

LISTEN

A
JOURNAL
OF
BETTER
LIVING



Olympic Games
"Faster, Higher, Stronger"



HAVE YOU HEARD?

Dry Games

The student senate at the University of New Hampshire has voted a policy of absolutely no drinking at the university football games.

At Home or Away

Henceforth Great Britain will allow unrestricted imports of whisky from the United States and other countries. This came as a result of pressure from American distillers, who say that Americans spend \$68,000,000 a year on Scotch, but only \$1,900 worth of American whisky is allowed annually into the United Kingdom. Obviously, this relaxing of controls is to induce more tourist trade by permitting American travelers to get drunk on the same thing they drink back home.

Is Liquor Good Business?

Statistics show that dry communities have a *much* smaller number of arrests for intoxication, as well as of arrests for drunkenness, says Herbert J. Mainwaring of Wollaston, chairman of the Massachusetts No-License Committee. In wet communities up to 65 per cent of arrests are for drunkenness, but in dry communities this ratio is less than 25 per cent.

For instance, Melrose, Massachusetts, a dry community with a population of 26,988, averaged 702 arrests of all kinds annually for 1952 and 1953. Of the total number for each year only 74 were for drunkenness.

In contrast, Fitchburg, Massachusetts, a wet com-

munity with a population of 42,691, averaged 3,355 arrests for the same two years and of these arrests 1,709 were for drunkenness each year on the average.

Don't Drink Own Product!

In Kentucky, the nation's foremost distilling state, 83 of 120 counties are dry.

Litter-Bug Ammunition

During 1956, according to estimates, 8,250,000,000 beer cans were used by brewers.

Drys Gain in Local Option

Some 831 local-option contests on November 6 resulted in a dry gain. Three hundred and twenty wet areas remained wet, 427 dry areas remained dry; 56 converted from wet to dry, and only 28 from dry to wet.

Is This a Safeguard?

The United States sends 10,000,000 of its best youth to the four corners of the world to help safeguard democracy, and at the same time permits one liquor shop for every 96 families, eight taverns for every five churches, or for every four schools in the nation.

Upswing in Wine

It is reported that wine consumption in France has reached an all-time high, as the result of new campaigns by the government to dispose of surplus stocks. Every man, woman, and child in the nation now averages about 90 quarts annually.

Alcohol Breath on Crime

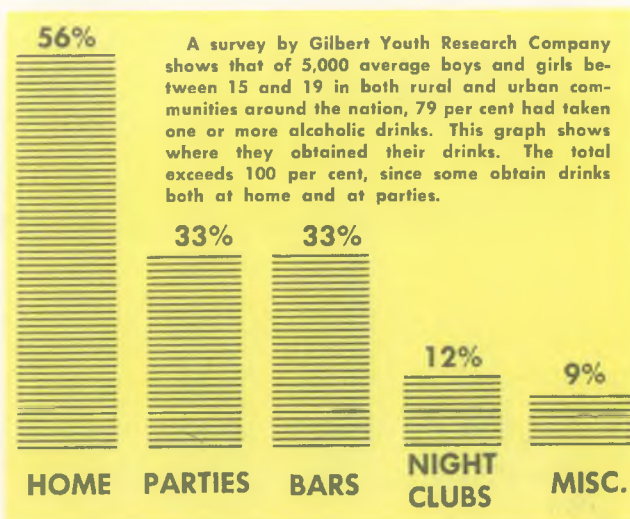
During the first six months of 1956, 60.66 per cent of all arrests were alcohol related, reports the FBI. Arrests for drunkenness totaled 1,273,319; disorderly conduct, 325,935; driving while intoxicated, 137,098.

Liquor Doesn't Pay Its Own Way

In 1955 the cost for maintaining the San Francisco police department totaled \$10,800,000, but the liquor taxes and revenue amounted to only \$1,256,978. Of the 63,561 arrests in this city, 43,709 were for drunkenness.

For Los Angeles the cost of operating its police department was \$29,669,000 in 1955. Liquor revenues totaled \$1,581,966, about 1 dollar in every 18 of the cost of police operations. Total arrests in this metropolitan area amounted to 205,657, of which 101,725 were for drunkenness and drunk driving, or nearly 50 per cent.

Where Youth Are Learning to Drink



LISTEN

A Journal of Better Living

APRIL to JUNE, 1957

Volume 10 Number 2

OUR COVER

Burning constantly during the entire time of the Games in Melbourne, Australia, the Olympic Flame is perhaps one of the most significant symbols in the world, indicative of the true purpose of the Games.

"May the Olympic Torch," wrote the founder of the Games, at the inception of the modern relay in 1936, "pursue its path through the ages, increasing friendly understanding among nations, for the good of a humanity ever more enthusiastic, always more audacious, perpetually purer."

"Listen's" cover photo of the Flame comes from United Press and portrays, against the background of the gigantic stadium crowded with breathless spectators, the auspicious moment immediately following the lighting of the ceremonial fire.

PHOTO CREDITS

Page 2, Raymond's Studio; Page 6, © Asian Photos; Page 9, Three Lions; Page 10, Authenticated News; Pages 11, 12, 13, 14, 15, United Press; Page 15, Wide World; Pages 18, 19, 20, Moulin; Page 24, Devaney; Page 28, Ted Miller; Page 29, Black Star; Page 32, Reprinted by Permission "Advertising Age"; Page 33, American Stock Photos; Page 34, Walter Craig.

ARTICLES

Peaceful Coexistence?	Editorial	4
Remove the Halo!	W. A. Scharffenberg	5
Alcohol in the Human Body	Donovan Courville, Ph.D.	9
The Fabulous Vodka Story	Edward L. Wertheim	15
Managing Your Emotions	Edward Podolsky, M.D.	24
Why Play Favorites?	Donald Simms, Jr.	29
Memorial to a Changed Life	Danielle Day	30

SPECIAL FEATURES

Story Behind the News	L. E. Miles	7
Report From the Olympics	E. H. J. Steed	11
Dear Father	Louise Jean Walker	17
Gliding Blades in the Spotlight	Don Webster	18
International Congress Meets in Istanbul		21
From Prisoner to President	Harold Helfer	27

PERSONALITIES

Eddie H. Shipstad—Skater		18
Charles A. Ward—Businessman	Harold Helfer	27
Clyde Narramore—Psychologist	Madeline George	28
Father Nicholas H. Wegner—Director, Boys Town	Marion Rubinstein	34

REGULAR FEATURES

Have You Heard?		2
World Report		21
Opinions		35

STORIES

Pint-Sized "Junkie"	Mike Thorne	22
-------------------------------	-------------	----

POETRY

Poems With a Purpose		33
--------------------------------	--	----

MISCELLANEOUS

Goals of Alcohol Education	Herbert H. Hill	8
Turnpike Troopers Learn the Drunkometer		10
Mothers Wanted	Harry J. Miller	26
Life, Did You Say?		32

LISTEN—quarterly journal of better living, published in the interests of scientific education for the prevention of alcoholism and narcotics addiction. Endorsed and utilized nationally by Narcotics Education, Incorporated.

Entered as second-class matter July 16, 1948, at the post office at Mountain View, California, under the act of Congress of March 3, 1879. Acceptance for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, and authorized September 18, 1918.

Yearly subscription, United States and Canada, \$1.25; single copy, \$.35. Foreign Countries, \$1.50; single copy, \$.40.

When change of address is desired, notify the Pacific Press Publishing Association. Please send the old address as well as the new.

Copyright, 1957, by The American Temperance Society, W. A. Scharffenberg, Executive Secretary.

Editorial Office: 6840 Eastern Ave., N.W., Washington 12, D.C.
Editor: Francis A. Soper Manager, Subscription Service: H. K. Christman
Editorial Assistant: Sue E. Taylor Assistant Manager: S. M. McCormick

Editorial Consultants:
Winton H. Beaven, Ph.D., Director, Institute of Scientific Studies
W. L. Halverson, M.D., D.P.H., Former Director of Public Health, California
Matthew Hill, Washington State Supreme Court
Andrew C. Ivy, Ph.D., M.D., D.Sc., LL.D., University of Illinois, Chairman of the National Committee for the Prevention of Alcoholism
Joseph T. Zottoli, Boston Municipal Court
Cyril B. Courville, M.D., D.N.B., M.Sc., Director, Cajal Laboratory of Neuropathology
George T. Harding, M.D., D.N.B., F.A.C.P., President and Medical Director, Harding Sanitarium and Hospital
Laurence A. Senseman, M.D., D.N.B., F.A.C.P., Director, Fuller Memorial Hospital

Publication Office: Pacific Press Publishing Association, Mountain View, California
Office Editor: Charles D. Utt



peaceful coexistence?

AS MORE mangled corpses and demolished cars pile up along the nation's highways, the "great debate" intensifies as to how to deal with the worsening toll.

Everywhere voices chime in, and well-planned publicity campaigns are conducted in an effort to reduce the hazard. Still the grisly total keeps climbing, an annual total of dead and injured almost equivalent to the entire population of the city of Cleveland, or more than that of San Francisco or of Washington, D.C.

Cars come equipped with new safety gadgets, roads are improved to near perfection, and drivers undergo periodic tests. Yet the thoroughfares of travel are slippery with the blood of the victims of tragedy.

Until quite recently, however, very little has crept into public print and pronouncement about drinking and driving. Now the tide is beginning to turn. Seemingly, reluctance to point the finger directly at drink as one of the culprits is melting away a little. Even the National Safety Council, for the first time, recognizes this factor to a significant degree in its current Back the Attack Campaign.

More communities and states have adopted compulsory intoxication tests for suspected drinking drivers, or are in process of considering such tests. Mandatory jail sentences are being demanded—and enforced in some areas where the law already permits.

In general, considerable progress has been made in recognizing and acknowledging drink as a major hazard on the highway. Some headway is being made in dealing with the problem that drinking creates.

But we make bold to emphasize that any successful campaign to eliminate this element in traffic must go further—or start sooner—than caring for the victims, or ferreting out the driver who drinks. It must be a program of prevention rather than cure.

For example, along many of our highways there blazes forth the most colorful, alluring advertising in the world. Drink this brand, drink that one. In some major areas at least 60 per cent of all billboards are a come-on to drink. Is it any wonder the public responds?

All such advertising should be eliminated and banned from our highways. Why conduct safety campaigns, claiming that drinking and driving don't mix, and at the same time tempt drivers to try mixing the two?

Furthermore, roadhouses, taverns, cocktail lounges—whatever they may be called—jostle against one another for space along our streets, beckoning to the driver to stop in. How else can he go on his way, or return home, but to drive? It is like putting a glass in one hand, and the car keys in the other, then telling him not to drive. Trying to persuade a drinker not to drive is a complete waste of time, all the more so under such circumstances.

Sooner or later, the main emphasis will have to be made, in the words of one writer, "on persuading people not to drink, either before or after driving." In our mobile age the automobile is so essential and constant a factor in our lives that it enters into nearly every activity in which we engage.

What is vitally needed today is the *complete* divorce of drinking from driving. There is no such thing as peaceful coexistence between the two.

Francis A. Soper

Modern custom has surrounded drinking with an aura of glamour and fashion, but now it is time to—



REMOVE THE

Halo!

W. A. SCHARFFENBERG

Executive Director
International Commission for the Prevention of Alcoholism

no person, irrespective of race, creed, or color, rank, profession, or status, physical deformity or mental deficiency has ever become an alcoholic who has not imbibed or become addicted to alcohol. This is a basic fact.

Furthermore, the appetite for an alcoholic beverage is in itself unnatural. No one is born with a craving for drink. Drinking is a habit that must be acquired. Some may question this, especially, or in particular, those who live in localities where the drinking of alcoholic beverages in the home, in the office, and at social functions is common practice, while the drinking of water and other nonalcoholic beverages is an uncommon practice. Nevertheless, it is recognized that no one is born with an appetite for liquor. There are millions of people, in fact, vast populations, who are total abstainers. This in itself indicates drinking is a habit that must be acquired.

Recent surveys indicate that 57 per cent of people who drink, even after they have acquired the habit, do not like the taste of liquor, and approximately 90 per cent definitely did not enjoy their first drink.

How can we account for this fact? It is quite simple. The alcohol in the beer, wine, or whisky is a poisonous substance, and nature will in one way or another rebel when a poisonous substance is taken into the body. The human body will do its best to expel a poison in a natural manner, but occasionally will do so in a very violent manner.

Experiments conducted with animals also show that if animals are given their choice between water and alcohol, when quenching their thirst they will always choose water. Only if nothing else is available, or if an unnatural appetite has previously been developed in the animal, will it take the alcoholic beverage.

If 90 per cent of drinkers did not enjoy their first drink, and if 57 per cent of those who drink do not like the taste of liquor, then why do people drink? There are many reasons, but they can be summarized in these five most common:

1. "Monkey sees, monkey does." The most frequent reason is social pressure. The habits, fashion, and customs of the group with whom a person associates largely deter-

mine his own habits and way of life. In this respect the human race is much like the monkey—"Monkey sees, monkey does." We are conformists.

Especially is this true of the teen-ager. Being one of the crowd is the teen-ager's main aim in life. Nothing pains him more than appearing to be different. This is especially noticeable when alcohol is involved. Most teen-agers would rather be dead than be different. To be set apart is something the ordinary teen-ager can't take; and what sets him apart faster than not being thought of as one of the crowd?

The same general pattern exists among adults. Drinks are served at dinner parties, at socials, and on other occasions. The normal adult, too, wants to be one of the crowd. Even though he may not care for a cocktail, to please his host or hostess he will take the glass that is offered to him. Those who travel the "cocktail circuit" are in the same rut. They go with the crowd. They are afraid to be different.

Commander Marvin Wellman of the Naval Hospital at Esquimalt, British Columbia, says that many young men become alcoholics because they are forced to live with heavy-drinking social groups. Dr. Wellman reports the results of a two-year study in the *Canadian Medical Association Journal*.

He studied the lives of twenty-eight drinkers, all under the age of thirty-five, from March, 1952, to March, 1954. They were sociable, charming, and sensitive individuals, and drank in order to be liked. Dr. Wellman writes:

"During adolescence these men had been thrust into social groups in which drinking regularly and to the extent of drunkenness was an accepted and approved custom. . . .

"Before beginning to drink regularly, eleven were frequently aware that others had set them aside from the group because of their abstinent habits and they were occasionally subjected to taunts by one or more members of the group.

"Later 'being drunk' became a regular pattern of behavior from the age of about nineteen and a half. In general," Dr. Wellman concludes, "all twenty-six started out to make the grade as good, average citizens. Trouble started when they mixed with groups where 'getting drunk' was the accepted, and approved, social activity."

2. "Get away from it all." Many indicate that they drink to get away from reality, to drown their troubles and forget themselves. For example, a man gets into an argument with his wife because he can't take her nagging, so he gets his coat and hat, slams the door, and takes to the nearest bar, tavern, or favorite cocktail lounge, and there drowns his troubles in drink.

Or he may be involved in some financial problem or business deal that he can't see his way through, or finds no solution to; so he runs off to a bar to dissolve his troubles in drink. When he wakes up the next morning, however, he finds that his troubles are still with him, that his family, business, or financial problems are still unsolved; and in addition he has been saddled with another problem—the hang-over.

Those who use alcohol as an escape gadget are unable

to face reality, to meet issues, or to stand on their own and see their problems through to a satisfactory solution. They haven't developed the moral stamina it takes to meet the issues of life. They lean on a habit-forming, narcotic drug to bolster them up and to pull them over their hard bumps.

3. "It's everywhere." Others drink because of the ready availability of alcoholic beverages. In some areas every home has a wine cellar, every office has a wine chest, every restaurant serves it, and every store carries it. It's easy to get.

The number of drinkers in any one country or locality, and the amount each drinker drinks, is in direct ratio to its accessibility, in other words, to the number of liquor outlets. The easier it is to get, and the more outlets there are in any given community, the more people will drink and the more each drinker will take.

Price also enters into the picture, for the cheaper a drink is, the more there will be consumed. The more it costs, the less will be consumed. Denmark is a good example of the latter. The prices are high, with the result that the per capita consumption is lower; while in France where drink is cheap and readily secured, the per capita consumption is higher.

4. "I must drink." Many persons drink because they have become addicted. One drink leads to another, and finally not only has drinking become a habit, but the drinker has become an addict. He takes a drink or two with every meal, during every meal, after every meal, and in intervals between meals.

5. "I didn't know." Finally, people drink because of their ignorance. In this group are included physicians, educators, and many professional people, as well as common people. This group includes the occasional drinker, the so-called social drinker, the

(Turn to page 32.)

Declaration of Purpose

Recognizing the widespread detrimental influence on society as a whole, and in particular, of the use of alcoholic beverages on official occasions, I hereby declare my personal opposition to the use of alcoholic beverages at social parties and other functions for which I am responsible.

Ruben Wagnson
12.9. 1956

Jivaraj N. Mehta
12.16.1956

Tokutaro Kitamura
Apr. 26, 1956

Raymond Gary of Omaha
17.15 May 1956

Typical of the Institutes of Scientific Studies being established by the International Commission is this session at Bombay, India, one of four such Institutes now in regular operation.



Eleven different nations are represented in this meeting of International Commission officers and members gathered in the city of Istanbul, Turkey, in September, 1956.



Government and professional leaders of the Philippine Islands gather in an exploratory meeting to set up their National Committee in the framework of the International Commission.



Jivaraj N. Mehta, minister of finance, Bombay, signs the Declaration of purpose for his province.

Governor Ruben Wagnson of Kalmar, Sweden, signs the Declaration. W. A. Scharffenberg and Chad B. Israel, Poona, India observe.

The Hon. Tokutaro Kitamura, member of the Japanese Diet and formerly minister of finance, appends his name to the Declaration.

First state governor the United States to the Honorable Raymond Gary of Omaha affixes signature to the Declaration.



When the story of a narcotics raid breaks, it is headline news, but there is a spine-tingling adventure in the—



▲ Officers armed with grand-jury indictments and search warrants awoken this young addict from a drugged sleep to take him into custody.

▲ Bulk marijuana and heroin capsules found during one of the narcotics raids in San Bernardino.

Story Behind the News

L. E. MILES

On January 12, 1956, the story of the almost simultaneous arrest of more than thirty narcotics pushers in the city and county of San Bernardino made front-page news. This largest such coup in the history of California resulted from six months of tireless effort and close co-operation on the part of the city, county, and state agencies. In this feature "Listen's" readers are taken behind the scenes to glimpse the careful, long-range planning necessary to cope with this deadly menace of modern society.

Human bones had been discovered on the Mojave Desert in Southern California. Investigating officers from San Bernardino County left their car to search the location. They saw another car stop, and the actions of the occupants aroused their suspicion. Thinking the men might be out to hide stolen goods, the officers searched the car and found the men in possession of two pounds of bulk marijuana which they had come out to roll into cigarettes. The men admitted their guilt, but when the case came into court it was thrown out because the arrest of the offenders involved evidence obtained by illegal search and seizure, which by decision of California's supreme court, in adopting the rule of the Federal courts, is not admissible evidence in court.

Not long afterward several grim-faced men met in the office of San Bernardino's mayor, Raymond H. Gregory. They knew that the use of drugs was increasing in that area. Drastic steps were needed to curtail it. Chief of Police James W. Ellis of San Bernardino city was there, as were his chief narcotics officer, William Arnold Yost,



▲ This mother learns for the first time that her son is a narcotics addict, being taken into custody by Sheriff Bland.



▲ Sheriff Bland and Inspector O'Connor check for scars on an addict's arm while he groggily makes ready to accompany the officers.



The scar on the arm of this addict plainly shows where he has been injecting heroin into his veins.

and the sheriff of San Bernardino County, Frank Bland.

They would profit by the experience with the peddlers caught on the desert. Instead of acting on hot tips and apprehending the narcotics peddlers with the drug in their possession, their undercover men would make bona-fide purchases from the peddlers. Thus they could procure search warrants and grand-jury indictments before making arrests.

No agency had enough money to finance a drive of the magnitude they contemplated, so city, county, and state pooled funds, with each bearing one third of the expense.

Men already on the force were known to the peddlers, so it was necessary to employ persons unknown to the pushers. The new men were given two months' intensive training. By paying his salary, campaigners secured on loan one of Los Angeles County's top narcotics officers.

These trained men were to locate peddlers, make purchases, and place the information in labeled envelopes for analysis and later evidence.

Periodic arrests would not be made, for the arrest of one peddler tended to make others take cover. The investigation would culminate in one grand coup. The success of the undertaking would depend upon absolute secrecy of operation.

Enforcement officers bore much harsh criticism with regard to what seemed their lackadaisical attitude. This criticism reached its peak when nine high-school students were arrested on November 22 under the Welfare and Institutions Code for leading dissolute lives. Use of narcotics was involved. In the midst of gathering evidence for the big coup this scandal delayed plans because some of the frightened peddlers took cover. Men who were working almost twice the regulation day were given tongue lashings by uninformed fellow officers for "soldiering on the job," since many of their routine duties could not be cared for.

Occasionally a law-enforcement agent would ask a former narcotics addict to make purchases for him. This plan did not work well, because former addicts proved unreliable, and in a number of instances demonstrated that the habit had not been broken. Sometimes a man would take money to purchase dope and never return. Others would come back with capsules that contained powdered sugar or flour instead of heroin, and the

marijuana cigarettes would have substitutions of crushed tobacco, alfalfa, or grass. The purchaser would be "higher than a kite," having used the narcotic himself.

On the night of January 11, 1956, the raid took place almost simultaneously in many different places, the men working in squads of four, with Walter R. Creighton, chief of the State Bureau of Narcotics Enforcement, supervising activities.

A stock accusation of narcotics peddlers is that they have been abused by arresting officers and made to confess. To forestall this, newspapermen, television photographers, and recorders accompanied the officers. As these men entered a house, an offender was asked whether he objected to photographs. There was no objection, hence no invasion of privacy. Thus there were not only witnesses, but photographs and recordings of all that took place.

Little resistance was met. Many told where their stores were concealed.

One hunted man was already in jail for burglary. Among the thirty arrested that night, two were sixteen-year-old minors who had been peddling to high-school students. Two others were women. One a mother, a heroin addict, who had a sixteen-year-old son, also an addict and a peddler. (Turn to page 25.)

Goals of Alcohol Education

An integral part of the
total educational picture.

Herbert H. Hill
Seattle, Washington

"What we are after—both educators and doctors—is to help in rearing a new generation of human beings who are buoyantly healthy in body and spirit, whose creativeness and sense of social responsibility are given the greatest possible opportunity for expression, who have an unshakable conviction of their own worth and the worth of other people. This is the kind of positive health that we, as educators and medical workers, are after."—Dr. Leona Baumgartner, associate chief of the Children's Bureau, in the "Child's Magazine," August-September, 1950.

The tendency has been from time to time to feel that alcohol education is something apart and different from education in general.

However, alcohol education is nothing more or less than a part of the total educational picture and objective. And in these twelve objectives of alcohol education it can readily be recognized that these are, in fact, the goals of education *per se*:

1. To motivate students to seek the lasting and genuine satisfactions of life through healthful living.
2. To develop a sense of pride in having a strong and

healthy body and a wholesome mental attitude. The latter portion of this particular objective is one that has tremendous importance as the whole area of juvenile problems is viewed today. Young people today are interested in having a healthy body physically because of the emphasis that is placed on athletics, but this matter of "a wholesome mental attitude" is one which has not been given so much attention as might be profitably given to it.

3. To develop an accurate understanding of the effects of alcohol. This is the only one of these objectives as stated that makes any specific reference to alcohol.

4. To develop a sense of responsibility for one's own welfare and that of others.

5. To develop an attitude of respect for the rights of those who have opinions different from our own.

6. To help young people accept the responsibility for making their own decisions on the basis of careful study.

7. To teach young people to do orderly thinking so as to arrive at right conclusions.

8. To encourage a reasonable expression of individuality and evidence of respect for their own views.

9. To cultivate a desire for wholesome recreational activities as a means of satisfying the natural desire for a good time.

10. To help youth see that the right to experiment involves also the accepting of the consequences of those experiments.

11. To develop a sense of pride in the kind of conduct which brings a feeling of self-respect and the approval of worth-while associates.

12. To encourage an analytical attitude toward propaganda of whatever nature, and develop the ability to analyze it on the basis of motives, methods, and objectives.

**DONOVAN
COURVILLE,
Ph.D.**

From a lecture delivered at the
Institute of Scientific Studies
for the Prevention of Alcoholism

ALCOHOL



IN ORDER to understand the intoxicating effects of alcohol in the body, we must turn from its simple physical and chemical properties and examine the route traveled by the alcohol from the time it is taken until it is destroyed or eliminated from the body.

We will begin with a discussion of absorption, which refers to the taking in of any food or liquid through the alimentary canal into the blood stream. For example, when one eats food, that food goes through a process of digestion, and then is absorbed from the intestines into the blood stream to become a part of the body and its metabolism. The absorption of alcohol is somewhat peculiar in that about one third of it is absorbed directly from the stomach. From two thirds to three fourths is absorbed from the intestines.

Alcohol is one of the few substances that is absorbed from the stomach, and this is the reason the drinker gets a quick lift, as he thinks, from his drinking. Alcohol does not have to wait until it goes into the intestines to be absorbed. In other words, the absorption of alcohol will begin more rapidly than will the absorption of food materials, hence this apparently quick lift.

In what form is alcohol absorbed? Most food products are digested and converted to a different form before absorption, but alcohol is absorbed as it is taken in. It requires no digestion.

How fast will it be absorbed from the stomach? If the stomach is empty, about 50 per cent of it is absorbed in about fifteen minutes. That is much beyond the rate

of absorption of food materials. Absorption of alcohol is complete in about two hours.

A number of factors tend to decrease the rate at which alcohol is absorbed. But a person can feel the toxic effects of alcohol only after it is absorbed, therefore these factors have a definite bearing on the rate at which a person becomes intoxicated.

First is the presence of food in the stomach, which will slow down the rate of absorption tremendously. This is why a person who drinks alcohol with his meals undergoes a process of intoxication much less rapidly, or perhaps not at all if the amount of alcohol is limited.

Second, the concentration of the alcohol affects the rate of absorption. The greater the concentration, the more rapid this rate. Thus a person who drinks whisky will absorb that alcohol much more rapidly than one who drinks 3 per cent beer. For the same reason, if there is considerable liquid in the stomach from drinking water,

then the alcohol is diluted and will be absorbed more slowly.

Perhaps the most interesting factor in this connection is the fact that the person who is habituated to alcohol absorbs it much more slowly than does the person who takes it for the first time. Therefore the new drinker becomes intoxicated with a much smaller amount of alcohol than does the habitual drinker. This slowing of the absorption rate in the habitual drinker suggests that his absorption mechanism is damaged in some fashion.

As far as alcohol in the blood is concerned, for two persons who weigh the same, a given amount of alcohol will have the same intoxicating effect. If the same amount of alcohol is injected into two persons of one hundred fifty pounds each, one who has been drinking all his life and the other who has never touched alcohol, the intoxicating effects will be approximately the same on each. This indicates clearly that the habitual drinker is simply absorbing the alcohol at a slower rate into his system, and therefore is able to "hold his liquor" better than does the new drinker.

Alcohol may form in the intestines during the process of food putrefaction. This alcohol may be absorbed, causing the condition known as autointoxication and is most likely to occur when the food is heavily made up of carbohydrates and the conditions in the intestine are acid. This is not a normal situation, however, since the conditions in the lower intestine are usually alkaline.

What happens to this alcohol after it is absorbed? In

general, when food other than fat is eaten the food materials go to the liver first after absorption. That also is true of alcohol. From the liver it goes into the blood stream, and from there all around the body. It becomes a part of probably every cell in the body, but not to an equal degree, because there are certain types of tissues that more readily absorb the alcohol. Brain tissue absorbs it most readily, so that in a short time following a person's taking alcohol the greatest concentration of it will be there.

The nerves also take up alcohol readily, and these, with the brain, are the first to feel the toxic effects. It is the action of alcohol on the nerves and brain that results in the symptoms of intoxication which are so familiar.

Fat tissue seems to absorb alcohol least, and muscle tissue very little. The liver will absorb and hold a considerable fraction of it. That is why there is a notable damage frequently to be found in the liver from excessive use of alcohol.

And how much alcohol would remain in the blood after an indulgence in alcohol, and how much of it would thus be taken up by the tissues? Some people seem to have the idea that to become intoxicated, about half of the blood

liquid must be in the form of alcohol. This is far from the truth. If a person is "dead drunk"—unconscious—he will have something in the neighborhood of four tenths of 1 per cent alcohol in his blood. Since the body contains about six quarts of blood, this means that it requires only about one ounce of alcohol in the entire blood stream to produce this degree of intoxication. That isn't very much.

If a person is staggering around and is much affected but not unconscious, then his blood alcohol content will be about three tenths of 1 per cent. When he first manifests obvious symptoms of drunkenness, the blood will contain two tenths of 1 per cent or perhaps somewhat less. At one tenth of 1 per cent he may not show many outward symptoms other than a slower movement and a thickened speech. It should be clear then that the amount of alcohol in the blood, necessary to show symptoms of intoxication in varying degrees, is relatively small. If the concentration of alcohol in the blood reaches as high as five tenths of 1 per cent, death is liable to result. The amazing thing is that so few deaths occur.

And what is it that prevents many people from dying from the use of alcohol? It is the simple fact that they become unconscious before this point is reached and further drinking is automatically stopped. If it were not for this, it would be very easy to build up the alcohol content of the blood to a fatal concentration.

It should be kept in mind that it is not the alcohol in the blood which produces the symptoms of intoxication. It is rather that part which has been absorbed by the brain and the nerves. If the total blood contained, for example, one ounce of alcohol, it would be quite possible for the combined tissues to contain an equal amount so that in a case of extreme intoxication there might be as much as two ounces of absorbed alcohol in the body. That is about the amount of alcohol in a four-ounce glass of whisky.

Of course this alcohol is not absorbed instantly, and metabolism and elimination processes begin immediately after any part of it is absorbed. Hence a person may be able to take considerably more than this four-ounce glass of whisky without these dire effects being noted.

How does the body get rid of alcohol once it is absorbed? This is accomplished through the same channels that excrete other waste products—the kidneys and the lungs, largely. The fact that one can smell alcohol on the breath of a person who has been drinking indicates that he is excreting it through his lungs. The more he drinks, the more obvious will be this odor of alcohol in the breath. This is the basis of the balloon test given to drivers suspected of being under the influence of liquor. The suspected person is asked to blow up a balloon. The air from this balloon is then examined for its alcohol content. From the results, the amount of alcohol in the blood can be calculated and the degree of intoxication determined.

This would seem to serve as an effective deterrent in keeping the drinker from getting behind the wheel of his car. Actually it is not as effective as it could be because traffic police are often hampered by the provisions in the state laws. These laws are not uniform among the states, but differ in the clarity of definition of the amount of alcohol which must be present before the driver is considered as not capable of driving properly. In some cases the amount named is so high that the test has little significance. It is now well established (Turn to page 26.)

TURNPIKE TROOPERS LEARN THE DRUNKOMETER



State troopers assigned to duty on the New Jersey Turnpike learn to use the Drunkometer, a device for making tests of drivers suspected of being under the influence of alcohol.

The Drunkometer is a miniature chemical laboratory which analyzes the breath of suspects who blow into an ordinary rubber balloon. From the balloon this expired air is passed through the analyzer, which will show the percentage of alcohol in the breath. By a mathematical formula the quantity of alcohol in the blood is determined, also the degree of fitness, or lack of fitness, of drivers to operate vehicles. Drunkometers are becoming standard equipment with many state and local police departments.





E. H. J. Steed, "Listen's"
Australia correspondent
sends directly from
Melbourne his—

Report From the Olympics

**Striving to achieve their
best, 4,500 athletes compete
in the world's greatest
pageant.**


FEW people have the opportunity of living in the past, present, and future all at once; but I did just that for the space of two hours at the opening of the world's greatest pageant, the Olympic Games in Melbourne, Australia.

Events from the dim past raced forward to blend with the glamour of modern festivity, combining to give a most spectacular glimpse into tomorrow.

In dazzling brightness the past's glory was illuminated as the last runner carrying the Olympic Torch, lighted at the ancient Temple of Zeus in Greece, entered the arena. This Torch relay was first instituted in modern times at the Berlin Olympic Games in 1936.

Actually the ceremony began on the plain of Olympia in Greece, 217 miles southwest of Athens among the ruins of the ancient Olympic stadium and on the site of the first recorded race of 210 yards in the year B.C. 776, from which originated the Olympic Games 2,732 years ago.

For the Melbourne games the torch was lighted in Greece at 9:30 a.m. on Friday,



Top. Some 103,000 people thrill at the opening-ceremony pageantry, with 4,500 athletes drawn up behind their respective national flags awaiting the taking of the Olympic Oath.

Arriving precisely on time after a land-and-air relay of 12,741 miles from Olympia in Greece, the Olympic Flame is carried around the arena by the final runner preparatory to lighting the flame which burned throughout the entire time the games lasted.

Smiling on the Olympic dais after the 200-meter final, is winning U.S. trio, Bob Morrow (center), "world's fastest human being," with Andrew Stanfield (left) and Thane Baker.

His name synonymous with victory in pole vaulting, Bob Richards repeated his 1952 Olympic victory, reaching 14 feet 11½ inches this time.



November 2, by a girl attired in the costume of ancient Greece and surrounded by other young girls, who held a powerful magnifying glass, through which the rays of the sun were concentrated onto a small pile of wood strips, to kindle the Olympic Flame.

Soon after the fire began to burn, there began the relay of 350 Greek athletes who in turn carried the torch to the beautiful marble Olympic Stadium in Athens, scene of the first Games of the modern era in 1896. From there it was taken to the Athens airport, where a Qantas air liner was waiting to fly it to Darwin, Australia. Before the flame went aboard the aircraft, however, it was transferred into one of two old-fashioned miner's lamps, for international aviation regulations forbid an open flame in an aircraft. The flame burning on benzine, it was flown from Athens to Cairns, Australia, via Beirut, Karachi, Calcutta, Singapore, Djakarta, and Darwin.

After having been passed from runner to runner over a distance nonstop of 2,831 miles from Cairns to Melbourne, each runner having to run his mile in six minutes, it arrived at the gigantic Olympics arena precisely on time. As the last runner circled the field, the torch blazed forth, sparks falling onto the track.

In the warm summer sun, with the united impact of more than 100,000 voices cheering for their home countries, friend and foe alike, it brought a strange thrill, for here all men were brothers. Some 4,500 representatives from sixty-eight nations paraded in splendor ready to take part in the Olympic Games of 1956.

It was a never-to-be-forgotten sight as each country's team marched past, its flag flying. The color scene was scintillating. Blending with the fluttering flags of the nations of the world were the red-and-white uniforms of the Danes, the pale-blue blazers of the French, the light-olive-green coats of the Ethiopians, the white suits of the Malayans, the Nigerians with green coats edged with yellow, the dark-green coats and white trousers of the Australians, the Bermudians with blue coats, and the team from the United States with cream coats and navy-blue pants, to mention a few.

Brought to the peak of perfection in physical stamina and self-control, these participants bedecked the arena as examples of the human desire to achieve, realizing that the essential thing is not to conquer, but to have fought well.

Awe inspiring indeed was the moment when, pausing on a dais fifty feet above the crowd, the runner held aloft the torch, then ignited the large bowl, to send instantaneous flames shooting skyward.

To a twenty-one-gun salute, His Royal Highness the Duke of Edinburgh solemnly intoned, "I declare open the Olympic Games of 1956, celebrating the XVIth Olympiad of the modern era."

A representative of the Australian team advanced to the foot of a special tribune, accompanied by the Australian flag-bearer. Mounting the tribune and holding the flag in his right hand, surrounded by the bearers of flags of all the other countries arranged in a semicircle around him, he solemnly repeated the Olympic Oath: "We swear that we will take part in the Olympic Games in fair competition, respecting the regulations which govern them, and with the desire to participate in the true spirit of

sportsmanship for the honor of our country and the glory of sport."

Visiting Olympic Village is like visiting all the world in one day. There fly the flags of all participating countries. I passed girls from Japan, boys from Nigeria, and husky chaps from Russia. Down the road one sees Frenchmen waving their arms in conversation, and from a building nearby comes the talking of several American huskies.

I moved in to ask two Negro lads what they thought of the Games. They were PHILIP REAVIS of Somerville, Massachusetts, and JEROME WALTERS of Los Angeles.

As a doorstep they had an empty beer bottle. "You boys drink that stuff?" I asked.

"No, sir, that's strictly for the doorstep. We do not drink—it's not good for training," said Philip.

"An unnecessary feature of life," observed Jerome.

Both boys told me they take neither liquor nor tobacco, and that there are many more like them in this village. Curious to find the truthfulness of that assertion, I moved on.

Not far away I saw the mightiest weight lifter in the world, 324-pound PAUL ANDERSON of Georgia.

Crowned with black curly hair, plus sideburns, Anderson, who is only twenty-four, has a sunny personality and smiles broadly as he talks. And small wonder, for he holds all world records heavyweight Olympic weight



Straining every muscle, Parry O'Brien outclassed all competitors and sent the 16-pound shot on its way to a new Olympic record of 60 feet 11 inches.

Though she has "no particular love" for the sport, Inessa Iacouzen of Russia set an Olympic distance record by propelling the javelin 176 feet 8 inches.

In a blazing finish, Australian favorite Betty Cuthbert, comes through to win the women's 200-meter dash. Victory becomes a habit for Betty, since she also won gold medals in the 200-meter race and the 400-meter relay. "I just ran for my life," she says.

Bob Morrow came out first in both the 100-meter race and the 200-meter competition, the first such double winner since the Olympics held in 1936.

Three winners of the women's 80-meter hurdles proudly display their medals: First-place Shirley Strickland, Australia (center), with teammate Norma Thrower (left) and Gisela Kohler, Germany.

lifting. His latest triumph: press 369.25 lbs., snatch 319.5 lbs., jerk 413.25 lbs.—total, 1,102 lbs.

Asked about his three quarts of milk a day, Paul says, "It's powerful stuff!"

"What about beer, or any other liquor?"

"Liquor is certainly injurious, and I definitely do not either smoke or drink. I would in no way recommend such habits. Take it from me, they are better left alone.

"One more point," says Paul; "clean living is the only thing that counts, along with plenty of practice. You can't have clean living and take tobacco or liquor."

It takes every ounce of energy to fling a 16-pound hammer 224 feet 10½ inches. And only one man in the world has achieved this amazing feat, HAROLD CONNOLLY of Boston, Massachusetts.

Harold is a short stocky schoolteacher, and every bit a man, who really enjoys swinging this weight.

"Today competition demands more time in training and interest," he comments. "This is why it's wise to leave alone things that don't do you any good. Drinking and smoking, for instance, are no good, so why bother with them? In fact, they are no good for anything, general living, or sport, and are simply a waste of time. I don't drink or smoke. I can't afford to in more ways than one."

Flying saucers are of no interest to ALFRED OERTER, Jr., of New Hyde Park, New York. But the discus is, for he has sent it flying farther than any other person

Games, principally because of "the greatest woman sprinter the world has ever known."

With a mighty flash down the field fair-haired, blue-eyed BETTY CUTHBERT passed 100 meters in 11.5 seconds.

Betty, eighteen, is a slim 5 feet 6 inches and weighs 118 pounds. With her unperturbed manner and country shyness she told me how she headed out down the field. "I just ran for my life. My coach's last instructions were 'Go flat out.'" At the village her teammates drank her success in orange juice, since none of them ever used anything stronger.

The Olympic pole-vaulting champions I found with their medals in their hands. BOB RICHARDS placed first at 14 feet 11½ inches, adding a half inch to his 1952 Olympic record.

"I feel that this is my greatest win at pole vaulting ever, even though I have made higher records. The wind was blowing very strong and cold, the track was heavy and soft, and I had a sprained tendon in my left leg," he explained.

"To what, then, do you attribute your success?" I asked Bob.

"Well, every great athlete has to live a good clean life. Most of the ones I know never drink or smoke. They are pretty clean kids.

"Some years ago I gave five reasons for success in athletics, and I'll give them again," he told me as the



on earth, in establishing a new Olympic record of 184 feet 10½ inches. When not tossing the discus, he balances figures, since he is a business major at the University of Kansas.

"A person who wishes to be at his peak does his utmost to attain," Harold says. "It is for this reason I class liquor and smoking as harmful because they do not in the least benefit training either on or off the track. My advice is: Don't practice any of the bad things of life. Leave the vices behind, and you have every chance of making good."

A great day for the Australians!—that fourth day of the

press men nearby were all ears. "Live clean, work hard, have faith in what you can do, don't give up, and the last is the most important—take God with you in all you do, for He gives power and strength to do the best."

BOB GUTOWSKY placed second to Richards, at 14 feet 10 inches, with an intense pain in his right side. "I think I have sprained my stomach muscle," he said, "this caused me to drop back in the three jumps, but I had to put more determination into it."

"Does abstinence from drinking and smoking help you?" I asked.

"You couldn't say anything more true," he stated.

"Self-discipline is the way to attain most things, especially in this game."

"And no drinking for me," chimed in GEORGE ROUBANIS of Greece, third in pole vaulting. "This sport takes time and effort."

Javelin throwing is spectacular to watch, and it looks so easy. But at these Olympic Games it was hard indeed.

Throwing into a strong head wind, one does not expect records, but despite this difficulty EGIL DANIELSEN of Norway was the best ever, setting a new world record of 281 feet 2½ inches, some 38 feet above the previous Olympic record.

Danielsen, who does not drink or smoke, is a perfect picture of physical strength and stamina.

"I looked at those three steps and said, 'If the Lord helps me, I will stand on one of them.'" Seventeen-year-old WILLIE WHITE of Greenwood, Mississippi, was talking about her winning second place in the women's long jump. Willie came second to the pig-tailed Polish girl ELZBIETA KRZESINSKA, who doesn't drink or smoke either.

"What about you, Willie?" I asked.

"Oh, no," she said.

"Do you think keeping away from these things has helped you in your sport?"

"Indeed. Young people can have a really good time and not touch such things. My belief is that if I practice



Willie B. White of the United States makes her final jump in the women's long-jump event, covering 19 feet 11¾ inches.

hard, live clean, and have faith in God, everything will come out right."

With a medal-winning hop, step, and jump, ADHEMAR FERREIRA DA SILVA of Brazil found himself in the Olympic champion class again. Record holder of the 1952 Olympic title, Adhemar easily won again.

This tall, dark-skinned young man graduated from his course of study two days before coming to the Games.

Asked about his opinion on liquor, he said, "Liquor—what is that?"

"Do you drink?" I asked.

"Me?" he asked. "All I drink is water, nothing else."

It's rare news when a winning athlete claims he takes the glass or uses tobacco. That is the reason listening reporters straightened up when the Russian runner VLADIMIR KUTS, who swept to victory in the 5,000, 10,000 meters, was asked, "Do you drink or smoke?"

Shaking his head, in a loud tone he told the interpreter, "No, I do not smoke," and, dropping his head, continued, "and I drink only on holidays."

"When are holidays?"

"After I work eleven months I have one month holiday; then I *may* drink, never other times."

"Will you celebrate with a drink?"

"No."

Kuts's reply was featured in the newspapers, but not the fact that he recognizes abstinence when he desires to achieve his best.

GORDON PIRIE of Great Britain, second to Kuts, plans to settle in New Zealand. He has been running for fifteen years, is now twenty-five years of age.

"In all that time I have never taken a drink or smoked a cigarette," he said.

"What effect do you think this has had upon your running?" I asked.

"It has without question helped me get up to the form I have," he replied with real affirmation.

"Was married two days before I left for the Games; just waiting to get home," remarked third-place winner DEREK IBBOTSON, also of Great Britain. "I hope to break a few records on the track in the future, for I have been running seriously for only two years."

An electrical engineer in the Royal Air Force, Ibbotson observed, "I have a good mother. No, I don't drink or smoke."

Champion SHIRLEY STRICKLAND set a new Olympic record for the 80-meter hurdles, in 10.7 seconds.

Shirley is a teacher and a sports coach at the Girdlestone Girls School, Perth, Western Australia.

When asked what she thought of alcoholic beverages and smoking, she replied: "I dislike smoking and drinking as a woman and as an athlete. Alcohol affects the blood and the nervous system, and if a runner uses it, he must lose tone. I believe in Christian principles and feel that they are necessary in training for real sportsmanship."

Moscow laboratory assistant LEONIDE SPIRINE had a close look at Melbourne scenery as he strode along for an easy win in the Games' 20-kilometer walk.

"I really enjoyed the scenery," he joyfully said later, "but the thing I liked most was the friendliness of the people along the route." Spirine, who finished in 1 hour 31 minutes 27 seconds, was the first of three Russians to win the event.

A wiry type, he has a fresh look and gave no appearance of fatigue after his event.

To keep going straight to his destination, Spirine leaves liquor alone. "I don't drink—or smoke either," he said. Back home he often walks from his suburban home to his work in Moscow to keep up training.

American PARRY O'BRIEN, champion shot-putter, was not satisfied with his win, though he broke the Olympic record in his six throws.

His winning put was

(Turn to page 30.)

A success story
without precedent,
but is it a story
with a happy ending?

the fabulous

story

Edward L. Wertheim
Wertheim Advertising
Associates, New York

"True happiness can be found only in reality, and reality can exist only in the sober mind."

—Translated from the Polynesian.

VODKA, latest craze in alcoholic beverages, was born in Russia and brought to the United States in 1933 by Russian-born Rudolph Kunett, president of Ste. Pierre Smirnoff Fils, who set up the first Smirnoff plant in America at Bethel, Connecticut. Kunett's efforts to interest Americans in vodka in the beginning met with little response. More recently, however, its spectacular rise from obscurity to a national best seller has astonished the beverage world. Increase in the consumption of vodka has been enormous. Its meteoric rise to fame is acclaimed as "a success story without precedent."

"When I last saw you in 1934," Kunett told *The New Yorker*, "we were selling six thousand cases a year. In 1949 we were still selling only a hundred twenty thousand cases. This year [1955] we expect to sell one million two hundred thousand." As a matter of fact, vodka was such an insignificant factor in America in 1949 that no separate statistics were kept. Less than 400,000 gallons were bottled during the first six months of 1950. By the end of 1955 this figure had increased fifteenfold, to 6,000,000 gallons, trade spokesmen estimating that it represented a sales market of some \$60,000,000.

One source of liquor statistics, Clark Gavin Associates, says that 1955 vodka consumption reached 6,234,662 gallons, 90 per cent above the previous year. In a study made for *True Magazine*, Gavin estimated that first-quarter consumption for 1956 was more than 190 per cent above that in the similar period of the preceding year. But it is the rate of growth that is the most startling aspect of the vodka picture. If this trend continues,—and trade opinion is certain that vodka drinks are here to stay,—by the end of 1957 the national consumption could reach 9,000,000 gallons.

"The fabulous vodka story which had its beginning in this country a little more than ten years ago becomes more fabulous with each passing month," exclaims the *Arizona Beverage Journal*. "A beverage which only a few short years ago had well-defined boundaries of a geographical and seasonal nature has now become a year-round drink in all sections of the country."

This journal reports that since 1950 the production of vodka has shot up 500 per cent. Ten years ago there were only half a dozen brands on the American market. Now there are on the West Coast alone at least fifty-five popular brands, and almost as many on the East Coast. Every well-known distiller or distributor has, or will have shortly, his own brand of vodka.

"Little Water" is the name given vodka by the Russians, deriving from the Russian word *voda*, which means "water." With the suffix *ka* the word is literally translated "little water." According to United States Government standards, vodka is neutral spirits distilled at not less than 190-proof from a mash of grain and reduced to not more than 110-proof and not less than 80-proof by adding water, distilled or demineralized, the latter being an American technique.

Vodka's creation in modern form is attributed to Pierre Smirnoff in 1818. The discovery by a chemist, a few years before that, of the purifying, absorbing qualities of charcoal was applied by Smirnoff to the manufacture of an odorless, near-tasteless, crystal-clear liquor which became so universally popular that in the period preceding the Russian Revolution, Smirnoff Vodka was the largest liquor manufacturer in the world. Sole purveyors to the czars from 1886 to the Revolution of 1917, the Smirnoff



Marine Sergeant Matthew C. McKeon, while under the influence of vodka, marched his unit into tidal waters as a disciplinary measure, resulting in the death of six recruits. Though the Armed Services now look upon the event as merely an incident, "a matter of mistaken judgment," the vivid impression left on the world as to the effect of drinking on a man's judgment will never be erased. ▶

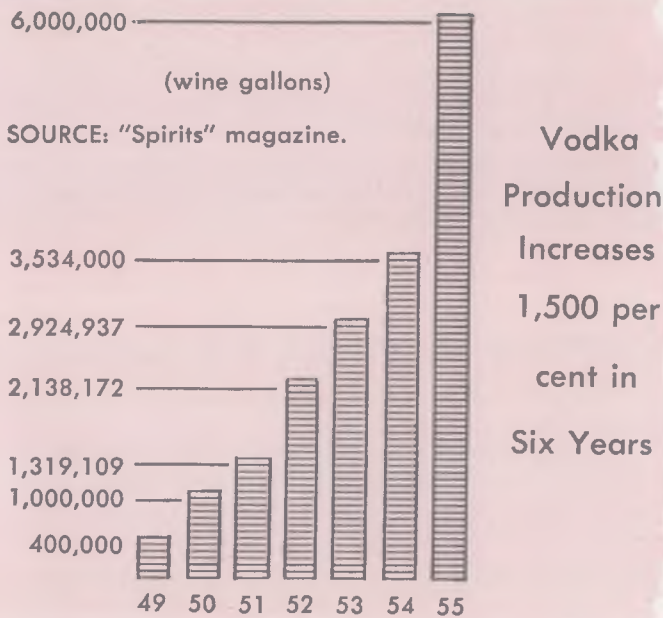
◀ Searchers continue on the lookout for the body of a sixth Marine missing after a forced march into Ribbon Creek, near the Parris Island Marine Corps Recruit Depot.



family then moved to France, where the business was continued.

But why the amazing growth in popularity of vodka in this country? Why are sales skyrocketing? Rudolph Kunett, whose father had provided the Smirnoffs with the raw spirits used in making vodka, and who is regarded as a world authority on vodka, when asked what is causing the rush to vodka, replied, "Who knows?" Then he added, "You must remember that more vodka has always been consumed than any other liquor in the world. Bourbon in America, Scotch in England, rum in Cuba—none of them can hold a candle to vodka. In Russia, Poland, Bulgaria, and Serbia *everyone* drinks vodka. . . . There have always been four hundred million people drinking vodka as opposed to eighty million for any other liquor."

He then explained how a film writer of English parentage who operated a restaurant in Hollywood during the thirties had endeavored to interest Americans in gin-



ger beer. "He failed in that attempt," said Kunett, "but he had his bartenders—five crackarjack men—try to find out what you could put with ginger beer to make it more attractive. They decided on vodka, and after they'd rejected such names as Timoshenko, Stalingrad, and Zhukov, somebody thought of Moscow Mule. It was a splendid success."

Many and varied explanations for vodka's popularity are offered, including the claim of vodka's purity, lightness, mildness, the fact that vodka is tasteless, leaves no odor on the breath, and that it is American made. In analyzing the appeal of Smirnoff's advertising series, P. K. Thomajan, advertising writer, says, "A campaign that has utilized different tactics with phenomenal results is the current Smirnoff Vodka series. It has subtle sell, a luxurious feel and charm. These ads have purpose, integrity, beauty, and put the Smirnoff bottle across without hurling it at the reader. . . . There has been considerable psychological skill in slanting this campaign."

"The great market for vodka appears to be the younger group of drinkers who have not yet cemented their preferences and who are experimenting and discovering new delights in distilled spirits," reports *Spirits Magazine*. "Once exposed to vodka, many of these people will adopt vodka for their drink."

This is indeed alarming! Consider the fact, as pointed out by Dr. Andrew C. Ivy, of the University of Illinois, that 70 per cent of all problem drinkers start drinking while they are yet minors. Consider the fact that from 20 to 40 per cent of all admissions to mental hospitals are due to the consumption of alcohol. "Most important of all the depressant drugs, statistically, is alcohol," declares Dr. Harris Isbell, head of the research branch, United States Public Health Service Hospital, Lexington, Kentucky, the only laboratory in the world devoted exclusively to the study of drug addiction.

Of course, vodka appeals to young people who do not yet realize the potential consequences of drinking, and who with their here-today-gone-tomorrow, let's-have-fun attitude toward life are easy prey to whatever seems to offer freedom from inhibitions and self-discipline. Vodka is identified with the ultimate in sophistication, the essence of distinction, the epitome of smartness and prestige. Brilliantly presented, it is surrounded by glamour, decorated with crown jewels, the double eagle, golden medallions, scarlet and royal blue ribbons. Even the names attached to popular vodka drinks are exciting: Moscow Mule, Bloody Mary, Gimlet, Screwdriver, Bullfighter's Dream, Green Dragon, Appleknocker, White Spider, Headless Horseman. Quite a nomenclature, but not very diverting when it is remembered that 250,000 new alcoholics are being added to the roll call each year in the United States alone.

Vodka is not more intoxicating than any other alcoholic beverage, the degree of intoxication depending upon the amount consumed, whether it be vodka, whisky, gin, or any other alcoholic beverage. There are, however, unique dangers in vodka drinking. *The Foundation Says* reports: "Although vodka contains fewer impurities than any other distilled liquors, there is no reason to believe that there will be fewer alcoholics (Turn to page 28.)"

"BREATHLESS"

No more is the claim "It leaves you breathless" being used to peddle vodka to the American people. For fear of the dregs, and recognizing the downright falsehood of the claim, vodka producers have at last retracted this type of advertising.

A major factor in the decision was the Parris Island debacle, which, in the words of one advertiser, "scared the bejeebers out of the vodka people."

Also it is admitted that vodka actually leaves an aroma on the breath, and that the "breathless" theme encouraged not only on-the-job drinking, but deliberate deception by the drinker in order to avoid detection by his family or associates.

Thus this mounting tide of criticism has forced a reluctant industry to give up its false advertising and bow to the power of public opinion backed by facts.

Dear Father--

Louise Jean Walker

Dear Father:

On the sixteenth, the third Sunday in June, throughout the United States we shall be celebrating Father's Day. Already the shops on every hand are displaying "Gifts for dad." Something buried deeply within me resents the commercialization of this special day. Even if I were a millionaire, I could not buy a gift for you that would adequately show my love and devotion. For that purpose all material things seem cheap and wholly unsuitable.

My greatest thanks to you are not for providing for my physical needs and satisfying my childhood wishes for dolls, bicycles, and the like, though in these respects you were self-sacrificing and often indulgent. I realize now that often you sacrificed your personal desires and pleasures in hopes that your children might enjoy more luxuries and finer opportunities than you had been given. Maybe that was a mistake. The things for which I am most grateful are of another order. They cannot be held in the hand.

First, I want to thank you for taking time from your busy life to play with me. Those evenings in front of the fire are priceless memories.

You can never realize how much fun those family nutting parties after a severe frost were for us. We had lots of time for confidences as we rode those twenty miles in the surrey behind Daisy. During those rides you passed on to us the wealth of experience and wisdom you had gained by persistent and intelligent effort. I remember today with a nostalgic feeling those times when we walked along the shore of Lake Michigan under a star-studded sky, my hand tightly clasped in yours. After I grew a bit older, it was fun to ride our bicycles down a country road together, and then stop for an ice-cream soda at the village drugstore.

Do you remember when we dug the weeds and the knee-high plantain out of that vacant lot so that we could use it for a tennis court? Sometimes the work got a bit irksome, but I'm glad that weed killers weren't on the market, for we had a lot of fun working together. Then there were those evenings when we gathered around the piano to sing and play or seated ourselves beside the Victrola to listen to Anna Case's or John Charles Thomas's records, while we munched on popcorn, Northern Spies, and Baldwins. I couldn't forget those gala occasions, when, dressed in our best clothes, we went to concerts to see and hear a great Metropolitan star or to listen to a fine symphony orchestra.

Furthermore, I am grateful that you knew right from wrong, where you were going, and where it would lead. Nowhere was this more in evidence than in your hostility toward the liquor traffic and drug addiction. You lost no time and considered no effort too taxing that would put persons out of business who were preying on the weakness of their fellow men.

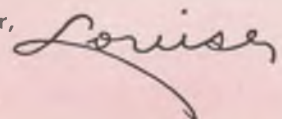
How glad I am that you were not shackled by the temptation to compromise and keep silent! You often declared that a social drinker was more of a detriment and menace to society than a man who had delirium tremens. Society is now beginning to recognize that fact. Furthermore, you were not afraid to stand by your convictions regardless of the occasion and the cost. You took time to teach us that sin is often alluring and that we should view its hideous end before we embrace it. I am thankful that you taught us how to say No.

Then, too, you taught me by precept and example to love goodness, integrity, truth, unselfishness, fairness, and honesty. You taught me to evaluate my own motives. You helped me to recognize sterling values with or without the trappings. You awakened in me an appreciation for, and a love of, the beautiful. You prepared me to realize that life is not all sweet and helped me to meet the bitter courageously. Your stability and unswerving loyalty to your convictions have been my guiding light. You told me of eternal values. You made God and His word real to me. You taught me that He is my heavenly Father and that He listens to my prayers. You impressed upon me that I had the power of choice and that no one could force me into wrongdoing.

Also, you have never been too busy to let me know that you cared for me. The expressions of your love—the caress, the pat on the shoulder, the little surprises, the birthday letters, and the words of praise—have meant more to me than even you can realize.

These inestimable blessings you have given me, father, and for them I wish to thank you on this Father's Day. That is why this letter is a special one.

Your daughter,





STARS OF THE
ICE FOLLIES PUT—

Gliding Blades in the

EIGHTEEN experienced women beaders work for 4,196 hours to bead the costumes for *one* Ice Follies number. Approximately 4,320 crystal beads were used on each garment, plus 364 pounds of silver-lined bugles and blue Indian beads for the entire set.

This is typical of the care, time, and expense that go into making Ice Follies the success it is. The show was born in 1936, when a company of twenty-eight traveled by bus into Tulsa, Oklahoma, and into an infantile paralysis epidemic.

Today the group travels 20,000 miles a year in a special sixteen-car train, playing in twenty-two major cities in Canada and the United States. The number of spectators who have seen Ice Follies in the past nineteen years is greater than the present combined populations of Australia, New Zealand, Argentina, Bolivia, Chile, Panama, and Nicaragua.

Ice Follies is a miniature United Nations, with stars from England, Scotland, Ireland, Australia, Germany, Switzerland, four provinces of Canada, and

twenty-seven of the United States. Costume materials come from Africa, China, France, Korea, and Mexico.

Not all the "artists" are skaters. In fact, the most temperamental in the company are twelve French poodles. Whether at home or on the road, they have their own butler, chef, tonsorial artist, and chaperon, and their house is electrically heated.

Being a successful ice-skating star calls for great speed and precision. The long, hard training is enough to keep anyone busy throughout the entire season. There is no such thing as a letdown or an easy spot on the Ice Follies schedule. To play more than 400 shows a year, the stars must keep themselves always physically fit and alert. The skating routines are fast and complicated. It takes perfect timing to maintain balance, position, and unity in a fast-moving formation.

That is why all the members of Ice Follies are health conscious. Producer Eddie Shipstad, former skating champion and star himself, neither smokes, nor drinks. He always avoided these because he be-



RICHARD DWYER, who also swims, golfs, and plays tennis, comes from Burbank, California. While still an amateur he was United States Novice Champion in 1948 and U.S. Junior Champion in 1949, previously winning the Pacific Coast Juvenile Championship in 1946 and in the following year the Pacific Coast Novice Championship.

"Skating and drinking don't mix. Any athlete who wants to stay in shape and assure himself of a good future will stay away from alcoholic beverages of all kinds. When you are young and train yourself to go without them, you won't want them when you're older."



spotlight

...eves they are harmful to health. "I eat only two meals a day," Georgiana Sutton, one of the stars, told me in a personal interview. "When and what do you eat?" I asked.

"I have breakfast at ten," she said, "consisting of fruit, eggs, milk, and toast or rolls. My second and heavier meal is at five. After the program at night I usually have some ice cream."

She continued, "I try to avoid anything such as overeating, smoking, and drinking, that will prevent me from doing my very best. Such habits are never associated with real achievement in any line."

Georgiana's desire to do her best is the aim of every star in the Ice Olympics.



"Ice skating is one of the great sports that require precise timing and balance. When synchronizing with music, it requires the ultimate in one's physical ability.

"Therefore, both alcoholic beverages and smoking are hindrances to those who wish to make this their profession.

"I, for one, have never indulged in either and wish to advise all to abstain from using either of these two items."

Eddie H. Skjvstad

Two blue-eyed, brown-haired, identical twins, JOAN and JEAN PASTOR, have had wide experience in amateur skating. Little wonder, coming from Minneapolis! Also they love to bowl, swim, sew, and cook. Skating is not work, they say, but a pleasure.

"We feel that drinking and smoking are unnecessary habits, not only for people connected with sports, but for anyone. The use of alcohol and tobacco is harmful to one's health as well as to mental attitudes. That's why we leave them alone. We can't afford to take any chances. We have found that there is no embarrassment in saying, 'No, thank you,' when asked to drink. Actually, you're showing a lot more strength and intelligence than are those who accept."





To meet FRANCES DORSEY of Seattle is to be affected by her contagious love of life. A Gold Medal winner, she has a long list of ice-skating titles, including membership on two United States Olympic teams. She competed and won high honors in several European countries, and in spite of a serious leg injury which kept her off the ice for eighteen months, she came back to compete again successfully in the Olympics. Besides her superb skating, she is an excellent swimmer, runs up a better-than-average score with a skeet gun, can do some fancy turns with water skis, and flies her own plane.

"I would develop a terrible complex if I thought I had to 'have a few' to relax and be happy. It's too bad so many people think they have to drink to enjoy life. Too many times I have seen it result in the exact opposite.

"I am tired and very much winded after a performance, without drinking; I can't imagine how I'd feel if I drank and smoked. Also I can have a better time at parties without drink because I can enjoy myself knowing that there is no danger of my making a fool of myself."



ERIC and NORMAN KERMOND launched their careers in their home town of Sydney, Australia. Norman is married and has a three-year-old daughter. Eric is a trained photographer, and both he and his brother like to water ski, play soccer, cricket, and tennis. It wasn't until an injury took them to England that they started skating and developed their comedy act. "We got the idea for our act by watching the drunks being thrown out of the saloons of Sydney at closing time," said Eric. "That's the only good thing I have ever known to come out of drink," he added philosophically.

"Neither my brother nor I drink or smoke," says Eric. "In fact, no one in our family does. Drink can easily ruin an athlete's future, and I have seen it happen. My brother and I have been working together for more than thirty years; and because many of our acts call for quick decisions, we have looked after ourselves by not smoking or drinking. We can't afford to gamble with one another's life. In our business we have to have our wits about us all the time. We don't mind going out with the boys, as long as they don't mind our drinking lemonade."



Dark-haired and hazel-eyed, GEORGIANA SUTTON hails from Pasadena, California. She loves anything to do with the domestics, such as cooking and sewing, plays the piano, and is adept at water skiing. As Richard Dwyer's partner, she, too, has won several awards, including the California State Novice and the Pacific Coast Novice Championships in 1949. Two years later she won the California State Junior and the Pacific Coast Junior Championships, at the same time placing second in national competition.

"I have never used either alcohol or tobacco, and I don't have the slightest desire to try them. Maybe the reason it is so easy for me to say, 'No, thank you,' is that my parents have never used either. Besides following their example, I know it is better for my own health. "And for even more personal reasons I always pass them by. I do not believe it is befitting a woman's femininity to be seen smoking, nor do I believe an individual can have the dignity befitting a human being after drinking."

WORLD REPORT



International Congress Meets in Istanbul

Gathering in the ancient city of Istanbul, crossroads between East and West, more than three hundred representatives from some forty countries participated in the Twenty-Fifth International Congress Against Alcoholism, September 10-15, 1956, sponsored by the World Bureau Against Alcoholism.

Delegations of educators, scientists, government officials, law-enforcement officers, students, churchmen, and temperance leaders united in studying the world-wide aspects of the alcohol problem. Several Iron Curtain countries joined in the Congress.

Meeting in the very shadows of the minarets of St. Sophia, one of history's most famous mosques, daily sessions were conducted on the picturesque campus of Istanbul University under the leadership of Dr. Fahrettin Kerim Gökay, distinguished medical authority, temperance leader, and governor of Istanbul.



1. Governor Gökay officially opens the Congress sessions in the University of Istanbul.

2. Under a veritable United Nations collection of national flags, delegates consider the world-wide problems of alcoholism.

3. Members of the Yeshilay, the Turkish youth temperance organization, were informal hosts and hostesses for the Congress.

4. Dr. Henri Gachot, of Strasbourg, France, spoke of the value of fresh fruit juices as a measure to offset the lure of intoxicants.

5. Congress officials listen to a lecturer describe the effects of alcohol and pinpoint solutions to the problem. In the center, under the flags, are (left) Dr. T. Voionmaa, president, and Archer Tongue, secretary.

6. At a Congress tea sponsored by Governor Gökay at the Hotel Hilton, Istanbul, Dr. Tigani Elmahi, of the ministry of health for the Sudan, has an informal moment with Francis A. Soper, "Listen" magazine editor.



HOUSTON'S hard-bitten narcotics chief, Captain Jack C. McMahon, stared squarely across the desk at the sullen, sandy-haired youth and asked himself a question: "Why?"

McMahon was no newcomer to law enforcement. Twenty years with the police department had taught him a great deal. As an officer he had dealt with hundreds of narcotics problems; but this was no ordinary problem, for the boy across the desk was only twelve.

As McMahon gazed searchingly into pint-sized Bill's hard, cold eyes, perhaps he wondered a moment for what he had spent a lifetime working. McMahon's adventures as a narcotics agent had taken him deep into Mexico's sleeping villages, where a passing peddler with a creaky oxcart might be inching toward the Rio Grande with a million-dollar load of heroin.

In the course of his job McMahon had nabbed scores of dope users, from the carefree teen-age "joy poppers" to the last-mile addicts, the "mainliners."

It was never pleasant to look at an addict, to live with him his thousand sleepless nights of robbing, stealing, and hiding. But this case was particularly unpleasant—Billy didn't even know he was an addict!

A few hours before, when narcotics officers J. E. Tucker and Newellton Free had furtively closed in on the shabby East End tourist cabin where Billy lived with his middle-aged mother and seventeen-year-old brother, they were not prepared for what they found.

They were looking for Billy's older brother, a known narcotics pusher, but he wasn't home. Neither was his mother.

Instead, they found a sleepy-eyed,

by MIKE THORNE Houston "Chronicle"

thin-faced youngster tossing rocks aimlessly at a row of empty bottles in the back yard.

"Hello, son," Tucker addressed Billy. "Are your folks home?"

"Naw, only me," replied young Billy, hurling another rock toward a bottle. "What do you want?"

"We want to see your brother."

"What about?"

"Your brother knows," Tucker said.

"You mean the stuff?" Billy asked.

"Stuff?" Tucker repeated, throwing a quick look at Free.

"Yeah," said the boy, "the white stuff in the cellophane papers. I don't know why you folks make such a big secret about it. I know where it is. Is that what you're after?"

Tucker tried to hide his look of sur-

prise. "Why, yes, it is," he answered quickly. "Have you got it?"

"It's right over here," Billy said, gesturing toward a loose mound of earth near the back steps.

Digging into the mound with his fingers, he presently came up with a tin bucket and a lid. "The stuff's in here," said Billy, tugging at the strips of transparent tape that held the top.

"That's all right," Tucker interrupted. "Just give me the bucket."

As Tucker took the bucket from Billy's grasping fingers, tears welled up in the youngster's eyes, and he sprang to his feet shaking his fist defiantly at the officer.

"You're just like my brother," he sobbed. "You think just 'cause I'm a kid I don't know about the white stuff and what to do with it. But you're wrong!"

Billy pushed up the sleeves of his dirty shirt and held out his arms. He was laughing vindictively and crying at the same time.

"I used to see my brother stick his arm with the needle in the garage," he said. "I would ask him what he was doing, but he was just like you. He would tell me to go away. I showed him, though. One time when he was gone, one of his friends taught me how to fix, and I've been doing it ever since."

Tucker leveled his gaze on the sobbing youngster. He was stunned at the thought of a twelve-year-old shooting heroin like a hardened "junkie," but he had to learn the rest of the story.

"Maybe we've got you wrong, kid," Tucker said. "How long have you been shooting the stuff?"

"I don't know exactly," answered Billy, wiping his tear-streaked face with a grimy fist. "Maybe a year now."

"If any addict had known when he first began 'joy popping'

Pint-Sized

Billy had a pleasanter look on his face. Maybe here was someone at last who wouldn't think he was too young to understand the mystery of the white stuff.

"Do you know what that stuff is?" asked Tucker.

"Stuff."

"What kind of stuff?"

"I don't know the real name," the youngster confessed. "My brother and his friends just call it 'stuff.'"

"How do you feel when you shoot yourself with the needle?" Tucker asked.

"I used to feel real funny," Billy said. "It was just like turning around in a circle and then trying to walk straight. It was like being up in the air, but I don't feel that way any more. I don't guess I feel any special way."

"How often do you shoot yourself now?"

"Oh, three or four times a day. It's just like smoking. When you want a fix you get one."

"How do you know when you want one?"

Billy shrugged. "I guess you just feel it," he said.

"How do you feel when you don't fix yourself?" asked the officer.

"I don't know. I've always fixed myself when I wanted it," he answered.

Then the appalling picture was clear to Tucker. This skinny youngster was the victim of the cruelest and most ruthless of all addictions. Billy was a "junkie." And the worst part was, he didn't even know it.

During the year that he had been using narcotics, he had never been without them. He didn't know what kept him trotting frequently to the garage for a fix. At first perhaps it was

what he knows now, there wouldn't be any problem."

"Junkie"



Pint-sized Billy—juvenile "junkie"—led by Patrolman B. S. Turner down a corridor to the central prisoner-screening area.

a desire to know as much as the older boys, to be one of the gang in the eyes of his brother and his friends. But the inner compulsion that guided him on his urgent missions now was more than a simple desire to share life's dark mysteries. It was a gnawing hunger, one that could never be satisfied.

Billy still didn't know the harsh, cold pain of withdrawal. He still hadn't experienced the awful sensation of loneliness that results from the sudden realization that you don't have a fix. He still hadn't been doubled up in the agony that comes with "kicking the habit." But it wouldn't be long now.

Even as Billy sat across the desk from Captain McMahon, the cold beads of sweat began to pop out on his forehead. And when the veteran officer asked him how he felt, he answered, "I feel a little sick." But the worst, the biting talons of pain that tears at an addict's body and mind when he is withdrawing from the habit, was yet to come.

The telephone rang, and McMahon heard Tucker tell of arresting Billy's older brother and mother. The brother, nabbed with a dozen capsules of heroin as he entered his house, was sullen and refused to talk to officers. He was locked in a solitary cell, charged with possession of narcotics, a charge that could bring him ten years in prison.

Biting and swinging, the mother had charged at the officers when they finally waited her out. Between sobs and curses, she blurted out that she knew her older son kept the needles and dope, but insisted she didn't know what they were. She was also jailed on charges of possessing narcotics paraphernalia.

The brother's sullenness ended as abruptly as a bursting bombshell. He was a confirmed addict, and in the hor-

rible tension that came just before the agonizing withdrawal, he confessed to quitting high school at fifteen and going into a full-time business of dope pushing.

After the mother's initial outburst, she remained stone-faced and unemotional until she was faced with the awful truth that Billy, her baby, was an addict.

She knew her older boy used dope, but later told police that this knowledge hadn't bothered her. He was old enough to know what he was doing, she felt.

But knowing Billy also was "hooked" was more than she could bear calmly. When she saw Billy trembling helplessly before her, she bolted forward in her chair, clapped her hands to her eyes, and wailed, "What have I done? What have I done?"

The questions she was shouting wildly at the walls weren't really questions. She knew the answers better than anyone could tell her.

While Billy's mother and older brother awaited trial, the youngster was turned over to Crime Prevention Officer J. W. Talley, who later said that Billy had made a startling recovery.

In time the youngster was released in custody of his father, from whom his mother had been separated for several years, and the father said Billy was attending school regularly.

But whether Billy has actually kicked the habit, or whether he will be weighted down in later years by the "monkey" that an addict is said to carry on his back, will only be seen in time.

What is the problem? "The real one is ignorance," says McMahon. "If any addict had known when he first began 'joy popping' what he knows now, there wouldn't be any problem. That's why we need more courses in schools, radio and television programs, and any other available means to tell people the terrible truth about dope.

"It's dynamite!"



Captain Jack McMahon, chief of Houston's police narcotics division, holds tools of the "junkie" trade, including "joints" (syringes), needles, heroin, milk sugar (used to cut pure heroin), spoons for heating a shot of heroin (mixed with water), and a box of "goof balls" (barbiturates).

WHATEVER else life may be, it is an experience, an ever-changing, ever-shifting process, quite often punctuated by conditions of stress. To enable us to cope with these conditions, we experience feelings known as "emotions," which are essentially states of intense feeling, a part of living.

Emotions have a definite physiological purpose, to keep the body from losing its equilibrium during tension. In everyday life various emotions arise which more or less facilitate action. Thus they are a deliberate means to meet particular situations.

Without doubt *fear* is one of the most powerful emotions. An experience of all of us at one time or another, it has a definite and useful place in the human scheme of things, being the body's warning signal either to fight against whatever threatens or else to run away.

Constantly experiencing fear is indeed harmful. The useful management of this emotion is of the utmost value in mental and emotional health. The first step in overcoming fear is to recognize its presence. Then it must be faced honestly and openly. Next, something must be done about it, the best being to bring it to the surface and talk about it.

Airing your fears as they appear, discovering how they originated, unearthing the original experience that caused them, viewing them critically, you will discover that at times they have no basis for being, and quite often they will disappear.

Akin to fear, *anxiety* is the anticipation of danger. Very often a person will say, "I have a feeling that something terrible is going to happen. I can feel it in my bones." If nothing bad actually takes place, the feeling of impending disaster is forgotten.

If anxiety continues for any length of time, it begins to produce ill effects on the organs of the body, such as the heart, the stomach, the blood vessels. At first these changes may be of a temporary nature; but if the anxiety persists, the changes tend to become permanent, the organs actually becoming diseased. It is for this reason that anxiety should be recognized as soon as it becomes established, and measures to overcome it should be undertaken without delay.

In many cases anxiety is greatly relieved by learning how to relax, since relaxation helps to rid the muscles of tension. Learn to reduce your muscles to a state of limpness and laxness. Lie down, and beginning with your facial muscles, relax them, and then proceed down the muscles in your neck, chest, abdomen, and so forth, till you obtain

complete relaxation over all your body.

Another good method of allaying that dreadful feeling of anxiety is by recreation. Devote a few hours a day to some kind of recreation, active or passive.

You may prevent the onset of anxiety by gaining an insight into the particular conditions which bring it about, such as getting into arguments, being pushed into situations which produce undue excitement, mingling with crowds, experiencing excessive competition, being pushed with respect to the amount of work to be done within a given time. The more successful the adjustments to life's demands are, the more successful is one in attaining a sense of inner harmony and abolishing the feeling of anxiety.

Grief is an experience that all human beings have to go through at one time or another. It is painful and disastrous, a very personal experience. It may be the result of the loss of a loved person

by death or other separation, and may appear immediately after the crisis or may be delayed.

The duration of grief depends upon the intensity of feeling that the bereaved had for the departed person, readjustment to his altered surroundings, and the formation of new relationships. Matters become worse when the bereaved person tenses up in an endeavor to avoid breaking down. It is best to relax all the inner tensions and give way to grief, and thus help to shorten the period of melancholia.

Like all other painful emotional experiences, grief is best faced frankly. The sooner this is done, the sooner the bondage to grief will be broken. By accepting the reality of the loss and the grief it brings, one will find the painful tensions lessening. This acceptance is often made possible when the bereaved finds someone whom he trusts and to whom he may unburden his heart about his loss.

**EDWARD
PODOLSKY, M.D.**

MANAGING YOUR

Emotions



(Continued from page 8)

Important also is the acquisition of new relationships to replace the relationship lost through death. The more rational practice is to find these relationships in several persons rather than in only one. In that case the bereaved will not be too dependent on one individual, but will receive support from each of several.

Anger is one of the most violent of the emotions. It is a rampant, stirring, action-arousing, blood-boiling, nerve-tangling experience which is quite common with most human beings. Anger arises from frustration. It is an emotion of unhappiness, dissatisfaction, unfulfillment, discouragement, and loss of hope. Anger, if carried too far, becomes a form of self-destruction.

There are many things that cause anger. Quite often you are not aware of them, but they do exist. There are times when you may be overworking yourself to the point of fatigue without realizing it. Fatigue is a worrisome, nagging, nerve-exhausting state, and anger may crop up quite easily when you are tired. The best way to avoid this kind of anger is not to become too fatigued.

Realizing that anger has to be expressed once in a while, one should find an acceptable way of expressing it, such as doing some quick pacing around the room, or working it off on a punching bag. Quite often a person may obtain relief by talking it over with some understanding person.

Another good method of handling anger is to divert it. Sometimes temper may be headed off by words that bring on laughter. The old idea of counting up to ten is a good way. Anger reaches a climax quickly, and if you can delay the climax, you may dissipate the anger.

Jealousy is one of the most corrosive, destructive, and consuming of the emotions. It may destroy the one who experiences it and the one against whom it is directed. It destroys peace of mind, tranquillity of spirit, and well-being of body.

Jealousy is as much a part of human nature as is anger or fear or love. It belongs to us whether we like it or not. When it rises out of bounds, it twists the life, not only of the jealous individual, but the lives of those he touches. Jealousy has its origin in fear and uncertainty or in rejected tendencies, which in time give rise to feelings of guilt.

Normal jealousy is short-lived and is productive of efforts to attain worthiness to attract the attention and admiration of the loved one and in this way abolish the feeling of being jealous. Jealousy is useful only if it leads to constructive action.

Here are a few suggestions as to how to moderate its pain and pangs.

1. Do not give credence to gossip regarding the person you love. Trust and confidence are a basic part of love. Do not jump to conclusions. Remember that a person is innocent until all the facts prove otherwise.

2. Before you put the blame on someone else, suspect yourself of being jealous. Search out your own hidden motives.

3. Be on the watch for jealousy in others. Make every effort to avoid causing emotional upsets in others, because they have a way of being infective and spreading to yourself.

4. If you are prone to be jealous, recognize and admit the fact to yourself. Find out why you are jealous. In quite a few cases it may stem from a sense of insecurity.

Among the most corrosive and dehumanizing of the emotions is *hatred*. When an individual fails to find conditions which keep him in a constant state of well-being, he experiences an unpleasant emotion accompanied by ideas of retaliation and the use of force to gain his ends, even of the destruction of the person or things which make him uncomfortable or which thwart him. This is hatred, which produces not only serious social problems but many individual symptoms of illness as well.

Prolonged hatred is destructive and the most dangerous of all emotions. It is a continuous damming back of rage reactions. In time the heart, the lungs, the stomach, the blood vessels, as well as the mind and spirit, begin to show its corrosive effects.

Hatred is one emotion that can be neutralized with another, that of *love*. This is the most beneficent, as well as the most potent, of the emotions. It perfuses life with substance and reality. There is a widespread yearning for love in all human beings.

Love has a widening and broadening influence of personality development. Permeating thoughts and actions, love deepens the busy pursuits of everyday life, giving an added dimension to daily living by its unfulfilled restfulness. It stimulates the productivity of competition and adds to the ambitions of success.

Love is the source of other altruistic emotions. Sympathy flows from it in a wide stream. Tolerance as a respect for other people has its roots in love. Love has unlimited healing creativeness and is the core of all meaningful living.

Love opens up the bounty of unlimited potentialities. It rises above all anxieties. Love causes neither worry nor fear. It opens up horizons which have not been dreamed of before.

It was rumored that the judge who would fix bail had stated it would be "twenty-five." Assuming that the judge meant \$2,500, the officers were concerned. They felt that if the bail were not higher, some of the big-time operators would slip out of their hands. When in a personal approach to the judge they urged that bail be set high enough, at least \$10,000, the judge looked surprised. "I had \$25,000 in mind," he said.

Bail for most of the offenders was set at \$25,000.

This successful campaign has brought to the attention of the public the need for more law-enforcement officers trained in the ticklish and dangerous business of apprehending smugglers and peddlers of narcotics. For example, San Diego, a border city with almost 500,000 inhabitants, has only one full-time narcotics officer, who must share his office with others.

As the result of increasing public concern over the narcotics problem, requests are flooding lawmaking bodies of both Federal and state governments, which sum up as follows:

1. More trained personnel to curtail the narcotics supply, particularly at the source.

2. Careful examination of the search-and-seizure restrictions relating to narcotics. While the rights of the individual must be protected, the law relating to search and seizure should not be a cloak for the narcotics peddler or a handicap to law-enforcement agencies.

3. Stiffer sentences for peddlers. Even first offenders should have mandatory prison sentences.

4. Greater encouragement to an adequate, carefully developed educational program warning youth of the dangers of narcotics.

Evidence shows that if the narcotics ring of San Bernardino has not been broken, it has been badly bent. Addicts have gone to the county hospital for shots, indicating that their source of supply has been cut off. Doctors' offices have been burglarized for narcotics. Enforcement officers believe they have caught some of the biggest peddlers, but they also know the problem will continue so long as the supply flows into the country without adequate restrictions.

The narcotics danger is not the problem of any one community; for it is a national menace, particularly to youth. Like freedom, a city without traffic in narcotics can exist only through eternal vigilance.

ALCOHOL IN THE BODY

(Continued from page 10)

that intoxication effects can be produced at concentrations far below the legal levels set in some of the states.

And how rapid is this process of excretion of alcohol? Unfortunately for the drinker, it is very slow. If a person does not drink more than a beer or two, the total amount excreted is perhaps only 1 or 2 per cent of the total. If a person drinks heavily, the amount excreted may reach a maximum of perhaps 10 per cent, with 90 per cent remaining in the body to await destruction by the process of metabolism. By metabolism is meant the series of chemical changes which occur to absorbed materials in the process of preparing them for elimination or for other uses in the body.

It should be noted first that, as far as is known, alcohol is metabolized only in the liver. Food materials in general are metabolized in various tissues, but not so with alcohol. The chemical changes

which occur in the body are possible because of the presence of substances known as enzymes. There is an enzyme in the liver known as alcohol dehydrogenase, which seems to be missing in other tissues. This enzyme makes possible the conversion of alcohol to acetaldehyde, a substance related to formaldehyde. This undergoes further changes and is eventually converted to carbon dioxide and water.

How fast can the liver produce these changes involved in the destruction of the alcohol? Unfortunately again for the drinker, this process is also very slow. A period of ten to fourteen hours is required to metabolize one ounce of alcohol. This should make it easy to understand why a person experiences a prolonged hang-over following an alcoholic binge. And of course if a person remains conscious and continues drinking enough to keep up with metabolic destruction, this period may be prolonged indeed.

An interesting question is sometimes raised, one that I would like to discuss

briefly. The question is this: If the body is provided with a means of metabolizing alcohol, then alcohol must be normal to the body, and hence why should any question be raised against the practice of providing this alcohol for the body to metabolize? The inference suggested by this question is convincing to one who wishes to defend the use of alcoholic beverages. Actually this is not good reasoning. It is true that minute amounts of alcohol may be present in the body as a result of metabolic processes. These traces of alcohol are possible because metabolic changes in general are reversible. By this we mean that, for example, the enzyme which converts alcohol to its metabolic products is also able to convert these metabolic products into alcohol.

But two points of importance are overlooked. In the first place, while metabolic reactions may be reversible, actually the conditions are usually such that the reaction proceeds almost entirely in one direction or the other. In the case at point, that direction is heavily in the direction of destruction of alcohol and not in the direction of its formation. Actually the amount of alcohol normally present in the body at any time as a result of such conversion could not possibly amount to more than two or three drops. A pint bottle of ordinary beer would contain some two hundred times that amount.

In the second place, the question assumes that a substance is normal to the body in any quantity if it is normally present at all. This is far from correct. The body contains many substances in minute amounts which could quickly prove fatal if greatly increased. Some of these substances serve useful purposes in these minute concentrations. Others may be present because they were taken in accidentally or unintentionally with the food or even the air that one breathes.

Logical reasoning would lead us to conclude that since the body is able to metabolize alcohol only at such a slow rate, it is not normal to the body. One must further understand that the enzyme *alcohol dehydrogenase* does not confine its action to ordinary alcohol, but is capable of acting similarly on a number of substances which are alcohol in type. There is no reason at all for concluding that this enzyme has been provided by nature just to metabolize ordinary alcohol.

Does alcohol give energy to the body? Can a person obtain energy from drinking alcohol as he can from taking food? The answer is Yes, in a limited amount. On being metabolized, the alcohol liberates energy in the same way fat does. One teaspoonful of al-

2. Personal

MOTHERS WANTED

To report Bars, Fishing Camps, Grocery Stores, or Adults, selling or giving liquor to minors.

HARRY
J.
MILLER

FOR THE first time in its history and contrary to accepted ethical newspaper practice, the Sarasota (Florida) *News* ran an anonymous ad. Stymied by a lack of information about liquor dealers selling intoxicants illegally to Sarasota's high-school youth, local law-enforcement agencies were given an assist by one frantic mother. She tendered the *News* the money to run an ad pleading with other mothers to report the sources of the liquor sales to their youngsters.

Editor Kent McKinley respected the purpose of her ad, granting the mother the anonymity she needed to stave off needless reproach by vested liquor interests in her town.

The ad has resulted in information to the police department, leading to the arrest of a liquor dealer who had been under suspicion as a purveyor of liquor to youngsters, and has alerted these conscienceless retailers to the point where they've run for cover.

There has been a decrease in drunkenness among teen-agers in the area, and the ad seems to have had a salutary effect around fishing camps that had no liquor licenses, yet either dispensed drink or condoned it around the premises.

Detective Floyd Bowers of the Sarasota police department, assigned to the task of ferreting out violators, says: "The ad is helping keep the drinking problem in the forefront of public concern, and is a good influence in keeping it alive in public thought and action."

This novel approach alerted the P.T.A. to a search for ways and means to combat illegal selling and provoked much discussion among local folks, as well as civic youth-betterment groups, who desired to know the reason for so much rowdiness recently at the high-school football games.

cohol has the energy equivalent of about one lump of sugar. But the fact that the liver is only able to metabolize alcohol at a limited rate means that a high concentration of alcohol can exist in the blood. Since the liver can only metabolize the alcohol very slowly, the energy output is low.

It is doubtful if that energy is available for muscular action. Why? Because it occurs not in the muscles, but in the liver. All the energy from the alcohol can appear only as heat and is worthless as far as any muscular activity is concerned.

Is alcohol a food? That depends somewhat on how the term "food" is defined. In the ordinary sense, if anything is to be called a "food" it must have the following characteristics:

1. It is essential for the maintenance of life when taken into the body.
2. It does not injure the body.
3. It provides energy.
4. It serves to build up tissues or replace worn-out tissues.
5. It is stored in the body. If you have too much of it, it is stored until you need it.

How many of these essentials are met by alcohol? A limited amount of energy comes from alcohol, and that is all. It does not meet the ordinary specifications of a food. It is certainly not necessary. It does injure the body. It provides a little energy, but it is worthless as far as building up tissues is concerned. It is not stored in the sense that carbohydrates, fats, or proteins are stored in the body.

Alcohol has been prescribed at times to stimulate the appetite. Formerly it was thought that alcohol is a stimulant for digestive juices and that it is good to "set up" digestion. It is now apparent that this is not the case. When one drinks alcohol, the flow of saliva and gastric juices will be increased, to be sure. But it now appears that the gastric juice thus stimulated will have a lesser enzyme content than normal, and the actual digestive capacity is reduced. And, again, alcohol is known to be a denaturant for many proteins, and since enzymes are proteins, it could be expected that any action of alcohol on enzymes is not going to be in the direction of improving their action. Nor does alcohol serve to stimulate the appetite. The frequently observed loss of appetite by the habitual drinker should be convincing on this point.

As a general truth, it may be stated that on every measurable count, the effects of alcohol in the human body are always in the direction of decreasing the efficiency of the body functions and never in the direction of improving them or making them more efficient.

SECOND QUARTER



Charles A. Ward now enjoys a large "fan" mail and a happy family.

From Prisoner to President

Harold Helfer

Charles A. Ward of Saint Paul, Minnesota, recently received a plaque from his employees the like of which probably has been given to no other businessman.

But to understand this plaque, we must go back a few years.

Mr. Ward wasn't always the president of Brown and Bigelow, one of the largest calendar and advertising specialty companies in the world, a concern that does some \$52,000,000 of business a year.

Charles A. Ward, whose business it is to print millions of numerals, once was a number himself. The head of this huge calendar company was a prisoner.

It happened in Denver several decades ago. Young Charles Ward had always led an adventurous life. A former Seattle, Washington, shoeshine boy, he ran away at seventeen and became a sailor, roaming the seven seas, and spending four years in the Alaskan gold fields, too. But what took place in Denver was real trouble. Arrested on a charge of possessing narcotics, he said he was framed, but it was no use. He was sent to Leavenworth Prison for a long term.

There he met Herbert Bigelow, another prisoner. Bigelow, in jail as the result of tax troubles, took a liking to the strapping, clean-cut, cheerful young man and was able to overcome many a melancholy moment through his help. Then, when Bigelow was paroled in 1924, he offered Ward a job with his calendar company.

Ward took him up on it when he was released from jail some time later, and the friendship between the two men continued. The former shoeshine boy from Seattle started at the bottom, just another flunky handy man around the place, but, applying himself diligently

and with enthusiasm, worked his way up the ladder.

"I knew ex-convicts didn't get jobs too easily, and so I appreciated mine," Charles Ward said later.

Anyway, he had become a vice-president of the company in less than ten years, and when Herbert Bigelow died in 1933, Charles Ward, his friend of penitentiary days, was chosen the president and general manager of the firm.

That was almost a quarter of a century ago, and Charles Ward has been at the helm of the company ever since, bringing it to the forefront of companies in its field. At seventy few business leaders have the drive, the zest, and the enthusiasm of this tall, genial man with the twinkling eyes.

But to get back to this plaque—it was given to him by a group of employees, not workers who belonged to the same department or who had the same seniority or who were members of the same union. What these men had in common was that they were all ex-convicts. The plaque was an expression of their thanks for the opportunity granted them to make another and better life for themselves.

You will find, among the employees of this Saint Paul concern, former bank robbers, confidence men, thieves of one sort or another—but men who are now going straight.

No man is ever turned down at Brown and Bigelow simply because he has had a prison record. This has been Charles Ward's policy from the beginning, and he has helped scores of former prisoners get back on their feet in the world of respectability.

And no one can say this outlook has hurt Charles Ward and his company, for the ex-convicts are among the hardest and most appreciative workers of his employees.

Dr. Clyde Narramore,
head consulting psychologist
to the 1,500,000 pupils in
the Los Angeles County
schools, talks to
Madeline George about—



cheap substitutes

All human beings have basic needs. If they are not met in wholesome ways, people tend to substitute other things, even if the substitution is harmful.

One such need is *recognition*. If people cannot gain this legitimately from their associates, they have a tendency to think that by drinking they might be received as important grownups.

Social participation is a basic need. Because of lack of personality development some feel they are on the outside, that they are not in with the crowd, and they think drinking helps to alleviate these feelings.

Actually, however, drinking—also smoking and the use of narcotics—is merely a cheap substitute for the real meeting of these needs. Cheap substitutes always carry with them devastating results. Young people who take such poor substitutes not only are failing to build up their personalities so that their problems can be solved, but actually are doing injustices to their bodies and making themselves less desirable. Not only their health, but also their character is being harmed. Alcohol, tobacco, narcotics, cause them to bog down all the more in their unfortunate predicaments. They don't solve their problems. At the same time they make themselves insensitive to the finer things of life, preventing themselves from becoming the finer men and women they could become were these basic needs met in wholesome ways.

The greatest deterrent to drinking, smoking, or using narcotics is spiritual conversion. This is the most frequently, scientifically experienced fact in the world. Through the ages, and at the present time, millions of men and women, boys and girls, have experienced surrender to Christ. As Paul wrote in 2 Corinthians 5:17, "Therefore if any man be in Christ, he is a new creature: old things are passed away; behold, all things are become new."

I have tried that answer myself and found that it certainly works. When a man finds this answer, he doesn't have to give up his bad habits, whether they be drinking, smoking, swearing, or anything that is wrong; they just fall away.

FABULOUS VODKA STORY

(Continued from page 16)

if more vodka is drunk instead of whisky. The experience of vodka-drinking Russia indicates that there may be just as much drunkenness and absenteeism on a per capita basis as there is in a whisky-drinking country." The point is that thousands of young people may become alcoholics if this neutral liquor is urged upon them with: "You can't even taste the liquor in this drink!" and, "It leaves you breathless."

Spirited vodka! Expertly chilled and poured from glistening bottles that are "softly rounded and pleasant to the touch." Fabulous vodka! New and different, "peer of good mixers, com-

patible with just about everyone and everything." It all sounds gay and amusing. And, in terms of increasing sales, vodka's triumph is indeed "a success story without precedent."

But is it a story with a happy ending? Rather, it is often the prelude to tragedy, one scene of which was enacted at Parris Island, South Carolina.

On April 8, 1956, six of seventy-four members of the platoon led by Staff Sergeant Matthew McKeon were drowned while on a disciplinary march into the tidal waters of Ribbon Creek. McKeon was charged with "oppression of troops, manslaughter, and drinking on duty." A bottle of vodka, about two inches of the contents still remaining, was introduced as evidence. The headlines blazed: "Sgt. McKeon's Story: Vodka, Swamp, Death." McKeon's own

story: "Vodka, Ribbon Creek, Death."

In his statement read to a packed and hushed courtroom, McKeon recounted the harrowing story of the fateful march. He did not deny the charge of drinking on duty, but said, "At about 1300 [1 p.m.] I went to get the mail, and while getting same, I got the idea to take them [his platoon] out into the swamps that night, thinking I could teach them a little more discipline. Sometime during the previous night someone had brought a fifth of vodka into my room, and all during the afternoon I had some drinks from the bottle. I believe at the most I had three or four drinks."

Was McKeon's decision to hold the night march the outcome of spending the afternoon drinking? Conceived, as the prosecution contended, "after he had been drinking vodka as a form of maltreatment and punishment," would he have led his men on this tragic march had his mind not been clouded by vodka? Was his judgment impaired because he had been drinking? The answer will never be final, but when McKeon led Platoon 71 into the swamps and six were drowned, public opinion condemned him "not so much for the tragic march," wrote Jim Bishop of the *New York Journal American*, "as for being 'tipsy.'"

Spectators at the court-martial learned with surprise that beer and liquor could be purchased at lunch hour by any of the six hundred drill instructors on Parris Island. Observers emphasized: "We must not let the public forget that this tragedy was the result of liquor and *nothing else*. . . . Our government permits liquor in the officers' and non-commissioned officers' clubs so that a recurrence of such a tragedy might occur at other bases."

On August 4 the seven-officer court-martial voted McKeon's punishment, decreeing first a prison sentence of nine months and reduction in rank to private. "Afterwards in the defense room a few feet from the courtroom," wrote Robert S. Bird of the *New York Herald Tribune*, "he strode back and forth on one side of the room. Although his emotions were outwardly under control, his face bore a look of pure woe and he seemed lost within himself."

Pure woe—pure woe in millions of faces the world over. Broken faces, anguished faces, corrupt faces, lost faces, dead faces. Stop and look at these faces! In this sad spectacle vodka is playing a significant role.

Life is not simple, nor is it easy. Life is hard; for many it is desperately hard. But the answers to life's problems and disappointments are not to be found in bottles of vodka!

**A Graduate Pharmacist
Pleads for Consistency
in Our Narcotics Laws**

Why Play Favorites?



**DONALD
SIMMS, Jr.**

Suppose I am a pharmacist in City Drug. It is 8:00 p.m. I am getting ready to close the store. A man enters, from all appearances quite travel worn.

"Are you the druggist?"

"Yes."

"I wonder if you would help me. My wife and I have been driving all night and all day to reach Johnstown in time for her mother's funeral. She's nervous, upset, and completely exhausted, so much so in fact that she can't sleep. Could you give her something that would help her relax?"

"Do you plan to drive on tonight?"

"No, we have a motel room here. We'll get a good night's rest and go on early in the morning."

After satisfying myself that the man is telling the truth, I give him one, only one, 1½-grain phenobarbital tablet, and in doing so I break the law!

But back to our imaginary case: He really has no wife, is not traveling through, but is an addict. He leaves the store, takes the tablet, and drives away. Under the influence of the drug he runs a red light and crashes into a car in which there is a family out for a drive. One of the children is killed. The man I have "helped" is uninjured.

A subsequent investigation of the accident reveals my part in it. I am liable, under law, to have my license revoked, undergo a heavy fine, and perhaps serve a penitentiary term. Why? Because the medical profession knows, the public realizes, and the law specifies that misuse of barbiturates is unwise, dangerous, and illegal.

Now replace in your mind's eye a bartender or package-store salesman for the pharmacist; replace our traveler with "just anybody" and you have the same situation repeated dozens of times every day in America. For example, the Na-

tional Safety Council estimates that more than 9,000 persons were killed in 1955 as a direct result of driving while drinking. Moreover, some 5,000,000 alcoholics in America have had their bodies, minds, homes, and ability to earn destroyed by drink.

A well-trained doctor, pharmacist, or nurse may be thrown into jail for helping to contribute to the physical, mental, and moral destruction of a person by illegal purchase, sale, or use of the opiates and the barbiturates. They are thus restricted by law, and rightly so, in spite of the fact that they have had from four to ten years of training in the nature and potential danger of these drugs.

What training, may I ask, has the liquor man had in the area of narcotic drugs? And, as we shall soon see, alcohol is a narcotic! *The liquor man is not proscribed by law, he is protected by law!* In a case similar to the one cited above he can go into most courts and safely say, "How can I be held responsible if a man can't hold his liquor or if he drinks too much? If he gets into trouble because of the product I sell, that is his hard luck, not mine!" This is absolutely true, as only a few states have Dram Acts, which hold the tavern owner, or liquor seller, responsible for possible accidents occurring to his customers. If we allow the liquor industry to say, "I am not responsible for what my product does," why do we not allow the dope pusher and barbiturate peddler to say the same?

There is no sound reason, medically or morally, why alcohol should not have the same kind of rigid control under law as do the opiates and the barbiturates. Why? Following are a few brief excerpts from medical authorities. As you read them please bear in mind that the authors of these books have no "crow to pick" as far as alcohol is concerned. These are not books of sermons, but textbooks widely used in the training of physicians, pharmacists, nurses, and laboratory technicians.

"Ethyl alcohol is a local irritant, anti-septic, germicide, diaphoretic, and narcotic. After absorption it depresses the



central nervous system, especially the higher centers."¹

"Having a great affinity for water, and being a coagulant of protein, alcohol tends to irritate and destroy cells. It is therefore a general protoplasmic poison."²

"Alcohol affects all the tissues of the body, and notably the central nervous system, upon which it acts as a depressant or inhibitor."³

"Alcohol belongs, physiologically as well as chemically, to the group of aliphatic narcotics."⁴

"Alcohol, then, is an intellectual depressant, *i.e.*, a narcotic."⁵

Dangerous to the Body

"When large quantities of liquor are taken over a long period of time, digestive enzymes are destroyed and proper digestion and assimilation of food are prevented."⁶

Davison makes it plain that alcohol does not fit any of the proper definitions of a food.⁷

"Alcohol, therefore, under special circumstances, may have a caloric food value; but it *should not be classed among the foods*, because its property of yielding energy is not its dominant property, and is overshadowed by important pharmacologic actions, viz:

"1. Its irritant local action.

"2. Its destructive action upon the body tissues.

"3. Its narcotic action.

"4. Its proneness to result in the formation of a vicious habit.

"All these *dominant* properties place alcohol among the powerful drugs and poisons, rather than among the foods."⁸

"The constant use of alcohol causes a gradual degeneration of various organs of the body. . . . It decreases the processes

of immunization and diminishes the power of tissues to heal.”⁹

“Under alcohol these highest faculties (will, self-control, reasoning power, judgment, etc.) are depressed, and there is a certain degree of freedom from restraint, *i.e.*, ‘there is a breaking of the fetters which keep our animal natures within bounds’ (Dubois).”¹⁰

“Habitual alcoholism is a major health and economic problem. More is spent annually on alcoholic beverages than on health.”¹¹

“With alcohol, tolerance and habituation definitely develop.”¹²

We have been kidding ourselves about alcohol. For years we have been aware of the dangers in the indiscriminate use of drugs such as the opiates and the barbiturates. But alcohol—also a narcotic—has received a social O.K., for, erroneously, the drinker says, “I have the right to drink,” and the nondrinker says, “It’s none of my business. It doesn’t affect me either way.”

As a graduate pharmacist, registered in three states, I speak out for strict control by law of the production, distribution, advertising, sale, and use of alcoholic beverages.

I am not a run-of-the-mill, seeing-red, violently proprohibitionist type. Though I oppose the whole liquor industry as such, I still cannot bring myself to believe that the solution for the alcoholic, or the occasional drinker, is the “You are going to hell” approach. Love, patience, understanding, and genuine constructive education and guidance are imperative.

When all this is said, however, does it mean that the citizen, the church, and the community must maintain a hands-off policy concerning control laws governing the entire liquor industry and its product?

Our narcotic and barbiturate laws are for the protection of all our people. We gladly and wisely accept them, abide by them, believe in them. Now is the time for us to put alcohol where it belongs!

¹Forrest R. Davison, “Handbook of Materia Medica Toxicology and Pharmacology,” page 402. The C. B. Mosby Co., Saint Louis, 1949.

²Walter A. Bastedo, “Pharmacology, Therapeutics, and Prescription Writing,” page 413. W. B. Saunders Company, Philadelphia, 1948.

³Russel L. Cecil and Robert Loeb, “A Textbook of Medicine,” page 533. W. B. Saunders Company, Philadelphia, 1951.

⁴Arthur Osol and George E. Farrar, “The Dispensatory of the United States of America,” 25th ed., p. 36. J. B. Lippincott Company, Philadelphia, 1950. Used by permission.

⁵Bastedo, *op. cit.*, p. 423.

⁶Davison, *op. cit.*, p. 404.

⁷*Ibid.*, p. 405.

⁸Bastedo, *op. cit.*, p. 431.

⁹Davison, *op. cit.*, p. 404.

¹⁰Bastedo, *op. cit.*, p. 422.

¹¹Osol and Farrar, *op. cit.*, p. 39.

¹²Harry Beckman, “Pharmacology in Clinical Practice,” page 575. W. B. Saunders Company, Philadelphia, 1952.

THE OLYMPICS

(Continued from page 14)

60 feet 11 inches, still almost two feet under his world record. Outclassing all others in shot putting, O'Brien does not drink or smoke. “Clean living has had a lot to do with my records. I have found there is no substitute for hard work and having an aim in life and a desire to achieve that aim. That’s why I don’t drink or smoke.”

A young mother who really doesn’t like throwing the javelin won the Olympic title, setting a new record. She is twenty-four-year-old INESSA IAO-UNZEM of Riga, Latvia, a member of the Russian team.

“I have no particular love for javelin throwing, but I found I could do it, so have stuck at it,” she said.

Through the interpreter I asked, “Do you smoke or drink?” Another Russian interpreter near me heard her answer, and said, “That *is* a determined reply. Her reply was No.”

A two-gold-medal winner, twenty-one-year-old BOBBY MORROW of San Benito, Texas, won the 100 meters, in addition to the 200 meters.

Morrow is regarded as “the world’s fastest human being.” He has lost only two races in the last four years and is the first man to win both the 100 and 200 meters at an Olympics since 1936, then gained by Jesse Owens.

Bob says that liquor is not part of his home life. “In fact, I have taken only one glass of beer in my whole life. Then I was young and foolish, only eleven years old. I definitely believe in total abstinence from liquor of any kind and feel this has been to my advantage. I plan never to touch it, and my suggestion to young and old is to leave it alone, for it is easier to get along without it.”

For every event of the Olympics the winners told me the same story. If the brewing, distilling, or tobacco industries were hunting for advertisements for their products, they certainly didn’t get them among these athletes, who agreed such products tend only toward inferiority.

But what of the future? It was there at the Olympics, too. Youth who are able to achieve tomorrow have made today count for something with strenuous practice, a will to achieve, and a meticulous regard for clean living.

From earliest times in the Olympics the wise selection of food and drink has been considered. So today the Olympics stand as a light to all, warning against those things that would hinder mankind from fighting well the battle of life.



Memorial
Changes



A tropical church in a northern clime, this memorial chapel at Stowe, Vermont, was built in memory of a life transformed from drunkenness to loving service.

A CHURCH built in memory of an alcoholic? Yes, it is the Church of the Blessed Sacrament at Stowe, Vermont, a memorial to Joseph Dutton, who gave the last years of his hitherto misspent life serving God and his fellow men in hard menial labor caring for the lepers on Molokai, one of the Hawaiian Islands.

This unique church, plain and chapel-like in structure, was built in 1947 and opened for worship in 1949. It is of natural finish, its square steeple holding a simple cross against the gentian blue of the sky. On its outer walls are painted twelve panels, scenes from the life and work of Father Damien de Veuster, and his helper, Brother Joseph Dutton. A visitor's first impression may be that these are done in burnt wood, but they are oil paintings brushed on in black and white.

A strange and dramatic story lies behind this unique edifice. It is built on land that was once a part of the Dutton farm, where Ira, later Brother Joseph, was born on April 27, 1843. When he was four years old, his parents moved to Janesville, Wisconsin, where Ira grew up rather a shy boy, under the tutorage of his mother. He loved to read, chiefly the Bible, *Robinson Crusoe*, *The Pilgrim's Progress*, and Shakespeare.

After serving in the Union Army during the Civil War, he was married at the age of twenty-two. His wife, an extravagant girl, put him heavily in debt, later proving unfaithful by eloping with another man. During the next fourteen years Ira several times asked her to return because he wished to make a success of his marriage, but she never answered his letters.

After his wife left him, he was at loose ends and drifted from job to job. He describes this portion of his life: "At the close of the war, I was as to general conduct about the same as before—no better, no worse. . . . Anyway I allowed the demon of drink to get me into its clutches."

These were hard, unhappy years for Ira. Days he was sober and industrious, but nights he drank heavily and associated with men and women from skid row. For years liquor and its attendant evils pulled at him from one side, while his good friends pulled from the other, fighting to draw him away from his drinking and low companions—to no avail.

When he did come to the realization of how useless his life was, his conversion was complete and sincere. "I cannot recall any particular incident that caused me to change," he writes. "Anyway, I was determined to kick John Barleycorn out of my house, and so it was."

After this momentous decision, Ira became serious and intensely religious. Taking instruction at St. Peter's Catholic church in Memphis, he was received into the church on his fortieth birthday. It was then he changed his name to Joseph, giving as his reason, "I took this name because of my devotion to St. Joseph."

Two years afterward he read a newspaper story about the work of Father Damien among the lepers on Molokai. Feeling this was what he wanted to do, too, Joseph Dutton instantly decided that he would go to the Islands and offer his services to the missionary priest.

On a clear bright morning in July, 1886, he was warmly welcomed by Father Damien, whose skin was Indian-browned by the tropical sun, and his ears swollen by leprosy. The two men, priest and layman, although different in temperament and disposition, worked well together for three years, when death claimed Father Damien.

Brother Dutton stayed on and worked co-operatively with those successively in charge, since he had resolved "to get along with everybody and to ask no favors from anyone." Joseph learned the rudiments of surgery, and also how to care for the lepers. His duties were varied, including carpentry, masonry, and gardening.

It was a hard life he chose—being up every morning at four-thirty, except when he didn't go to bed at all, but Brother Dutton was contented and happy. He had at last found his niche in life. He saw the leper colony turn from a very hell on earth to one of the finest in the world, with up-to-date equipment and adequate doctors and nurses. Even though he worked with the lepers, he never contracted the disease.

Toward the end, however, his health began to fail, and he passed away in a Honolulu hospital on March 26, 1931, in his eighty-eighth year.

Although leprosy may not have been contagious to Brother Joseph Dutton, and through him to others, his spirit was caught by the noted French artist, André Girard, who also did the thirty-six colored paintings serving as windows for the memorial church, showing events in the life of Christ and His disciples. The ceiling is covered with pictures of the angelic host, and his murals are on the outside walls of the Church of the Blessed Sacrament.

This unconventional Vermont church is easily accessible to people of all faiths who come there to worship, to pray, or merely to view the life portrayal of the humble layman who, rescued from the depths of drinking, spent long fruitful years serving the sick, hapless people of Molokai.

In later life Joseph Dutton often expressed the wish to return to the States, but this was impossible. When President Theodore Roosevelt, in 1908, heard of his work and his wish, he ordered the sixteen battleships of the U.S. Navy then on tour of the world to steam by Molokai in battle formation. The battleship USS "Vermont" was in the lead. As the ships passed, they dipped their flags in salute to the aged veteran, who stood on the shore, surrounded by his lepers, his hat held against his breast, his graying head erect. The panel, pictured to the left, painted by the French artist, André Girard, shows this scene.

Interior of the rustic memorial church. Thirty-six small stained glass windows, showing various scenes from the life and ministry of Christ, light the church.

o a
life

by
DANIELLE
DAY

Joseph Dutton at the age of eighty-seven, after nearly forty years of work among the lepers on the island of Molokai.

REMOVE THE HALO!

(Continued from page 6)

moderate drinker, the compulsive drinker, the problem drinker, and the alcoholic, who have been deceived and misled by the propaganda of the alcoholic beverage industry, even by parents, teachers, associates, or family physicians. Perhaps their education was at fault or their home training was inadequate.

A few months ago I was flying from Colombo in Ceylon to Karachi in Pakistan. At Bombay a well-dressed gentleman boarded the plane and took his seat opposite me. He cursed Bombay—

but it also is based on ignorance.

Still other erroneous theories accepted by some include the belief that drinking actually increases one's prestige and influence in the community, that drinking is no longer a moral problem, that the vast majority know how to handle their liquor, that only the feeble-minded and morons become addicts, and that moderation is the only solution to the alcohol problem.

What can be done to hold in check the spread of alcoholism?

1. *Desocialize Alcoholic Beverages.* It is only logical, inasmuch as the vast majority of those who drink do so because of social pressure, that first of all a program be mapped out to desocial-

ment and presented it to me personally. Not only has King Saud banned the serving of alcoholic beverages at all social parties and state functions, but also has banned their importation, manufacture, distribution, and consumption throughout the kingdom of Saudi Arabia. King Saud's statement reads as follows:

"We thank God that wine and narcotics are absolutely and categorically prohibited in our Kingdom, Saudi Arabia. They are not permitted to be served in banquets or homes, by individuals or groups, and are religiously banned in accordance with the Shari'ah Law of Islam, as has been literally provided for in the Holy Koran. The importation and manufacture thereof is also prohibited. He who is guilty of importing, manufacturing, using, or dealing with alcohol or narcotics is subjected to the penalty of the religious code.

"We hope that all Islamic countries, nay, the whole world, will follow our steps for the purpose of relieving mankind of this scourge.

"We appreciate and admire every individual or group working to combat this plague.

"(Signed) Saud."

If men of position could be approached persuasively and positively to ban the serving of alcoholic beverages at all social parties and state functions for which they are personally responsible, the desocializing, defashionizing, deglamorizing, and depopularizing of such would soon be a reality.

2. *Character Development.* Those who use alcohol as an escape gadget lack necessary moral stamina to meet the issues of life. Their home training and/or school education has been inadequate. In a long-range effort to prevent this, educational authorities should be encouraged to introduce into the curriculum for every child sufficient and accurate information regarding the effects of alcohol on the physical, mental, and moral powers.

Emphasis should also be placed on the importance not only of providing ample recreational facilities for young people, but of providing adequate instruction in all forms of vocational and physical training, sports, games, hobbies, music, and other activities that will help students make profitable use of their leisure hours.

3. *Substitute Drinks.* As milk, fruit juices, and other nonalcoholic beverages are made more freely available in restaurants, cafés, railway stations, bus stations, airports, and on trains and planes, the drinking of alcoholic beverages will steadily decline. For example, where milk is readily obtainable in every restaurant and at every lunch



it was the deadest, dulllest town he had ever been in. When asked why he thought thus of Bombay, he replied, "Couldn't get a drop to drink."

"Couldn't you get any water to drink?" I asked.

"Water!" came the reply. "Who would want to drink water? Where I came from we use water to wash our faces with, to bathe in, and to wash our clothes with—not to drink. Water is to be used externally, never internally."

That may sound strange, but it is the prevailing notion in certain countries. This idea is based on ignorance of the nature of alcohol.

Another prevalent notion is that an alcoholic beverage is a food, and in some places is referred to as the staff of life, something that should be taken frequently for health reasons. Moreover, when lunches are prepared for school children, a bottle of wine is placed in every lunch basket. Thus it is part of every meal, is talked of, and is promoted as a food. Such is a common belief in most wine-growing districts,

defashionize, deglamorize, and depopularize alcoholic beverages. If the social pressures to drink could be lifted, it would no doubt, in time, reduce the consumption of alcoholic beverages at least 50 per cent.

In the past year I have discussed such a proposal with kings, presidents, prime ministers, cabinet members, government officials, and other prominent men and women in all walks of life.

One leading official said, "This is the sanest approach to the solution of the alcohol problem that I have yet heard of."

A specific statement, referred to as the "Declaration of Purpose," has been prepared by the International Commission for the Prevention of Alcoholism especially for this purpose.

During the past few months five governments have taken their position on this issue and are officially banning the serving of alcoholic beverages at social parties and state functions.

His Majesty King Saud of Saudi Arabia prepared his own official state-

Poems With a Purpose

God's Moonlight

Katherine Bevis

The sky at peace, her glorious stars unguarded,
The night about is quiet, clear, and cool.
As moonlight's beauty casts its spell, rewarded
Only by its deep reflection in a pool,
It merges silent, reflecting a fairy well
As in its silent magic, casting forth its spell.
Moonlight is God's light shining through
Clouds of pure whiteness and the sky's deep blue.

Ode to One-Hand Drivers

Mrs. J. W. Chiles

It's time to choose the music now.
The singers want to know:
Will it be cheerful, bright, and gay,
Or sad and very slow?

Will friends congratulate you both,
And clasp your hands and smile;
Or will they have to carry you
Feet foremost down the aisle?

Trespass

May Saxon Miller

The moon edged slowly over Prospect Mountain,
Working her magic on the sleeping town;
The blue spruce came to be a greening fountain,
Big Thompson River, silver flowing down.

And then along the path, its beauty tainting,
There came this drunken girl with vacuous face,
Reeling, a ghastly smear across a painting—
Appalling, pitiful, and out of place.

For here are balm and majesty and glory,
No more to her than if they were debris.
Summer in mountains is so transitory—
How sad her muddled vision could not see!

I'll Drink Deep

Mary Gustafson

I'll drink deep where the cool spring flows,
Near the maple tree and the sweet wild rose,
Where only the call from a mockingbird
Is the kind of music that can be heard,

Where the sky is the ceiling above my head
As it sits on the soft of a green grass spread.
I will drink deep at Nature's bar,
Where the only light is the sun or star,
Where one can listen and hear God's voice,
And lifting up to His heart, rejoice.

Nip the Bud

Dawn Flanery Parker

Refuse the first temptation,
Be strong, do not unbend;
Temptation then will pass,
And craving soon will end.

by
"Listen"
Authors

Intangibles

Helen Sue Isely

Idleness
is the click of a spoon
and a puff of smoke.

Diligence
is a long furrow
between two gardens.

Whining
is dropping the ropes
when mountain climbing.

Patience
is watching a bud
become a flower.

Procrastination
is a half-built tower
of baby blocks.

Determination
is an eight-day clock
ticking success.

Happiness

Nora Wilson

Not what we have, but what we use;
Not what we see, but what we choose—
These are the things that mar or bless
The sum of human happiness.

Judging Others

E. J. Ritter, Jr.

Pray, do not find fault with the man who limps,
Or stumbles along the road,
Unless you have worn the shoes that he wears,
Or struggled beneath his load.

There may be tacks in his shoes that hurt,
Though hidden away from view,
Or the burden he bears, placed on your back,
Might cause you to stumble, too.

Don't sneer at the man who's down today,
Unless you have felt the blow
That caused his fall, or felt the shame
That only the fallen know.

You may be strong, but still the blows
That were his, if dealt to you
In the selfsame way at the selfsame time,
Might cause you to stagger, too.

Don't be harsh with the man who sins
Or pelt him with word or stone
Unless you are sure, yea, doubly sure,
That you have no sins of your own.

For, you know, perhaps, if the tempter's voice
Should whisper as soft to you
As it did to him when he went astray,
It would cause you to falter, too.

counter, and where automatic vending machines are located in all bus and railway stations, as well as at airports, schools, theaters, and amusement centers, the consumption of milk gradually increases, while the per capita consumption of beer steadily decreases.

A recent report indicates that the drinking of milk is becoming more popular in the United States. In fact, it now stands at the top of the list of beverages. This report showed that 35 per cent of all beverages consumed is milk. Coffee is second at 25 per cent, while beer is third with 16 per cent. The soft-drink business has also had a phenomenal growth.

Thus the principle holds, that the more nonalcoholic beverages are produced, and more such beverages are advertised and made available to the public, the less alcoholic beverages will be consumed.

4. *Controls, Restrictions, and Prohibitions.* It is axiomatic that the more controls, restrictions, and prohibitions are placed on the production, distribution, sale, and consumption of alcoholic beverages, the less alcoholic beverages will be consumed. The following, therefore, can be recommended:

a. A general ban on the advertising of all alcoholic beverages.

b. A ban on the serving of alcoholic beverages on trains, planes, and all public conveyances.

c. Stringent regulations banning drinking drivers from public highways.

d. A special tax on the manufacturer and retailer of alcoholic beverages for the erection and operating of clinics for the rehabilitation of alcoholics.

5. *Education.* An educational program should be inaugurated and intensified in all schools that will present the true facts regarding—

a. The human toxicology of alcohol,

b. The therapeutic use of alcohol,

c. The effects of alcohol on human functions, and

d. The effects of alcohol on man's conduct and mentality.

Special emphasis should be placed on the following:

a. Alcohol is a depressant, habit-forming drug.

b. Alcohol is incapable of building tissue, of repairing worn-out tissue, or of taking part in the growth or development of the body. Hence it should not be classified as a food.

c. Moderate amounts of alcohol have an effect on the normal individual, and dangers result from the use of alcohol even in moderation.

Such an inclusive program for preventing the alcoholization of the world population is envisioned and is being initiated by the International Commis-

sion for the Prevention of Alcoholism.

This International Commission, launched in 1953, is interested in the scientific study of intoxicating beverages and their effects on the physical, mental, and moral powers of the individual, as well as their effects on the social, economic, political, and religious life of the nations represented on the Commission.

Its primary interest, however, is in the launching of a world-wide educational program for the prevention of alcoholism. Emphasis is therefore being placed on the establishment of Institutes of Scientific Studies in strategic areas, to provide suitable training in all phases of the alcohol problem;



An *Escape* Rather Than an Answer

INTERVIEW BY
MARION RUBINSTEIN

"Use of liquor by an increasing number of people is symptomatic of a deeper, psychological condition in which the individual seeks an escape rather than an answer to his problem situation.

"The person who abstains from the use of liquor thereby makes certain of escaping many of the problems and sufferings which come to those who indulge.

"Self-discipline is a necessary factor in strong character, just as the lack of self-discipline is an indication of the disintegration of character. The abstainer practices self-discipline. He is stronger, healthier, and happier for it."

—The Rt. Rev. Monsignor Nicholas H. Wegner, director of Father Flanagan's Boys Home, Boys Town, Nebraska.

and, through such media as publications, films, forums, and radio and television programs, to foster this educational program.

The membership of the Commission when completed will include approximately 250 physicians, public-health officials, educators, jurists, religious leaders, social welfare workers, and such other individuals as may in the opinion of the members assist the organization in attaining the objectives for which it was founded.

The number of representatives from each country is based on the population. Every country is entitled to at least one representative, plus an additional representative for every 10,000,000 up to 50,000,000, an additional representative for every 50,000,000 up to 150,000,000, and one additional representative for every additional 100,000,000 or fraction thereof. There will be five honorary presidents, a president, two general vice-presidents, an executive director, two associate directors, and a treasurer.

Regular officers will consist of five honorary presidents, a president, two general vice-presidents, an executive director, two associate directors, and a treasurer.

The Commission is conducting its work through regional blocs, each bloc operating in a specific territory. Regional blocs elect a president, an executive secretary, and a treasurer, the president of each bloc, by virtue of his office, serving as vice-president of the International Commission.

National Committees are being organized in the various countries affiliated with the Commission. Two such Committees have already been set up, one in the United States and the other in India.

Four Institutes of Scientific Studies have already been established; two in the United States, at Loma Linda, California, and Washington, D.C.; one in Europe, at Geneva; and one in Southern Asia, at Bombay.

The International Commission publishes a quarterly bulletin which is sent out gratis to all members of the Commission, to members of National Committees affiliated with the Commission, to Institute Board members, and, on the payment of a slight fee, to all Fellows of the Institutes. It serves as the official house organ of the Commission.

Thus it is the purpose of the International Commission, through this intensive and extensive program of education for prevention, to hasten the day on a world-wide basis envisioned by the Civil War President of the United States, Abraham Lincoln, when there will "be neither a slave nor a drunkard in the land."



OPINIONS



Brain Damage

"It is my opinion that brain damage from alcoholism is not only more common than is supposed, but that it also explains to a large extent the essential pathology of alcoholism, namely the permanent loss of control over drinking. The parts of the brain which suffer the most from alcoholism are the front lobes, which deal with the highest cerebral functions of will power, judgment, and control. Inasmuch as these same cells are also the first to be anesthetized by alcohol, it is logical to assume that with progressive destruction of the (cells of the) frontal cortex, less alcohol will be required to produce that stage of anesthesia where control is lost.

"Eventually the stage is reached where any alcohol will result in loss of control. Few alcoholics intend to drink too much; but once alcohol is in the system, there is an immediate paralysis of the control centers of the brain and the alcoholic is left helpless to stop after the first drink."—Dr. Frederick Lemere, University of Washington School of Medicine, Seattle.

Coffee for the Road?

"We've all heard the slogan, 'Make the one for the road coffee.' Coffee does not have any sobering powers. . . . Once Alcohol has been built up in the blood stream, only time will reduce the concentration.

"How can you avoid the charge of driving while intoxicated? There is only one sure way. If you drive, don't drink!"—Robert Schmal, secretary of the United States National Safety Council Committee on Tests for Intoxication.

Alcohol and Accidents

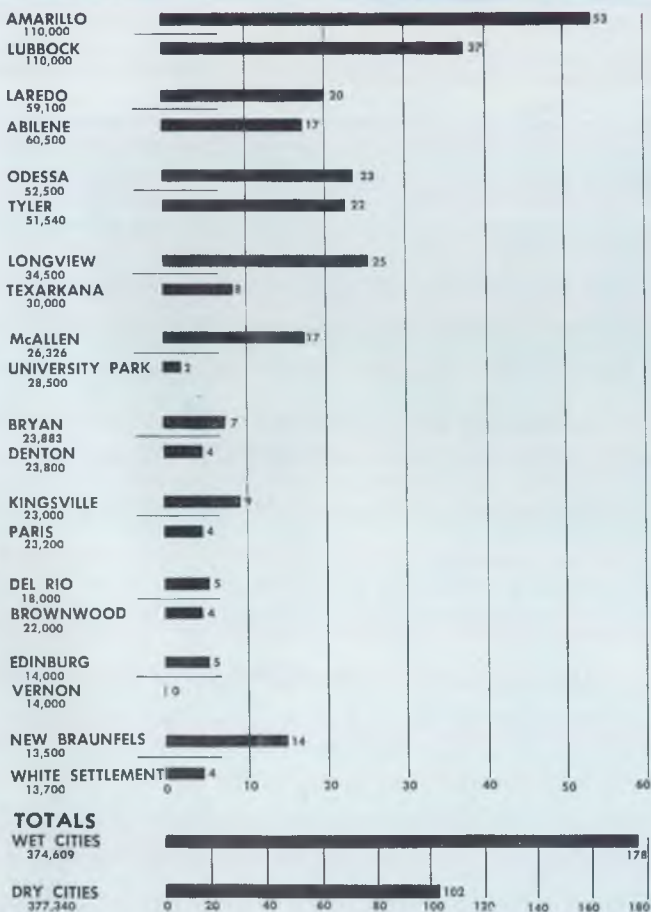
"In the industrial world, alcoholism presents problems of safety, productivity, and human relations. There are three times the number of accidents among the intemperate than among other workers. In addition, about 40 per cent of accidents to those traveling to and from work are due to alcoholization."—Dr. Andre Bertrand, Paris, France.

According to the A.A.A.—

"The American Automobile Association strongly condemns driving while under the influence of an intoxicant. It urges more strict and effective enforcement against this evil and use of scientifically accurate tests for intoxication, by specially trained personnel, as the fairest means of increasing assurance of convicting the guilty and protecting the innocent.

"The Association vigorously condemns the selling of liquor at gasoline filling stations or the selling of gasoline at establishments the primary or major other purpose of which is the sale of liquor."—National Policy Resolutions of the A.A.A.

Traffic Safety in Wet and Dry Areas State of Texas



The first city in each pair is in a wet area; the second, of corresponding population, in a dry area. Figures on chart indicate traffic fatalities, from 1955 report of Texas Department of Public Safety. Chart is adapted from Texas Alcohol-Narcotic Education, Inc.

Papal Pronouncement

"In more than one country of the world, intemperance in drink, leading so often to alcoholism, has become today a harrowing menace and an actual spiritual tragedy for thousands of souls redeemed by the passion and death of Jesus Christ.

"Who will number the homes broken by this sin? Who will weigh the amount of good for souls left undone because of this sin? It is a spiritual deterioration that calls for the enlightened study and self-sacrificing zeal of every apostle, lay and cleric."—Pope Pius XII, addressing a delegation from the Pioneer Total Abstinence Association, of Ireland.

THE NATIONAL COMMITTEE



LECTURES,
SEMINARS,
WORKSHOPS,
and FIELD TRIPS
dealing with
every phase of alcohol in
society, with special
emphasis on prevention.

For a prospectus describing
the course and information
concerning admission, write to:

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

for the
Prevention of
Alcoholism
Presents



American Institute

July 22-August 2
2d Session

Loma Linda Institute

July 8-19, 1957
8th Session



AMERICAN INSTITUTE

LOMA LINDA INSTITUTE



**Institute of Scientific Studies for
the Prevention of Alcoholism**