchwoman is celebrating her twenty-fifth anniversary this year as star of the Metropolitan Opera, and that hers is the most fabulous career in the musical history of America.

"Twenty concerts a season? Don't you find them a terrific nervous strain, Miss Pons?"

"Yes," she smiled, her fingers stirring little circles in the air at her temples, "they make my head go round—so. But twenty-four hours before every concert I shut myself in. I do not answer the telephone; I do not even take the aspirin if I have the headache. That way my memory of the score is perfect."

"Do you ever take a little 'nip' to relax you—either before or after a concert, as many stars seem to think necessary?"

"What is this 'nip'?" Her eyebrows expressed her puzzlement at the expression.

"Oh—a highball, perhaps—liquor of any kind."

"No," she replied quickly, "I do not drink liquor."

"You, a Frenchwoman, do not use liquor? Isn't it commonly used at mealtime in most French homes?"

"Yes, but not in my family. In my home in Cannes, neither my father nor mother ever drank. I think people who use liquor are unable to be themselves; they depend upon it like narcotics." She shook her head. "No, I have seen many careers fail because of these habits."

"But, Miss Pons, at dinner parties you attend—especially those held in your honor—don't you ever find it embarrassing to refuse a social cocktail?"

"Indeed no!" Lily's gray-blue eyes flashed.

"This," she said with emotion, "is something I cannot understand in America. Why do so many people feel that they must drink as others do—'just to be sociable'—as you say? No! When I am served the cocktail, I simply refuse.

"With men it seems to be more difficult," she added thoughtfully. "They do not like to be what you say—the poor sport? I watch them make faces when they drink the highball, and I ask them why they do it if they don't like it. They cannot answer me; but I know why: They do not like to be called the 'sissy.' Let them call me 'sissy' if they wish. I don't care. At least I know what's good for me!"

"What's good for me," as far as Miss Pons is concerned, is almost complete avoidance of the social whirl so characteristic of the entertainment world, with its drinking, its smoking (she's a nonsmoker), and cheap banter.

This bundle of dynamic energy has her winter home on a seven-acre plot high on a rocky hillside overlooking Palm Springs and the valley. Built a year ago, it is Chinese Modern throughout, with a small swimming pool in her patio just big enough for herself.

Her hobbies are collecting French Modern paintings, and horsebacking up the lonely desert canyons behind the Indian reservation. Most of her life she has spent touring the globe, but of all the places she has seen and lived—the French Riviera, Switzerland, the Pacific Islands, the beauty spots of India—she prefers Palm Springs. "I

picked my homesite myself by climbing up to it like a mountain goat," she told me.

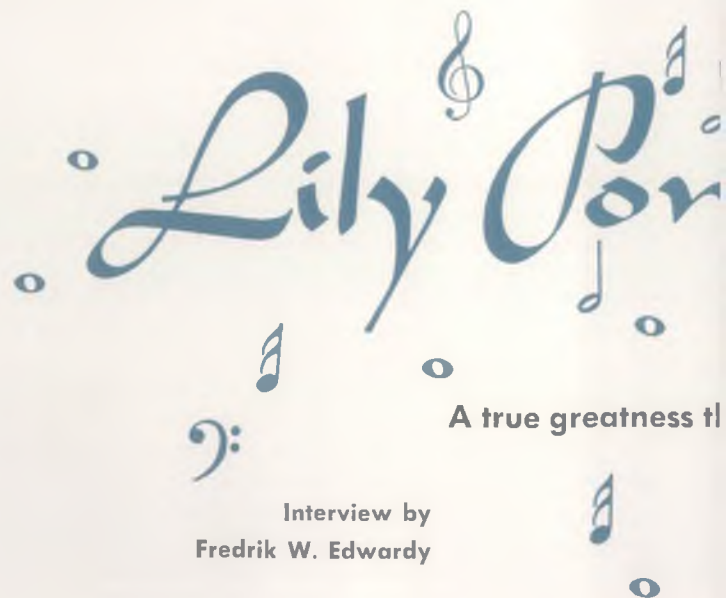
Recent photographs compared with those taken of Lily in 1931 when she made her debut at the Met, show her to be still the same trim little star. She then weighed ninety-eight pounds; today, at fifty-one, she is a mere 109, and has scarcely a wrinkle to show for the twenty-five strenuous years she has devoted to her career.

Besides her television, radio, and motion-picture appearances, each year Miss Pons gives an average of six performances at the Metropolitan Opera Company, twelve spring concerts, and two or three summer concerts.

A capacity crowd of music luminaries, government dignitaries, and socialites turned out last January 3 at the Met to pay her homage for her twenty-fifth anniversary in grand opera—the first time an artist had been so honored by the management. This diminutive singer is the most decorated entertainer alive today, having received enough awards to be the envy among thirty-year Army generals. Her honors include service ribbons from the U.S. Army and decorations by the French and Belgian governments. From the Persian Gulf to the Allied front lines in Belgium, from the perilous "Hump" of the Himalayas to the steaming jungles of the South Pacific, her voice has thrilled the men in military service. Her largest personal audience was in Chicago in 1931 when she and her husband Andre Kostelanetz performed before more than 300,000 people.

An eminent artist once said, "Too many celebrities grow simply great, instead of great simply."

Applied to Lily Pons, such a truism falls short. The graciousness of her manner wells from her essentially simple life. Her great success has grown quietly from within. Hers is a true greatness that has contributed much to America's culture.



**Lily Pons**

**A true greatness**

**Interview by**  
**Fredrik W. Edwardy**

Lily Pons is a frequent guest artist on The Telephone Hour, one of radio's most popular musical programs. Here she is shown with Donald Voorhees, conductor of the Bell Telephone Orchestra, in rehearsal, and following a performance. This weekly half hour of great music, featuring an outstanding artist with orchestra accompaniment, has been broadcast every Monday evening since the year 1940, a record of continuity few other network programs can boast.



Singers are like athletes. Physically, if singers are not fitted they cannot sing well. We must be an example. We are constantly in the public eye. Drinking does not give anything to the people. It is destructive.

Signed

## MUSIC'S FIRST LADY

contributed much to America's culture.

Lily Pons sings on the stage of the Metropolitan Opera on the evening of her gala performance in honor of her twenty-fifth anniversary in grand opera. The group picture shows her shaking hands with Langdon Van Nordon, president of the Metropolitan Opera Guild, and surrounded by members of the board and representatives of her colleagues who presented the anniversary gifts shown on the table.



# WORLD REPORT



## CANADA

Excerpts from the Bracken commission report vividly illustrate how Manitoba drinkers, and the public, are being fleeced by the liquor interests:

Of the total Manitoba liquor bill of \$42,700,000 in 1954, the total government revenue was only \$3,600,000.

The brewers, vintners, and distillers got \$14,300,000 gross.

Farmers receive a five-cent bonus on top of the feed price of about \$1 a bushel for barley. Each bushel of barley was eventually transformed into beer which in beer parlors brought \$45 to \$50. In the process, during the year about \$2,000,000 in materials of all kinds was used. The industry thus turned this value of materials into a product for which the Manitoba public willingly paid more than \$26,000,000 to consume.

"This having been done," the report comments, "the jails got the drunks, the community got the alcoholics, society some of its broken homes, and welfare agencies got some delinquent children."

Did the sale of 500,000 bushels of barley and 200,000 bushels of hops and the employment of 4,000 workers in breweries, beer parlors, and related businesses justify the expenditure of \$26,000,000 for beer? In addition, \$1,600,000 was spent for wine and \$14,200,000 for spirits.

## SOUTH AFRICA

Since the introduction of beer halls, the consumption of kaffir beer has increased rapidly. In the fiscal year 1953-54, some 6,862,000 gallons were consumed, while the following year the consumption rose to 8,250,000, and it is estimated that more than 9,000,000 gallons will be used during 1955-56.

Dr. H. M. Wolfsohn, Kimberley Medical Officer of Health, blames much of the problem of alcoholism on the

"pernicious cocktail habit." It is on occasions, he declares, when it is difficult to refuse a drink when pressed by a persistent host or hostess that a chain of events is set in motion that may result in a person's becoming an inebriate who began merely as a "sport."

Blood tests are now legal where drivers are suspected of drinking, as a provision of the Criminal Procedure Amendment passed by parliament last year.

## INDIA

The Delhi State cabinet, taking steps toward complete prohibition in the capital, banned all drinking in restaurants, bars, and public places as from April 1.

Restaurants holding special licenses were exempted, being allowed to serve alcohol with lunch or dinner; but even this concession ceases on August 15.



## FRANCE

Public attention is drawn too little to alcohol as cause of work accidents, including railway accidents, certain of which—and of the most serious—are to be charged, from all evidences, to alcohol. (For instance, the railway catastrophe of St.-Martin Sittich, in Carinthia, Austria, on September 15, 1955, in which eight persons were killed and eighty injured.)

This is why the study presented before the Société in Médecine du Travail (Society of Labor-Medicine) of Toulouse and published in *La Presse Médicale (The Medical Press)* of November 23, 1955, deserves special mention. This study establishes a comparison between a group of 67 persons suffering from avowed chronic alcoholism and a group, as similar as possible to the first, of nonintoxicated patients hospitalized in the same service of labor-

medicine of the public works' industry. In four years, the 67 alcoholics representing 4.2 per cent of the total personnel effective, totaled 2,184 days of absence from work because of illness, whereas the group of 67 witness-subjects totaled only 498.

As for accidents at work, the alcoholics were responsible for 229 days of absence, and the nonalcoholics only 12 days.

Altogether, the group of alcoholics, a twenty-fifth of the entire personnel, represented more than a third of the sickness, work accidents, and mortality.

Dr. H. Müller.

## IRAN

More than 1,500,000 of Iran's inhabitants are opium addicts, according to an official report to the United Nations by Iranian Health Minister Dr. Jehan S. Saleh.

This Middle Eastern country harvests between 700 and 1,200 tons of the narcotic every year.

The report also pointed out that opium addiction in Iran causes 5,000 suicides a year, the premature death of 100,000 people, and the abandonment of 50,000 children.

The nation, however, has introduced measures to abolish gradually all non-medical consumption of opium, also to ban cultivation of the poppy, source of opium.

## AUSTRIA

Chief complaint of the National Association of Wine Growers is that only three out of every ten Austrians now call for their "viertal," or half pint of wine a day. If the present trend continues, the vintners warn, Austria will be on the wagon, as far as wine is concerned, by 1960.

Popular favor has swung to milk shakes and sodas. Grape growers say that 10 per cent of Austria's 60,000 acres of vineyards, many of them cultivated for more than a millennium, are "doomed to be plowed."

Hardest hit seems to be the community of Retz. In the town itself the

vast community wine cellar, built under the market square, is for the first time in memory full of unwanted wine.

## FIJI

When application was made some time ago for the erection of a new hotel in Lautoka, the plans submitted provided for spacious bars, a beer garden, private bar, and other facilities, but only eight double bedrooms, with others to be added later.

The application was refused on the basis that "the franchise to sell liquor to the drinking public is . . . too valuable an asset to be granted to an individual or an organization for the return to the traveling public of only eight rooms."

In commenting on the action, the *Fiji Times* emphasized that such hotel licenses were granted more because of the bar service potential than tourist room accommodation.



## AUSTRALIA

On occasion of his visit to Paris, the Lord Mayor of the city of Sydney caused a stir in civic circles when he refused to drink champagne at a reception in his honor. He requested the officials to send out for orange juice.

Casualties in traffic accidents during 1954 totaled 238,281, an increase of 11,511 over the previous year. Fatalities totaled 5,010, a decrease of 80. Of all the casualties, 44,133 were of children.

*Convictions for Drunkenness per 10,000 of Population.*

State	1939	1949	% Increase
New South Wales	117.8	251.2	112
Victoria	60.8	83.2	37
South Australia	43.5	78	81
Queensland	108.9	212.9	95
Western Australia	56.6	101	78
Tasmania	17	25.9	53

It is significant to note that in Tasmania, drunkenness has increased by more than 50 per cent since the closing time of taverns was changed from six to ten o'clock.

THIRD QUARTER

## UNITED NATIONS

"Why doesn't the United Nations forget about abolishing war for one session and put down as the main task on its agenda the problem of outlawing all cocktail parties everywhere?"

"This could turn out to be a positive step toward peace, universal brotherhood, and the long-term improvement of human welfare.

"The growing nuisance of too many cocktail parties at the United Nations was pointed out by José Maza of Chile. As president of the Tenth General Assembly, he had to attend as many as three or four in a day. Every fresh international tension seems to produce a torrent of cocktail parties, which in diplomatic parlance are known as 'receptions.'

"You have to drink the same Scotch or the same Manhattans and eat the same shrimps and talk to the self-same people," said President Maza. His description of this type of social function may well go down as the greatest understatement in the history of diplomacy. . . .

"The total impact of this form of torture on mankind has never been measured, but it must be appalling. 'Cocktail-party stomach' and 'cocktail-party fatigue' are well known medical diseases now, and claim more victims than virus 'X.' Although it is little more than a century old, the Martini, the most dangerous instrument at any cocktail party, certainly has mowed down more people than the Gatling gun."—Hal Boyle, author and columnist.



## HOLLAND

A milk-fruit-juice drink has been perfected by Dutch scientists, who combine acid fruit juices with milk to make a colorful pasteurized food that will keep for several days or, if sterilized, for months.

The Dutch discovered that by using a very high grade of pectin with milk and sugar and letting it stand, acid fruit juice can be added without coagulating. The pectin throws a protective coat over the homogenized milk molecules.

Other fruit juices, such as lemon and

orange, can also be mixed to make the milk-fruit beverage. Additional experimental work is being carried on at Wageningen University.



## NORWAY

Magistrate John Lyng reports from the Agder Court of Justice that alcohol is responsible for at least 80 per cent of criminal cases in the last four years.

Hartvig Nissen, director of the Norwegian State Prison, Botsfengslet, has found alcohol to be responsible in 80 per cent of the crimes committed by the prisoners in the state prison.

Magistrate Lyng points out the absurd fact that the state distributes the article which is the real cause of all this misery and crime. —Bjarnes Rost.

## WORLD VIEW IN BRIEF

Urged by wine-making countries to encourage world trade in "grapes and wine," the United Nations Food and Agriculture Organization refused, on the basis that it would not be appropriate for the FAO to be promoting drunkenness in the world. . . . In Great Britain \$2.80 is spent on alcoholic beverages for every \$1 spent on recreation. . . . In England "between 10 per cent and 20 per cent of all public houses no longer pay their way."—*Monthly Bulletin*, a subsidiary journal of the British brewing industry. . . . An official French report disclosed that more than 200,000 teen-agers are being treated for alcoholism in government hospitals. . . . It is estimated that at least 75 per cent of the entire Canadian population are drinkers to some extent, and from 6 to 7 per cent are classed as alcoholics and compulsive drinkers. . . . "Not many outside the industry realize it, but U.S. liquor sales have declined steadily during the past three years. Stung by their losses, distillery officials are swinging blindly at all they think responsible."—George Moseley, Seagram vice-president. . . . Alcoholism is a "cancer eating away the foundations of family life," says Rev. Patrick J. Ambrose, director of Montreal's Catholic Welfare Bureau. . . . Forty-nine per cent of fatal highway accidents in Texas in 1953 involved drinking drivers, says Chief Toxicologist J. O. Chastain.

**A practical suggestion in directing teen-agers into productive and profitable habits.**

# Pull a Weed - Plant a Flower



**"W**HEN you pull a weed, plant a flower." That was my grandmother's advice, and it has saved me hours of weed pulling. Her theory was that worthwhile things, once they are planted in idle space, can handle their own competition and choke out undesirable rivals.

I often think of grandma when I hear people preach against drinking. "Instead of merely talking, why don't you plant a flower?" I ask.

Research has shown that alcoholics are found among our brightest citizens, that drinking frequently begins during the teens, and that it follows the pattern of a teen-ager's own family.

A teen-ager needs friends with a productive pattern for their leisure time; he needs a consuming purpose of his own that keeps him too busy for idle drinking; most of all, he needs a conviction that the community cares about him or that he is doing something to serve it.

Perhaps your community holds the comfortable idea that everything can be left to Alcoholics Anonymous. This organization, however, does not warn people who do not ask for help, or try to prevent teen-agers from following in the path of their parents. It does nothing to prevent alcoholism. That is up to someone else.

Maybe you are the boy's church-school teacher, but he has stopped coming to class. Maybe you're his uncle or neighbor, and you're concerned. What can you do? Perhaps you have tried to get him interested in the Boy Scouts or the 4-H Club, but he shies away from anything that his sophisticated cronies might dub a "do-good" organization. He isn't musical, and he doesn't like to fish or hike.

All he has ever shown the least enthusiasm for is that "kid" chemistry set which he is rapidly outgrowing. Then how about encouraging him to prepare an exhibit for the state science fair? He can get information from Science Clubs of America (1719 N Street, N.W., Washington, D.C.).

For example, in my state of Iowa the fair is sponsored by the state teachers' college, which entertains science teachers of the state, with their pupils, the weekend before the speech teachers flock to another corner of the state with their speech contestants. This big campus conference and the attractive scholarships for state and national winners give the fair a high standing in teen-age eyes.

Last spring your teen-age friend would have chuckled at the red and white gumdrops, representing atoms, with which Jo Ann Smith of Laurens illustrated her science problem.

He would have tried out the electric "logical computer" made by eleventh-grade Carl McBride of Algona, and the carburetor governor, constructed by Victor Walter of East Waterloo.

He would have had his peripheral vision checked by the group of girls who had built a testing stand for the purpose.

Farther on he would have seen a series of intricate nature studies made by microphotography: photos taken by tenth-grade Jerry Davis of Cedar Falls, of a bee stinger, a honey sac, an insect's eye, and dandelion pollen.

From Oskaloosa High there was a brain which lighted up with red electric bulbs to illustrate its operations.

Near numerous test plots for seed germination was a wind tunnel. If

Science Clubs of America conducts an annual national fair to feature scientific exhibits designed and built by teen-agers. Each exhibit entered in the national fair is a prize winner from competition at other similar fairs on a state or regional level. These photos show some entries in the 1955 National Science Fair at Cleveland.



Vertical bed for patients who must sleep upright. Nancy de Cou Cowell, 18, Valley City, North Dakota.

RUTH  
KNUDSON



Astronomical photographic telescope, by Joel Lubar, Montgomery Blair High School, Silver Spring, Maryland.



Diagram of hematology and organisms causing diseases, designed by Kay Cowan, 17, Bessemer, Alabama. Model of machinery used in distilling fresh water from the ocean, by David Smith, 16, Escondido, California.



another teen-ager can construct such a popular exhibit with an old stovepipe, bright cellophane, and blocks of wood, what can your young neighbor do? It will be worth your while to encourage him. Merely knowing that somebody respects his efforts may encourage him in the right direction.

Plant your seeds of good advice through interest in his little seed-test plot or his experimental rocket, instead of in a wordy sermon. Then the interest that blossoms in him bids fair to crowd out bad habits without further effort from you. "When you pull a weed, plant a flower."

## The Seeing Eye

We seek escape. The job is dull. We read stories of the far places—of Western trails and Northern tundras and jungle lands. The housework is routine monotony, and we seek romance in the adventures of others. Books, radio, and television are magic carpets to excitement and derring-do.

Boredom is a gremlin within ourselves. It is the apathy of the commonplace, the humdrum of the usual. The bookkeeper, clerk, assembly-line worker, and housewife have no monopoly on discontent: the merchant in Baghdad, the explorer in the African veldt, the dealer in gems in Arabia, dreams of great cities and country lanes and thrills existent for the other person somewhere else.

Dullness? When there is the glory of the sunrise? When there is the challenge of the new day? When there is the thrill of doing the job assigned us and seeking ever to do it better? When there is the miracle of a smile given us by another? When there is the quiet of twilight, even though it be but the quiet created in the soul and the blessing of rest? When there is love, with the opportunity to help? When there is the awareness of God lifting us to the stars?

We seek escape. And boredom is a fellow voyager. We see and hear and feel and know awareness, here, now; and suddenly a quiet exultation fills us, and we know the wonder of being alive, the benediction of being ourselves.

# Moment's Decision

MARIE B.  
RYAN

**W**HEN I was a youngster, girls and boys were considered "mere children" until their late teens. The decisions made "on their own" were noticeably few.

But now is another day, another age, with another set of behavior patterns. I read and hear that boys and girls begin their "social drinking" when they are twelve or thirteen. In one Long Island high school a study showed that 86 per cent of the boys and girls used alcohol in some form; that means that some of those boys and girls were around thirteen. Regular drinkers had all begun before they were sixteen years of age.

Some day, or some night, almost every teen-ager must either take his first drink or refuse to take it. That moment's decision will go a long way in determining his future. A refusal to take the first drink is the best preventive of alcoholism that medical or scientific authorities have yet found. It is also the surest preventive of a potential life of regret.

It defies human understanding that any parent will encourage his or her child to drink in the home, yet it is equally absurd to think that a home can serve cocktails and then forbid the children to drink. Likewise it is unreasonable for a home to serve alcoholic drinks, or for parents in the home to drink, and then try to make a show of forbidding their children to drink, either at home or elsewhere. Thus the great moment of decision is forced upon children from such homes. In this Long Island high school 74 per cent of the youth had permission from their parents to drink in the home as well as away from it.

Apparently the studies in our schools and colleges about the harmful effects of narcotics and other drugs are not taking care of the problem. Moralizing lectures are obviously ineffective on children when the homes whence they come keep and serve all kinds of alcoholic beverages.

France, with its "harmless wines" and water "unfit for human consumption," has found it necessary to step in through governmental agencies to curb excessive drinking by its people. Drinking is undermining the health of the French people and has truly become a national problem. Perhaps the United States might learn from the French, and instead of spending, as at present, \$1.30 for liquor for every \$1 on public schools, at least reverse that ratio.

A dispatch from Vienna, Austria, reports a city official as saying that about 10 per cent of that city's population of 1,600,000 are habitual drinkers, with the majority of those classified as drunkards. Strangely enough, they are not called "alcoholics," nor are they referred to as being "sick."

It is conservatively estimated that the United States has 4,000,000 alcoholics and 3,000,000 habitual heavy drinkers, with an average of 250,000 a year being added to the 7,000,000. Then we are told that 70 out of every 100 alcoholics started drinking during their teens. If youth only knew about that great moment's decision!

Perhaps they need something more than mere knowledge, for they have been given facts now for a long time. Unfortunately such education is counterbalanced by baneful and constant advertising in magazines and over radio and television—and, what is more serious, by their parents' example in their own homes.

It is during that "coltish" period in his life, when a youth especially enjoys doing the risqué, that the great decision must be made. Teen-agers think they have to follow the crowd and are dreadfully afraid of being called a wet blanket.

A popular teacher in a Midwest high school simply refuses to chaperone a party of high-school youngsters if there is to be any drinking. However, this teacher remains popular, and the students respect her good judgment so much that they refrain from having any kind of booze as part of the refreshments.

It is false to believe that there is safety in teaching youth to drink in moderation. There is no safety in drinking in any degree. An immoderate drinker cannot be taught to drink moderately, for his habit is already formed. To teach those who do not now drink how to drink moderately is like telling someone who doesn't have cancer how to have a mild case of cancer. The best thing to teach about liquor in any form is how to leave it alone, and the happiness and attractiveness of life without drinking.

The whole problem narrows down to one prime consideration: How much do we care for our youth, for our communities, and for our country? When a young person makes his great moment's decision the result may vitally affect his own life and that of many others!

Photophone, an instrument for sending music by light, by Harry Kirk, 18, Casady High School, Oklahoma City, Okla.





# Nonsmokers'

## PAY-OFF

"Again, I challenge those of you who smoke: If you refrain from smoking from March 1st until December 1st, 1956, I will give you a check for \$50."

When employees of J. S. Bridwell, oil man and rancher of Wichita Falls, Texas, opened their mail the first of February this year, they found this straightforward message in a personal letter from their employer.

"My study has convinced me," it went on, "that those who have refrained from smoking during the last period of reward have had better health in many ways, and it has been a great stimulus to a better way of life for them as well as for their families."

This "last period of reward" referred to the offer made by Bridwell on March 12, 1955, to the 255 employees of the Bridwell Oil Company that all who shunned smoking from March 15 to December 15 could collect a \$50 check.

At the company's annual Christmas party thirty-two presented signed statements and collected checks. In addition, forty others, already nonsmokers, received surprise checks of \$20 each.

Based on his friendly, sincere concern for the health of his workers, he has broadened this renewed generous offer in 1956 to include his farm and ranch employees. Also he offers \$25 to each one who quit in 1955 and who continues to be a nonsmoker during the present period of reward.

"Your health is your happiness," he tells his staff. "My only purpose in calling this to your attention is for you to ask yourself whether or not a habit of this kind might not be endangering your future health and happiness. I still believe the greatest contribution you can make to your family is to be as healthy as possible, and I know your refraining from smoking is a move in the right direction for better health. I have tried to look at the habit of smoking from a clear viewpoint and without prejudice."

Across the nation the name Bridwell is practically synonymous with independent oil production and quality cattle. "Grand champion" was pinned last year on his Hereford bull entered in competition in Kansas City and Denver. "Champion carload," a top coveted prize (it takes fifteen champions to win), was awarded him at the internationally known Fort Worth Fat Stock Show.

However, perhaps nothing has brought greater world-wide fame to this Southwest businessman than his simple quit-smoking offer made last year. Scores and hundreds of responses cascaded into his City National Bank Building office, many of them from persons inspired to give up smoking themselves.

Bridwell still chuckles over one particular letter, written from Holland. It was addressed only: "Mr. J. S. Bridwell, Advocate for Cutting-Out Smoking, Texas, U.S.A." Without hesitation, the letter was delivered to his desk.

"In my opinion tobacco is incapacitating and ruining the health of more people than all other indulgences put together," declares this man of deep personal conviction. "But many are unaware of the way smoking is undermining their health. The hazard to my own employees is such that I feel that we should warn of the facts that we know but that they may not be conscious of."

In his Wichita Falls office, standing by the portrait of Will Rogers, a personal friend of former days, J. S. Bridwell happily considers again the inducement to his employees to better their health by giving up smoking.

First of thirty-two Bridwell Oil Company employees to receive \$50 checks for discarding the smoking habit, Albert G. Wells, Jr., smiles his satisfaction as he receives the award from J. S. Bridwell.

On the check stub appears this personally signed message: "A partial reward to you for a sensible decision to quit smoking. Your real reward will come in better health, fewer accidents, better spirits, greater savings, and in the satisfaction that you are an example for others who may be shortening their lives with this oppressive habit."



*(Continued from page 8)*

Not convinced that his work lay in making movies, Lee asked release from his film contract. For a time he studied at Chapman College with the idea of entering the ministry.

"He was filled with turmoil and indecision," Gale recalls, "and needed an opportunity to think and plan. We talked it over nights after the children were asleep. Studying intensively to see whether his work lay in this field, he became convinced this was not the answer to his confusion. He told me he was trying to let God lead him during this period, and when a friend suggested he sell insurance, although he felt he was unfitted for this, he agreed at least to try. Within a month he was happy and successful, and has been ever since."

At the Bonnell household Sunday morning is always a hectic time. Getting three husky boys into their Sunday best keeps things lively, in addition to both Gale and Lee readying themselves for their own teaching chores. For a number of years both have taught all ages from nursery tots to high-schoolers.

Lee and Gale also conducted a drama class at the Hollywood Beverly Christian Church. This class stressed charm, good manners, and the true meaning of a "Christian personality." From this young people's class came many discussions on topics of the day. Lee, an elder of the church, is also institutional representative for the Boy Scout troop in the vicinity, while Gale attends P.T.A. meetings and was an active honorary mayor for a time.

Religion gets most of the credit for the fact that the Bonnells' marriage is considered Hollywood's most successful. "Surely we have our quarrels," Gale says, "but when we approach getting bitter, which is not a Christian attitude, something makes us realize the quarrel in all likelihood could have been averted if one of us had swallowed his pride and asked the other for help. Helping each other makes a difference."

In preparing a singing act, Gale has taken a great deal of trouble to do those songs which appeal to all ages and to stress those with wholesome appeal. When she was asked to sing for the annual banquet for "Operation Youth" at her home church, she used exactly the same songs she had done before large audiences. Similarly, she includes in her show only that which she feels can be seen by children, and which she would like to have her own boys see.

Although she has brought her talents

to a field reputedly full of pitfalls, Gale has found that the fact she does not touch liquor at any time does nothing to detract from her success. And she has definite views on the subject.

"I tried it—you just get so you go along with the crowd. It seems to be easier that way. But when I started to figure out what I wanted to do and stand for, this was one of the little nagging things that hurt my conscience. If I have to rationalize and tell myself that this is fine for me, then it's wrong for me."

Raised in a home where the Bible was no stranger and Sunday school was something to be looked forward to each week, Gale believes this home training explains her feeling about drinking.

"I have no objections to what other people do, but I think the reason I don't want to drink is my upbringing. It was engraved on my mind as a child. Such upbringing is difficult to throw off, no matter how 'broad-minded' one gets. I would end up with a guilty conscience. Lee feels the same way."

Finally, Gale declares that for one attempting to live from a Christian standpoint, there is difficulty justifying

drinking because of the "damage it has done so many people."

Despite a hectic schedule that would arrange itself better if the day were twice as long, Gale manages to stay serene. She disciplines herself consciously not to rush, to get overtired, or to worry.

"You can do only one thing at a time. It's thinking ahead which creates the pressure. Hurrying slows you down because you can't work as fast or as well when you are tense."

This energetic star is known for her good works. These range from big and little benefits for good causes to hospital visiting and such jobs as her active honorary mayorship and her recent appointment as chairman of a committee to raise funds for a children's hospital.

In the *Congressional Record* at Washington, D.C., is a eulogy for Gale Storm, inserted by Senator Alexander Wiley, commending her for "her work for the church, her representative family life, and blotchless private life."

A lot of people feel this is a well-deserved tribute to a girl who has never been timid about taking her stand for things she believes in.

## Drink Your Way to Sobriety

# Try the Simple Life

Mary Elsnau

**I**N SEARCH of better health, many people are turning to the simple life, with simple needs and foods, in this way finding abounding health and vitality. They begin with a change in their food habits, eliminating many stimulating and highly seasoned foods and elaborate cooking. Next they eliminate time-consuming but meaningless habits of entertainment. This allows them time to do the things they really want to do. Gradually they find they are transforming their lives. Life takes on more meaning and interest.

In this type of life, tobacco and alcohol seem superfluous. I myself was overweight and a nervous chain smoker. My health was not good, but I didn't know the cause. When I was complaining to a friend one day she said to me, "I lost fifteen pounds merely by going on a juice diet three days a week."

That day was a Thursday, so Thursday, Friday, and Saturday became my "juice" days. I drank fruit juice, vegetable juice, and pure spring water, which in itself cleanses the system of poisons. Making up your mind to try this program is the most difficult of the whole process. After a glass of warm water, which I always drink first thing in the morning, I started drinking grape juice, a six-ounce glass, for breakfast.

Surprisingly, that was all I wanted. An hour later, feeling a little hungry, I had another glass of grape juice. I repeated this every hour. To my amazement, I noticed I wasn't smoking! I tried a cigarette, but it didn't taste right. I didn't need the weed!

One who drinks heavily can find the same escape from liquor. The alcohol doesn't give you the lift you had expected from it. Before, you were so low you felt you needed a lift. Now, returning to your natural state of well-being, artificial things such as alcoholic beverages are no longer craved.

**C**OACH Everly, how did the Trojans of Longmont High School set the spectacular record of seventeen consecutive wins and two consecutive state championships?

The boys had the desire to succeed, the spirit and co-operation, the willingness for hard work and consistent effort. Furthermore, there were three specific requirements for the boys: No drinking, no smoking, and sufficient rest.

*Do you believe, coach, that if your boys had not observed these rules you could have led them to those seventeen consecutive victories?*

No, I know I could not.

*In other words, would you say that drinking and smoking mean defeat where physical ability is concerned?*

The athlete wins because of his high morale. These habits lower his morale, and one cannot win in a football game when morale is low.

*As these boys finish high school and take up responsibilities in life, do*

# modern trojans

*you expect them to continue these same high standards of physical living?*

Yes, I do, even though it may be in some cases wishful thinking.

*Coach, why are you particularly interested in whether these victorious football players drink or smoke after they leave your squad?*

Because of the influence they have on other youth. Also drinking and smoking lessens their own chances for real success in life.

*Mr. Everly, one of our Senators has said that our youth should know that the use of alcohol lessens their chances for success in life by 50 per cent. Do you think that statement an exaggeration?*


No, I agree with it.

*What do you think about cocktail parties and social drinking?*

I do not believe in such. I leave it alone. It is dangerous.

*You are a total abstainer, coach, yet your responsibilities in life and your social standing have thrown you among people who drink socially. Has your refusing to drink ever caused you embarrassment or led any of your friends to shun you?*

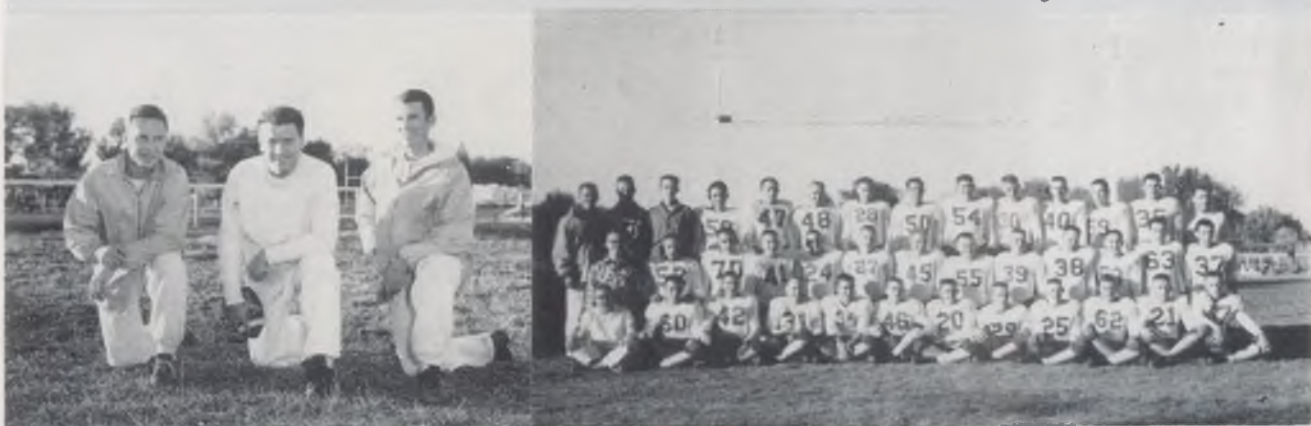
Absolutely not. Rather, a person is often respected more because he does not drink.



**E. M. DAVIS**  
questions Coach Gil  
Everly about his  
team's spectacular  
football record.

Coach Everly (center) with his assistants, Jack Pope (left) and Ivan Trimble, flash broad smiles after guiding their team to another vital football victory.

All the pluck, endurance, and determined energy of the ancient defenders of Troy reappear in the modern Trojans of the Longmont (Colorado) High School football team, who, with seventeen wins in a row, last fall captured their second consecutive state championship and are now setting forth into a new season to continue their conquests. Coach Gil Everly, at Longmont since 1950, has led his team to either first or second place every year since his becoming coach at that school.



**S** EVEN women and one man launched an Army invasion seventy-six years ago that was destined to become a potent influence in American life today. These eight dedicated warriors were the vanguard of the Salvation Army in the United States.

The Army's first formal New York meeting convened in Harry Hill's saloon on Houston Street, for sidewalk gatherings were not permitted at that time. However, out of this barroom session there has developed an effective and sustained program to rehabilitate victims of the barroom and reduce the toll of alcoholism. From its beginning, the Salvation Army has based its entire campaign on the conviction that faith in God is the chief factor in the complete and permanent rehabilitation of a drinker. Though they regard religious therapy as essential, Salvationists have from the days of their founder, General William Booth, also recognized the futility of a spiritual program unless the needs of the body are considered. Religion should manifest itself in practical ways, says the Army, therefore we fight all forms of human suffering and misery.

Guided by this gospel, the Salvation Army operates a character-building program for American families and American youth, which includes a national network of religious centers for counseling when the tragedy of alcohol wreaks havoc with wholesome family life. It recognizes that basically the family suffers from the inroads of alcohol, and it strongly encourages parents to accept their responsibility to educate their own children on the question of alcohol.

Through speech and writing, the Salvation Army brings its message of temperance to millions of people the world over. Street-corner meetings are held in 85 countries, and more than 125 different periodicals are regularly distributed. Abstinence is continually emphasized through these media, and an attempt is made to educate public opinion with reference to the dangers of liquor. The Army definitely includes intelligent, informed preaching on alcoholism for the enlightenment of all who come to its religious services.

The Salvation Army has continually identified itself with scientifically supported programs of alcohol education. It recognizes that alcoholism is a medical, mental, and moral problem. It holds its own conferences and seminars on the subject, which are attended by leading psychiatrists, physicians, and

Using a Book, a prayer, and a bite to eat as its chief weapons, this modern-day army fights its

# BATTLES without bombs

## NOTE

From time to time *Listen* has featured various organizations, church or otherwise, which have as a major purpose in their program some phase of alcohol education. For decades the Salvation Army has diligently endeavored to rescue the victims of intemperance, sponsoring missions and service centers in the most forbidding and needy places. "Heart to God, Hand to Man," has ever been the watchword of this army of mercy.





**BRIGADIER BYAM G. YOUNGMAN**, manager of the Men's Social Service Center in Kansas City, Missouri, describes the Army's program of rehabilitation as divided into two parts:

1. A work therapy plan for residents in the Center, providing a wholesome atmosphere in which to work out their problems, and maintaining the financial structure necessary to conduct the program.
2. Leisure-time activities conducted in the evening hours, consisting of alcohol forums, religious services, and recreational pastimes. Strong emphasis is constantly placed upon the belief that no alcoholic can successfully win his battle by himself. Divine reinforcement gives him help in his return to respectability and stability.

The Men's Social Service Center in Kansas City has accommodations for 144 men. Alcohol constitutes a major problem in 90 per cent of its clients.

Douglas E., a typical client of the Clinic, had 100 convictions in various courts, numberless sentences to the Municipal Work Farm, and a record of twenty-five years of drinking and disgrace. Now, after seven years of sobriety and sanity, Douglas can tell a different story. Aided by the Salvation Army, he has climbed from a drink-sodden idler, mooching and sleeping behind billboards, to the sales management of his firm. Boasts Brigadier Youngman: "I had the honor of reuniting Douglas and his former wife in marriage. She was his childhood sweetheart and the mother of his children, but alcohol had shattered their first marriage. Scenes such as I witnessed that day are our compensation as Salvation Army officers."



"I believe I deal with more alcoholics than does any other man in the United States," says **CAPTAIN THOMAS CROCKER**, commanding officer of the Army's Harbor Light Corps in the heart of Chicago's skid row, who, through his long years of service, has helped to reclaim more than five thousand derelicts. In 1952 he was named "Chicagooan of the Year" for "his selfless devotion in saving human souls."

Known to thousands as Captain Tom, he was once active in Michigan politics, but at the peak of his political career he became an alcoholic. Later he added drug addiction to his alcoholism, and for eight years he was a homeless, friendless, penniless outcast. In Detroit, on October 7, 1939, ragged and unclean, he turned his life over to the cause of Christian service, and dedicated his energies to helping victims of alcoholism.

"In our program we keep God constantly in the picture," Captain Crocker explains, "but this is not only a religious approach, but an educational one as well. The alcoholic must be born again—must have new interests, and, above all, help others who, like himself, are suffering from alcoholism. Sixty-five per cent of the men who enter our program make the grade."

"Skid row is no longer an old man's street. More than 50 per cent of the men on skid rows of America are young men, a big percentage of them veterans of the second world war. We deal each year with doctors, lawyers, architects, professional men, and, of course, the poor fellows who already had two strikes against them. But more than 1,000 men from Chicago's skid row alone returned to their families within the last two years."

### National Commissioner Donald McMillan

"Well over four decades spent in Salvation Army service has made me definitely aware of the devastating effects of the use of alcoholic beverages. In the trail of intoxicating drink lie broken homes, ruined health, damaged property, degeneracy, and crime. Against this widespread evil the Salvation Army has taken a definite stand. Salvationists are total abstainers, and from the birth of our movement one of our aims has been to rescue those who are enslaved by alcohol."



sociologists. There is close, constant co-operation with Alcoholics Anonymous.

Itself an international federation of social-service agencies, the Salvation Army fights every form of human misery. In attacking these, which can cause stress, strain, and anxiety, it is battling the forces that often combine to cause chronic alcoholism. This preventive work, wherein self-respect is restored to the hopeless, is of the first order. Through its nationwide home leagues, its recreational program for youth, its employment bureaus, its aid to prisoners, the Salvation Army is constantly emphasizing the danger of alcoholic deterioration.

Clubs for boys and girls are conducted in congested areas of large cities, offering a reputable social center as a substitute for the bar and the street corner. It has been estimated that more than 2,000,000 boys and girls annually are given spiritual, recreational, and educational guidance in this way.

In its efforts to reclaim the alcoholic and restore him to a self-supporting place in his community, the Salvation Army has established Harbor Light centers and men's service centers in numerous areas. Army workers are active in the dark alleys and slums of skid row. To the Salvationist, no victim of drink is regarded as too far gone to be helped. The underdog, whether he be panhandler or criminal, is regarded as valuable in the eyes of God. "Heart to God, Hand to Man" is the slogan that aptly expresses the philosophy of the Salvation Army in this rehabilitation effort for people of all creeds and races and in all walks of life.

The Harbor Light Center in Washington, D.C., is one of the newest of the Army's chain of rehabilitation centers. The nation's capital is no exception to the growing problem of alcoholism, and in March, 1951, the Army organized this corps to help those who want to make a comeback.

Typical of work being carried on in hundreds of cities is the Alcohol Clinic in Minneapolis, Minnesota, believed to be unique in the Upper Midwest. Capacity of this Clinic is about 175 persons. Case recording at this center is maintained on a high professional level. A complete physical examination, including chest X rays and blood serologies, is given all applicants. Surgical and medical facilities are utilized on a referral basis to take care of illness or injury found at the time of the original physical examination. Periodic physical checkups are given. Where indicated, psychological testing and vocational aptitude examinations are conducted by a clinical psychologist who also devotes about fifteen hours a week to psychotherapy in the treatment of disturbed cases.

In addition, a preventive program is provided by the Minneapolis center. A speaker's bureau offers professional speakers to community gatherings, church groups, P.T.A. chapters, service clubs, and others who seek educational information on alcoholism. Data on this subject are assembled by the professional staff, and are classified and analyzed in research projects seeking the causative factors in the field of alcoholism.

It is estimated that this center saves the city of Minneapolis more than \$100,000 annually. The average case load daily is 178. The cost of such a case load, if placed in a tax-supported agency at \$4.48 a day, would be \$191,065.60. The cost of such a case load, if the alcoholics were committed to the workhouse at \$3.54 a day, would be \$229,993.

Careful estimates put drinkers in the United States at 65,000,000, of whom at least 4,000,000 are chronic drinkers. It is known that 12,000 drinkers die each year from chronic alcoholism. The economic loss from alcoholism is estimated at \$1,000,000,000 a year. The Salvation Army, facing this enormous challenge, has alerted itself on a national scale for new assaults on this great peril, believing that the word *hopeless* "isn't in God's dictionary."

## SLEEPING WATCHDOGS

(Continued from page 12)

capsules a day. To counteract the effect of the sedatives, he took almost half as many amphetamine tablets—a common practice among barbiturate addicts.

Patrick had always been a sensible man, and considered above average in intelligence. It seems incredible that a man of his stability would willingly flirt with death; but so insidious are the effects of barbiturates, taken excessively, that such abuses are the rule among those dependent on them.

The last days of Patrick's addiction found him closer to death than life, suffering from frequent convulsions and comas. His faithful but terrified wife stood beside him, unable to comprehend the nightmarish turn their lives had taken.

In Patrick we see a normal person who was felled in the same manner as others of lesser strength have been. Ignorance of the effects of these drugs excuses no one from the consequences.

Patrick had always been a good citizen, playing a constructive role, both in relation to his family and community. Yet the enormous amounts of barbiturates he took poisoned him, confused his mind, and clouded his judgment. As a result, he lost his business and very nearly his life.

He did not die, and his mind was not permanently affected. But in making the long, difficult trip back to normalcy and health, Patrick had to spend almost a year in a hospital, plus extensive psychiatric treatment. He is extremely fortunate to be well today. Few barbiturate users, as deeply enmeshed in this complex problem as Patrick was, ever find recovery.

One medical expert declares that only psychopathic individuals are liable to become chronic users of excessive amounts of barbiturates. He adds that those who do, want to escape the realities of life and that their underlying problem is mental illness.

It cannot be denied that many who become addicted to the barbiturates prove to be mentally disturbed, but a blanket statement cannot cover the entire barbiturate addict population.

We find working with barbiturate addicts to be extremely difficult in many cases. They are often intractable and un-co-operative. This can sometimes be attributed to the action of the drugs and their consequent dulling of the mind of the victim. If the individual has a psychiatric problem which existed prior to his taking barbiturates, he is particularly troublesome in that he has no insight concerning his dual prob-

lems and will not accept the help of a qualified therapist.

Esther was a "type" many of you have met, the classic troublemaker who seems destined to live in an atmosphere of unpleasantness and discord.

From early childhood Esther felt that she was rejected by her parents. She believed her sister was considered prettier, brighter, and more lovable. A person possessing a more stable nervous system might not have found these problems so distressing or their re-

Properly controlled, and with the co-operation of the patient, barbiturates could help immeasurably a person with Esther's handicaps. It is a tragedy in this case that the very instrument that might bring about a cure for her primary condition of mental disturbance should prove to be a sharp weapon turned against her.

Many persons who use sleeping pills would be horrified to be classed with drug addicts and alcoholics. They take them for a specific condition, not for a

## Correspondence Course for Alcoholics

**For the first time in history a Bible correspondence course is being offered free for alcoholics, by the world-wide radio program, the Voice of Prophecy, heard in the United States over the Mutual and A.B.C. networks. The course has been in operation more than a year, and 6,000 students are enrolled. Some 700 persons have already completed the lessons.**

**The course was written by Donald W. Hewitt, a Los Angeles medical consultant for the Harbor Light Mission.**

**The course, obtained from the program headquarters in Los Angeles, consists of seven lessons in detailed printed form, each accompanied by test sheets, instructions, and study material. Only the Bible is used as a textbook, and lessons are corrected, graded, and sent back to the student.**

sults so far-reaching. The fact remains that Esther developed into a person who constantly sought persecution and seemed deliberately to set up situations in which others "rejected" her.

In her middle years Esther's doctor gave her barbiturates. Unlike Patrick, she did not build tolerance rapidly, and dependence did not manifest itself for some time. She took 1½ grains of phenobarbital nightly for more than a year. After ten years of using these drugs regularly, she is taking between eight and ten capsules a day, and it is doubtful that she will increase the amount beyond this point.

A wide variation in tolerances is found in individuals using these drugs. Some people take them in safe, prescribed doses without becoming addicted. Others seem never to reach a "limit," although anyone, regardless of his tolerance, can take an overdose resulting in death.

Esther has not overcome her addiction. Like so many in this group, she fails to recognize her problems for what they are and feels that she "knows more than anyone else." Her doctor believes the only way she can be helped to overcome addiction, or to solve her psychiatric problem, is through long-range hospital care.

"lift" or "escape." It is usually safe when taken in strict accordance with directions, but everyone should beware of depending too much on a drug that can induce sleep, blot out consciousness, relieve pain and tension, soften grief, and dispel problems. Too often what once we used as a cane becomes a crutch.

There is a possibility of one's becoming addicted to barbiturates, regardless of the initial reason for taking them. Addiction to a drug occurs when a person:

1. Develops habituation (or psychological dependence).
2. Develops physical dependence, or inability to function without the drug.
3. Develops tolerance, or the need to increase the amount to gain the initial effect.
4. Suffers from withdrawal illness when the drug intake is abruptly stopped.

People often confuse the terms "habituation" and "addiction," believing they are interchangeable. You have heard someone say, "Jack is addicted to coffee," because he drinks a great deal of it. He might be habituated, but he is not physiologically addicted to its use.

Tolerance for addicting drugs should

not be mistaken for the kind of tolerance developed when taking other types of drugs. When given a drug such as penicillin for a prolonged period, we become tolerant of the drug and immune to its effects. Unhappily, no such immunity is gained when we repeatedly take addicting drugs.

So little research has been done on drug addiction in general, and barbiturates specifically, that many questions are yet to be answered. It is known that it takes much longer to become addicted to barbiturates than to the opiates (opium, heroin, morphine, dilaudid, etc.). No human being can withstand the addictive powers of the opiates when using them regularly, yet some people apparently can, and do, resist addiction to sleeping capsules. No one yet knows why.

Some claim that a basic underlying disturbance causes a person to become dependent on these drugs. This is a theoretical supposition, and we should not place our confidence in it, when the result might be personal tragedy. When you hear someone make this statement, and you *know* you are not mentally disturbed, it is only logical for you to assume that you are immune to addiction. However, many stable, normal persons become victims of barbiturates. On the other hand, innumerable neurotics and more seriously disturbed persons take these compounds regularly without becoming dependent on them.

How does a person who uses barbiturates know when, and if, addiction

is a threat? What are the danger signals?

The first rule to be observed is one that common sense dictates. Don't "play doctor." When your doctor prescribes those drugs, he does so with two assets you lack—knowledge and understanding. He knows what your constitutional make-up is and your present physical condition; he also understands the action of the drug he is giving you and how it will probably affect you.

The usually prescribed  $1\frac{1}{2}$  grain dosage is sufficient for ordinary conditions, such as insomnia, anxiety, or tension. Patients limiting themselves to this are on comparatively safe ground.

There are, of course, some doctors who give out these pills too freely. Sometimes their action is based on the erroneous belief that the drugs are not addiction-forming. However, we find the average doctor alert to hazards and conscientious about giving out prescriptions indiscriminately.

Dr. Herbert Wieder, former senior psychiatrist at Bellevue Hospital, said in 1951: "Addiction to sleeping pills is far more dangerous to the patient and to society than is heroin addiction."

Barbiturate addiction causes the addict to be a menace both to society and to himself. Barbiturates, like marijuana and alcohol, release inhibitions and drug one's conscience, so that the user has no "watchdog" on his behavior. This, then, is reason enough for repeated emphasis against their indiscriminate use.

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## WHO SHOULD PAY?

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(Continued from page 17)

\$300,000,000 for 1953. This estimate does not include the unmeasurable 'cost' of broken homes, suffering of children, misery of parents, and loss of life, limb, or mental competence."

Of course, there is no report that can tell the full story of misery and heart-break that alcoholism is causing in California or elsewhere, but the newspaper headlines following every major holiday weekend tell a little of the story.

California, which the State Alcoholic Rehabilitation Commission asserts has the highest rate of heavy drinking in the country, usually leads all the states in automobile fatalities for holiday weekends. Highway safety research has found that when drinking increases, traffic deaths climb correspondingly.

At the end of August, 1955, California's traffic deaths were running 8.6 per cent ahead of those in 1954, according to Highway Patrol Commissioner B. R. Caldwell. Prior to the Labor Day slaughter, California had reported 2,020 dead in motor accidents, compared with 1,860 for the comparable period in 1954. The state's enormous number of automobiles is a factor, but drunk driving is a major consideration also.

In calling attention to California's new record as the state with the highest rate of heavy drinkers, Dr. Wendell Lipscomb, of the state department of



## STEERING STRAIGHT

Interview by  
John E. Keplinger

When still a boy, Charlie Walker decided to become an entertainer and follow in the footsteps of his idol, Jimmie Rodgers. His first guitar, however, came from a neighbor, since his parents were poor farm folk and couldn't afford to buy one for him.

Snatching time for practice was difficult for Charlie, since picking cotton, pulling corn, tending cattle, plowing fields, and other farm jobs filled his waking hours.

Determination won. In 1943 he went

on the air in Dallas. Even Army life didn't interrupt his career, for with the Eighth Army Signal Corps in Japan he organized his own band made up of GI's, and did a daily radio program on WVTR in Tokyo.

Song writer, singer, recording artist, program arranger, Charlie has long been known in the Southwest, especially heard from Station KMAC in San Antonio, and through his unique rendition of music typical of the South is rapidly becoming recognized throughout the nation. He says:

"I am a nondrinker and nonsmoker for several reasons. Smoking is bad for a singer's throat, but alcohol is even more harmful. There are a large num-

ber of young people who admire and pattern their lives after any entertainer. If these young people see him smoke and drink, then they think it all right for them to do the same. I would never want to set a bad example for young folks, but always steer them straight.

"During my twelve years in show business I have seen numbers of fine entertainers ruin their lives through drinking. I am convinced that drinking and good showmanship will not mix any more than can drinking and driving.

"I have always tried to live with this in mind: 'If I don't make a success in my chosen field, it will be from lack of talent and not from drinking.'"

public health, points out that the state likewise has the highest death rate due to cirrhosis of the liver, and that alcoholism has been found to be a contributory cause in a high percentage of such deaths.

Police blotters throughout the state tell more of the sordid story, alcohol's link with crime. California's crime ratio continues to outstrip the national average.

FBI records reveal that California's state-wide crime increase for 1953 was 10.5 per cent, or double the national ratio of increase. The national crime picture is not encouraging. During 1954 the nation's crime rate jumped upward 5 per cent, according to FBI Director J. Edgar Hoover. In 1954 there were 2,267,250 major crimes in the United States. Both crime and alcoholism continue to grow. In California, however, they are growing faster than in the nation as a whole.

There is another phase of the alcoholism story that must not be overlooked. It is the tragic situation of the truly insane and persons who are mentally ill through no fault of their own. Many of them are being denied needed treatment because hospital beds are occupied by alcoholics taking a self-imposed "rest cure."

Why has the problem of alcoholics become so acute in California?

Dr. Merrill explains that the state "has only recently undertaken serious study of the problem of alcoholism, although many state groups in the past have manifested an interest in the problem."

Official recognition of the problem, he says, began in the state in 1954 with the passage of Assembly Bill 9, which established the State's Alcoholic Rehabilitation Commission. This commission is now charged with research, treatment, and rehabilitation of alcoholics within the state.

The California State Department of Public Health is beginning one phase of the program that the commission has originated: an evaluation of the methods of treatment of alcoholics in selected institutions and an inquiry into the cause of alcoholism.

Behind California's acute alcohol problem can be seen the Machiavellian hand of the state's powerful liquor lobby, until recently symbolized by the resourceful Artie Samish. Samish once boasted that he was more powerful than the governor as far as the state legislature was concerned. He frankly attributed his power to the apathy of the state's voters.

With a million-dollar slush fund, Samish saw to it that men willing to do his bidding were elected to the

legislature. For years he controlled enormous political power in the state by maintaining a corner on the advertising billboards for state-wide campaigns, and also holding the press in line with advertising.

Significantly, he was the legislative representative of the California Newspaper Publishers' Association, comprising large and small newspapers throughout the state, as well as being the kingpin lobbyist for the liquor industry. Only the "wise boys" at the state capital knew this, but it proved to be an effective arrangement for Samish.

Although Samish's hold on the state legislature was exposed by the Philbrick Investigation in 1938-39 and later verified on numerous occasions, he was not dethroned until in 1953 following his conviction on Federal income-tax charges. Then the liquor lobby began functioning through new hands.

When Assemblyman Coolidge led his legislative fight to increase liquor taxes, he was subjected to immediate attacks by liquor-lobby politicians and their

subservient newspapers. Coolidge won a part of his program, and on July 1, 1955, taxes on hard liquor were raised from 80 cents to \$1.50 a gallon.

This still remains under the national average, but the small liquor tax increase was a step in the right direction of putting the tax burden on the drinkers themselves and of requiring the industry responsible for the production of alcoholics to pay more of increased costs of caring for these alcoholics. On the other hand, Californians will have to do far more, if they save themselves from the growing threat of alcoholism.

It seems obvious that the situation in California—and also in other parts of the nation—can be substantially improved by the following program.

1. Place greater emphasis on a dynamic educational program in the schools and churches, aimed at preventing alcoholic addiction by warning of its dangers. Stress *prevention* rather than cure.

2. Organize the influence of church people and other moral citizens in op-

# Alcohol OR SUCCESS?

Charles Patti

Maxwell Bodenheim was a successful author who associated with many literary celebrities; but when he was murdered in a cheap rooming house in New York's Greenwich Village, in February, 1954, he was a homeless derelict, even worse than an alcoholic.

In the 1920's Bodenheim became a best-selling writer and poet despite his lack of a formal education other than elementary school. At the age of twelve he left his birthplace, Hermansville, Mississippi, and went to Chicago. He served in the United States Army from 1910 to 1913, after which he began writing. Magazines fought each other for the privilege of publishing his poems; for any author that is a feat in itself! While in Chicago he translated thirty-two volumes of Chinese poetry.

In New York City, however, he was to reach the acme of his success. He wrote fourteen novels and several hundred poems. His popularity in his chosen profession was enormous.

But he began trying to mix alcohol with success. His popularity started to tumble rapidly. Soon he hovered between poverty and destitution, having to seek aid from the Welfare Department. Later he was taken to Bellevue Hospital suffering from alcoholism.

People tried to help him. In 1952, students at the University of Chicago held a benefit for him. The result was that the Chicago police found him on Wabash and Chicago Avenues, drunk from, of all things, rubbing alcohol. His stomach had to be pumped.

Being arrested for vagrancy in a subway, being evicted from run-down flats for nonpayment of rent, soliciting alms on the Bowery, drinking in cheap bars, all went to make up Max Bodenheim's life as an alcoholic.

He was pointed out to me in a cafeteria in Greenwich Village one night. A look at this once successful, now shabbily dressed, unkempt character was enough to answer the question as to whether alcohol and success go together.

The end came for him when he was murdered, along with his third wife, in a cheap rooming house in New York's Greenwich Village. In his room the police found a sign to go along with a tin cup, "I Am Blind."

The story of Max Bodenheim's life might be a suggestion to help give you your answer to the question, "Will you have a drink?" the next time it is asked. Mixing alcohol with success simply cannot be done. Don't try it.



## A Remarkable Family

*"Life to Our Years and Years to Our Life"*

Soon after their "baby" sister celebrated her sixtieth birthday, nine members of the Paulson family met at J. J. Paulson's ranch near Mariposa, California, on September 6, 1955, after being separated for five decades.

The nine brothers and sisters have lived more than sixty years without a death, a serious sickness, or a major accident. Their ages on September 6 totaled 604 years, one month, and fifteen days—a span of years that goes back well before the discovery of America.

Present at the unique event were: Pete M. Paulson, 73, retired rancher, Sedro Woolley, Washington. Mrs. A. R. (Catherine) Roos, 71, wife of a doctor at the College of Medical Evangelists, Loma Linda, California. Ted Paulson, rancher near Turlock, California. Mrs. L. C. (Sophie) Basnett, 68, who operates a ranch with her husband at Paradise, California. J. J. Paulson, 67, retired after twenty-six years of teaching, Mariposa, California. M. P. Paulson, 65, rancher, Skagit County, Washington. Mrs. Oscar (Augusta) Hitman, 64, who operates a farm with her husband at Sedan, Minnesota. Mrs. Elmer (Pauline) Truesdale, 62, nurse, Newcastle, California. Mrs. Anna Edwardson, 60, teacher, La Sierra College, Arlington, California.

Three of the nine Paulson family members had never been ill in bed for a day. The days lost by the other six totaled 180 days out of the 220,505. Hence out of the 604 years which they have lived—taking them back to 140 years before Columbus discovered America—the family had spent only half a year in bed because of sickness!

J. J. Paulson, speaking for the family, believes the reason for their good health stems from their early dietary habits. "We had all the milk and eggs we wanted," he says, "and we went strong on greens. Our bread was made mostly from flour, most of it rye, ground at the mill six miles away.

"It is also true that the five sisters in our family are all graduate nurses. That doubtless has contributed some to their good health.

"In childhood we were taught right principles of temperance. Our mother, having come from a home ruined by drink, impressed upon our young minds the danger of spirituous liquors. Father, too, refused to have wine, beer, or whisky in the house.

"We are grateful for this early training, and feel that it has saved us many a heartache. The principles of temperance and clean living instilled into our young minds have added life to our years and years to our life."

posing the liquor lobby, its control of state legislators, and its close tie with the press.

3. Continue research in the hope of finding more effective techniques for treating and curing alcoholics.

4. Tighten controls on television, radio, and newspaper advertising that is luring an increasing number of young people to drink by misleading and often false propaganda.

5. Stop pampering alcoholics. Make them feel the stigma of their social misbehavior, instead of treating them as if they were irresponsible dependents deserving of the state's generous bounty.

6. Strictly enforce existing liquor laws, particularly those prohibiting sale of intoxicating beverages to minors, and vigorously punish violators.

Certainly these points are not new, but they need frequent reaffirmation and new emphasis. Although facts and figures are major weapons, the emotional appeal must not be overlooked, since psychologists agree that human beings are influenced more by emotion than by reason.

Nor must we neglect the tax angle. Many persons who are deaf to a moral plea can be moved to action when they are convinced that they are victims of unjust taxation. What could be more unjust than to place the mounting financial burden of the alcoholics on the average taxpayer, instead of on the drinkers themselves and on the liquor industry?

California has a long way to go before it solves its alcohol problem, but it is spotlighting a situation that is national.

## The Slave

Clarence Edwin Flynn

He sits with chains upon his mind,  
To every better purpose blind,  
In darkness and confusion caught,  
A cloud obscuring every thought.  
Good he calls "evil," evil "good."  
Neither by him is understood.  
No guiding star his eyes can see,  
And yet he boasts that he is free.

He sit with chains upon his soul,  
Helpless against their grim control.  
His aspiration cannot rise.  
High goals are hidden from his eyes.

The ordinary and the low  
Are all his interest can know.  
Closed are the gates of victory,  
And yet he boasts that he is free.



# Poems With a Purpose

## IT IS STILL THERE

Hazel Hartwell Simon

There is too much pain in the world today,  
'Tis a fact so old it's trite.  
There is grief and sorrow, agony!  
Everywhere from left to right.

But from right to left there is loveliness!  
There is joy if you but see.  
There is health and so much happiness;  
If you look, there's bound to be.

For the God who made this tired earth  
Hasn't moved so far away  
But He sees there's beauty, love, and joy  
For His children every day.

If you look for it, oh, my precious heart,  
What is there you'll surely find,  
And it might as well be the beautiful  
As the drab and the unkind.

## HEART SONG

David Livingstone Lantz

Life is a musician;  
We hear what we request.  
In tempo with each mission,  
A song is born and blessed.

From unseen fingers of the night,  
The chords of journeys cling,  
To soothe the beggar's heart in flight  
And nest the weary wing.

Through the sorrow in the notes  
That a bearer's duties play  
Comes the dawning of new hopes,  
Pipes the melody of day.

## A RAINY DAY

Don Manker

To keep me busy when it's raining,  
I've a game I play:  
I count the good things I've been saving  
For a rainy day!

## PAINTER

William Allen Ward

When seized with cringing unbelief,  
Go walk across the jeweled lawn,  
And in humble reverence watch  
The Maker paint the crimson dawn,  
Or at sunset in silence stand  
And view the works of a masterhand.

## by "Listen" Authors

## IMAGINATION

Frederick D. Brewer

No greatness ever came to light  
In science or in art,  
But some imagination played  
A most important part.

Imagination is the spark  
Within the brain of man,  
Where mind's-eye pictures formulate  
Beginnings of some plan.

No great achievement that we know  
Was valued or was prized,  
But deep within some thinker's mind  
The plan was visualized.

In all great things on land or sea,  
Where man has set the pace,  
Imagination always holds  
A high and honored place.

Then, let imagination burn  
Within your mind and heart,  
That, through the years, you play in life  
A greater, nobler part.

## IF

Helen Gregg Green

If a smile will give some cheer,  
Share it!  
If a thoughtful act will do  
Wonders for a lonely few,  
Do it!  
If a comforting word or two  
Will lighten a heart weighed down and blue,  
Say it!  
If for solace you can lend an ear,  
Don't withhold it!

## BOUQUET

Maurice Hill

Deeds of kindness  
From day to day  
Are the fragrant flowers  
Of a lasting bouquet.

## THE REAL REASON

Florence M. Stellwagen

Despite the fancy reasons  
The "experts" have devised,  
Most people drink because it's  
So widely advertised.  
The liquor men are not engaged  
In the charitable endeavor  
Of feeding hungry editors  
With no return whatever.  
The way to swell their purses,  
They've fully analyzed,  
And gallons more are guzzled,  
Because liquor's advertised.

## AN OLD-FASHIONED MODERN

Clara Ross Baxter

I know it sounds old-fashioned now,  
But I just love to know  
My neighbors and their little ones  
And watch the children grow.

I like to watch each busy wife  
Hang clothes upon her line,  
And chat with her across the fence  
As I hang clothes on mine.

And when the lights come on at night,  
I hear the mothers call,  
"It's time to eat your supper, dears,  
Bring in your bat and ball."

Yes, it may be old-fashioned now,  
Like horse-and-buggy days,  
But good old-fashioned friendship helps  
Enrich the modern ways.

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## OREGON'S LEGISLATIVE FAMILY

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(Continued from page 7)

United States to lose face completely.

"We should try to conform to other countries," he says. "Certainly we shouldn't insult them by going against their most basic customs. If we would take note of this in such cases as our relationship to India, I am sure that relationship would become much more compatible."

Both Senator and Mrs. Neuberger are noted for the encouragement they give to young people who are interested in serving their country in elective offices. Since coming to the Senate in 1954, he

has contributed much of his income from writing to establishing political-science scholarships at Oregon colleges. He also has asked a committee of four college professors in the field of political science to select every year an outstanding college graduate to work on his staff. The graduate works for one year at a salary of about \$4,000 in what is called a political-science internship. His political, religious, and social standing have nothing to do with his appointment.

The Neubergers frequently visit colleges and universities in various parts of the United States and Canada. Both are popular speakers. The Senator always tells the students: "If the good and

well-qualified young people don't go into government, the bad ones certainly will."

Though they have given many years of public service to Oregon and the nation, the Neubergers are still young, both in years and in spirit. They are enthusiastic in their efforts to set good public examples for the youth of America, and they expect to continue doing that in the critical years ahead, either as public servants or as private citizens. Regarding his own political future, Senator Neuberger likes to refer to a famous expression of the late Senator Bayard of Delaware: "Home has no terrors for me."

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## CASE AGAINST ALCOHOL

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(Continued from page 16)

number of deaths. If one should include the number of days of illness and the economic loss, alcoholism would probably rank second or even first, because it is a disease that operates in the prime of life.

6. *The consumption of alcoholic beverages is the cause of the numerically largest narcotic problem in the United States and Western civilization.*

In view of the number of alcoholics and cases of drunkenness in the United States, the role of alcoholic beverages in the promotion of accidents and various diseases and its economic cost, and the relatively few—but, nevertheless, much too many—morphine, heroin, cocaine, and marijuana habitués, the truth of the foregoing statement is evident.

The problem of alcoholism is outstanding in all the countries of Western civilization. Dr. Harris Isbell, director of the addiction research of the U.S. Public Health Service at Lexington, Kentucky, has stated, "Statistically, alcohol is the most important of all addicting depressant drugs."—*Merck Report*, vol. 60, July, 1951. Arnold J. Toynbee, one of the greatest contemporary historians, has stated in his book *Civilization on Trial*, (pages 205, 1948), that alcoholism and race consciousness are two conspicuous sources of danger to Western civilization. He has further indicated that a mixture of atheism, materialism, racialism, and alcoholism has been the cause of the decline and decay of nineteen of twenty-one civilizations.

The foregoing outline of the medical case against alcoholic beverages is not complete in any sense of the term, but it should be adequate to point out the appalling size and importance of the medical and public-health problem produced by the consumption of alcoholic beverages.



## Oldest Temperance Flag

This Six Nation Temperance Flag contains six stars in the upper left-hand corner, representing the six nations of the Iroquois Confederacy: the Mohawks, Oneidas, Onondagas, Cayugas, Senecas, and Tuscaroras. They all have members who belong to the Six Nation Temperance Society.

The eagle in the center of the flag, symbol of the six nations, was the guardian bird of the Iroquois. In its claws is a many-headed monster, which represents the firewater of the invader. The eagle will fly high in the sky and drop the great monster to the earth, in this way killing the many-headed creature.

On the bottom of the flag are animal and bird figures. These are the clans of the Tuscaroras, including, left to right, Bear Clan, Turtle Clan, Wolf Clan, Deer Clan, Beaver Clan, Eel Clan, and the Snipe Clan. These clans all unite in a brotherhood league to exterminate the monster, firewater!

This Six Nation Temperance League was the first temperance organization in the United States.

# We

# REPEAT

# REPEAT REPEAT

## ► Why Not Advertise the Saloon?

"I challenge you to find a billboard between the Atlantic and the Pacific setting forth the merits of this city or that, that advertises the number of saloons in the town. If the saloon is a blessing to the town, as some would think, why don't those billboards state the number of those blessings with the number of manufacturing industries, business houses, schools, churches, and libraries? If the saloon is the worthy institution the liquor interests say it is, every town ought to give a bounty for every new saloon opened, instead of making it pay an enormous tax for the privilege of doing business. Why discriminate against the saloon that way?"—William Jennings Bryan.

## ► A Common Denominator

Judge Raulston Schoolfield, of Chattanooga, Tennessee, speaking on crime prevention in connection with Crime Prevention Week, said: "Liquor is the common denominator in 95 per cent of all crime coming into criminal court. . . . When some crime occurs, it is usually because of liquor."

## ► One in Twenty on Skid Road

"Most people think of an alcoholic as a skid-road type. Skid road, however, accounts for probably no more than 5 per cent of our alcoholic population.

"By far the vast majority of alcoholics, or problem drinkers, in San Francisco are between 30 and 50 years of age, married and with children, and employed. Many are women. They represent every social level."—Dr. Fred Boyes, director of the San Francisco Adult Guidance Center.

## ► Whittling Away the Brain

"With drinking there is a gradual whittling away of the brain tissue, especially the frontal lobes of the brain. At first this does not show itself when a person is sober, but it is shown by the loss of control over alcohol. The alcohol goes through the system and paralyzes what little will power there is left. The

person is left helpless to control his drinking. . . .

"The damage to the brain is very slow and comes up insidiously. It doesn't come up all at once. With every drinking bout there are more brain cells that are knocked out. It's a very insidious process, and for that reason it's more dangerous."—Frederick Lemere, M.D., psychiatrist, Seattle.

## ► A Real Help

"I don't drink liquor, I don't smoke or chew, and I don't stay out late at nights. I don't say that anyone who

doesn't smoke or drink, she watches her diet religiously to this day, and she lets *nothing* interfere with her night's sleep or her siesta. She was determined to stay young and beautiful, and she succeeded."—Clark Gable, Hollywood, motion-picture star.

## ► Living Positively

"Good companionship serves many of the ends furthered by a quaff of ale, and without dulling judgment. Similarly, a walk should wash away much of the dust of everyday life. A bask in the sun gives you that hard-to-beat feel-

### "He's Not the Type"

In response to a reporter's query, Jim Hagerty, President Eisenhower's press secretary, commented about the President's taking whisky in connection with his heart attack:

"Many heart patients are given whisky several times a day in the hospital to promote relaxation. It was only natural in Denver for someone to ask in a press conference whether the President, like many other heart patients, was receiving whisky. I said I would check.

"I found out that he had had one Scotch and water before dinner one night in the hospital. And next morning I so announced in response to the query. If I had attempted to cover up, news of that one drink might have leaked out and might have been magnified to several drinks and nightly instead of one instance."

Question: Suppose you had discovered that he was taking seven or eight drinks a day while he was in the hospital?

"Don't be silly. In or out of the hospital, he's not the type."

follows that regime can be an athlete, but it helps."—Joseph Stehlik, seventy-two-year-old athlete—boxer, wrestler, swimmer, skater, gymnast, runner, jumper.

## ► Preserving Beauty

"Old-time stars were *professional* beauties. They worked hard to be glamorous, trained for it like athletes. Dolores Del Rio was a prime example. After thirty years in pictures, she still looks young and beautiful. But she's worked hard at it. Her life has been as disciplined as a prize fighter's. She

ing of relaxation. The outdoors also puts you to sleep without leaving you groggy in the morning.

"A good book not merely drowns your troubles; it lifts you right out of them into something satisfying. When you lay it aside, your recollection of your worries has a lot of competition in the forefront of your thoughts. A hobby may cure a worry, but whisky never does so.

"The one universal sedative that always has desirable side effects is a congenial occupation."—Wendell White, Ph.D., in *Psychology in Living*.



**CAPTAIN JOHN  
W. KOLB**

## **national service rifle champion**

interview by W. H. Bergherm

I believe that alcohol hinders a man from doing his best in any field. It affects the eyes, but mainly an individual's mental condition. And a large percentage of a man's shooting ability is dependent upon his mental condition. Also I have found that 90 per cent of the servicemen who get themselves in trouble do so because of alcohol. These are the reason that I do not drink alcoholic beverages of any kind, even to be sociable, and I try to encourage those who are under me not to drink.

*John W. Kolb*

Captain and Mrs. Kolb, with their children, admire the captain's trophies for rifle marksmanship. Kolb won the all-Army championship at Fort Benning, Georgia, then went on to Camp Perry, Ohio, to win the national service rifle championship.

