

LISTEN

A
JOURNAL
OF
BETTER
LIVING



RAMONA DEITEMEYER
HOMEMAKER



Fines in Sweden

Under a new law, Swedes who drink alcohol while watching hockey or other games in an enclosed arena are fined \$56.

Judge and Warden Speak

Judge Dean Stausbaugh, of the Columbus (Ohio) Municipal Court, states that at least 65 per cent of the Criminal Court cases are offenses by alcoholics.

Robert J. Wright, warden of Westchester County Penitentiary, New York State, says that two thirds of his 265 inmates have alcohol as a basis for their troubles.

Women Alcoholics

Between 1940 and 1950 the number of male drinkers rose by 41 per cent, but female drinkers by 96 per cent. This indicates a tremendous increase in drinking among women, owing to the increasing popularity of the cocktail party. There are now approximately 1,000,000 known female alcoholics in the United States, and possibly twice that many suffering from the "secret" disease that is ruining their health and wrecking their families.

Cocktail Diplomacy Again

In 1958 the State Department again asked for money to rebuild its diminishing cocktail allowance. This time the request was for \$1,000,000 for a fund called the representational allowance, or entertainment expenses. In 1957

a similar request for \$1,200,000 was cut by the House to \$600,000, a sum to finance "a pretty fair party."

British Drinking

In England, consumption of spirits went up 500,000 gallons in 1957 to 12,850,000 gallons. Wine drinking increased nearly 1,000,000 gallons to 13,700,000, and beer consumption increased slightly.

To Counteract Evil

In Villalba, Puerto Rico, a Roman Catholic parish priest, Rev. Salabore Ruffolo, opened a new café, a typical bar and grocery. However, it does not serve alcoholic beverages, relying instead on soft drinks for its profits.

Who Should Pay?

In New York a jury awarded a thirty-five-year-old man \$60,000 for injuries he received in a robbery staged by a minor who had become intoxicated in a nearby tavern. Action was brought against the Quentin Inn, which, according to an 1873 law, was responsible for the purchaser's acts when liquor was dispensed illegally.

In Chicago, Judge Harry M. Fisher of Circuit Court refused to dismiss a \$105,000 damage suit filed under the dram-shop act by a car washer who was injured at a Christmas party given by his employer. It was the first ruling of its kind in Circuit Court, holding that company Christmas parties are not strictly private.

NUGGETS

Traffic accidents in 1957 cost the nation a record-breaking \$7,255,600,000, says Thomas N. Boate, manager of the Accident Prevention Bureau of the Association of Casualty and Surety Companies. 🚩 In 1956 Americans spent \$15,000,000,000 for tobacco and drink, \$14,000,000,000 more than we spent on basic research, upon which our survival as a nation, we are told, depends in this Sputnik age. 🚩 In New York City the police department reports that 55 per cent of an examined group of drivers who were killed at the wheel or who died within twenty-four hours of motor vehicle accidents in 1957 were under the influence. 🚩 The premiers of British Columbia, Alberta, and Saskatchewan, Canada, are all total abstainers and nonsmokers. 🚩 Arrests for drunkenness in Los Angeles now exceed 100,000 annually. 🚩 You can now get chocolate-flavored vodka, as well as orange, grape, lime, mint, and wild cherry. 🚩 President O. Meredith Wilson, of the University of Oregon, has taken a stand against the

sale of intoxicating beverages in the vicinity of the University of Oregon. 🚩 An estimated 6,000,000 persons are now considered alcoholics in the United States. 🚩 The Black Hand of the Mafia is said to be behind the multimillion-dollar international narcotics ring crushed recently with the arrest of twenty-one persons in four states. 🚩 According to Rev. T. A. Morgan, Trinity United Church, 70 per cent of the people in Canada use beverage alcohol. 🚩 California forbids prescriptions for whisky as a part of medical aid for welfare recipients. 🚩 In Boston for the year 1957, 12,434 drunks appeared in court, an increase of 781 over the previous year. 🚩 San Franciscans consume a per capita average of 4.57 gallons of distilled spirits every year, which is several times the national level. 🚩 The National Safety Council estimates that accidents killed 95,000 Americans last year, including some 40,000 in traffic. 🚩 At least \$180,000,000 will be spent in the U.S. this year on "happiness pills."

LISTEN

A Journal of Better Living

JULY-AUGUST, 1958
Volume 11 Number 4

OUR COVER

Typical of modern life is rush and bustle, especially in home circles that encompass both career activities by the father and mother and the myriad jobs occasioned by teen-agers in the home.

Yet, when "Listen" visited for two complete evenings in the Deitemeyer home in Lincoln, there was no sign of undue hurry or precipitous haste. One received the impression of a well-ordered home circle, with many interests, some of them far-flung, but each contributing its bit to the complete scene of a smoothly running household, one which homes all across the country could well emulate.

"Listen's" cover is by Ben Meyer, with Townsend Studios, Lincoln.

PHOTO CREDITS

Pages 10, 11, Townsend Studios; page 17, photos by Greensmith; page 18, Ivan Hitt photo; page 18, 19, L. Covello photos; page 20, Sydney "Morning Herald Sun"; page 22, Australian Official Photograph, Australian News and Information Bureau.

ARTICLES

Modern Whisky Rebellion	Editorial	4
Grapes Without Wrath	Doron K. Antrim	5
Citadel of the Home		9
Just a Mirror	Paul Harvey	12
Attack by Infiltration	Edward L. Wertheim	15
"Grand Old Man of Football"	George W. Scott	18
Adventures in Eating	Miss Dorothea Van Gundy	23
Protecting Our Basic Institutions	Martin Hayes Bickham, Ph.D.	24
Alcoholism and Brain Damage	A. E. Bennett, M.D.	26

SPECIAL FEATURES

Worst National Disasters		7
Stake-Out	John Greensmith	17
Report From Australia	W. A. Scharffenberg	20

PERSONALITIES

Terry Moore—Happy Hollywood Hostess	Duane Valentry	8
Ramona Deitemeyer		9
Amos Alonzo Stagg	George W. Scott	18

REGULAR FEATURES

Have You Heard?		2
Opinions		35

POEM

Richer Tonight	Della Adams Leitner	25
--------------------------	---------------------	----

MISCELLANEOUS

Beer Behind the Wheel		14
An Alcohol Rub	Asa Zadel Hall, M.D.	29
The Man Who Took Greeley's Advice	Harry J. Miller	31
An Alcoholic Talks Back to the Psychiatrists		33
Magic Talisman	B. Coursin Black	34

LISTEN—bimonthly 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.

Second-class mail privileges authorized at Mountain View, California.

Yearly subscription, United States and its possessions, Canada, Mexico, and Pan-American Union, \$2.00; single copy, 35 cents; to other countries taking extra postage, \$2.25; single copy, 40 cents.

When change of address is desired, notify the Pacific Press Publishing Association. Please send the old address as well as the new, and allow four weeks for change to become effective.

Copyright, 1958, by The American Temperance Society, W. A. Scharffenberg, Executive Secretary.

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MODERN WHISKY REBELLION

IF ONE fact is being proved more than another these days, it is that alcohol is a greater factor in automobile accidents than has been realized. From several widely separated parts of the nation have come evidences of this.

Early in 1958 the police department of New York City, after applying recently developed scientific techniques to determine accurately the causes of accidents, reported that 55 per cent of drivers killed at the wheel or who died within twenty-four hours of accidents during 1957, had been under the influence.

"Medical analysis showed that thirty-eight of the sixty-nine victims had alcohol in their systems of from .1 to .4 per cent," according to Commissioner Stephen P. Kennedy. Furthermore, he goes on, this finding "strongly supports the belief that critical judgment, vitally necessary to the operators of a motor vehicle, is impaired by consumption of alcohol."

"This is no longer an assumption," he says, "but a proved fact."

Delaware, in its careful study of the alcohol factor in fatal accidents in the state during 1957, found that 61 per cent of the fatal accidents involved a drinking driver or a drinking pedestrian. The percentage was 59 in 1956.

Several cities and states have made similar studies and are finding that alcohol is involved, on the average, every second time the sirens scream or the red lights flash for an accident. Perhaps when the whole picture is developed, it will be even higher.

In view of this, there is a more insistent call from safety groups and public officials that drastic steps be taken. Kansas, for example, is proposing that any person found guilty of drunken driving and causing an accident be jailed for a maximum of one year, with the penalty

going to life imprisonment if the accident results in death or serious injury.

Drastic? Indeed so, but a drastic problem needs a drastic solution, especially when so much of that problem is so entirely unnecessary. "Drinking is a willful act. In a very real sense, therefore, the deaths and maimings on the highways that result from drinking can be regarded as nearly deliberate," comments Governor Goodwin J. Knight of California.

And California is sending its drinking drivers to jail—the toughest crackdown in the nation. Last September the law went into effect putting drunken drivers committing felonies (when bodily injury results) behind bars for sentences ranging from ninety days to five years, and imposing fines of from \$250 to \$5,000.

The governor, commenting on this law, declared, "If Californians or visitors from any other state need to be clubbed to convince them that no society is safe when liquor and automobiles are mixed, then it becomes my business. And I hope I've supplied the club."

Back in the year 1794 occurred the Whisky Rebellion in western Pennsylvania in opposition to the excise tax on domestic spirits.

Today there is a rising whisky rebellion, too, but on a national scale, not against excise taxes (the growing sentiment is for increasing taxes instead of lowering them), but against the bloodshed arising out of the use of the stuff in the first place.

All of which places new emphasis on the assertion by Alfred P. Murrah, United States Court of Appeals, Oklahoma City, that "human life is the most precious thing on this earth," and "the highest and most sacred duty we owe as citizens is the preservation of human life through an organized society."

Francis A. Soper



Early days in the Welch office.



William Jennings Bryan and Dr. Charles E. Welch. (top right) Dr. Charles E. Welch.



Dr. Thomas B. Welch.

Grapes Without Wrath

Doron K. Antrim

One Sunday morning, eighty-nine years ago, a precedent was broken in the Methodist Church of Vineland, New Jersey, which had unforeseen national repercussions. For the first time in its Communion service, the unfermented juice of the Concord grape was substituted for the widely used sacramental wine. This grape juice had been placed upon the Communion table with an air of triumph by Dr. Thomas B. Welch, dentist and Communion steward of his church. Dr. Welch was proud of the drink he had made. For months he had been working on it, trying this way and that to stop fermentation in fruit juice. The reason for his zeal was that he had keenly sensed the incongruities of serving an alcoholic beverage at church Communion.

Little did Dr. Welch realize what would grow out of his concern to right what he felt was wrong in church usage. He hoped that churches might adopt his non-alcoholic grape juice for Communion, and they did.

But he had no idea that people over the country would like his drink because it was tasty, healthful, and without a hang-over; that Welch's Grape Juice would become one of the most popular trade-marks in America; that the greater part of the entire United States grape crop would be drawn into the making of unfermented grape juice, while other countries grew grapes almost exclusively for wine. Dr. Welch never dreamed that he was to strike probably the hardest-hitting blow for temperance in his era. Nor did he know that his pioneering effort was to prime the canning and bottling of fruit and vegetable juices in this country, which has become a billion-dollar industry today.

Since Dr. Welch, English-born immigrant, owner of a dental supply house, launched his business to serve the cause of temperance and without thought of personal profit, he never took a cent of dividends from his investment in it. Any enlargement that came to the business should redound to the benefit of others. This idea was

One of America's biggest businesses began in the pots and pans of a New Jersey kitchen.

uppermost in all his thoughts and plans for the business. And his son Charles carried on the business in the spirit of the founder. "I have never been," he said, "out of hearing of the saying, 'For unto whomsoever much is given, of him shall be much required.'" He left a small fortune to be administered for charitable and religious purposes.

It all began with a concern for the welfare of others. That Dr. Welch had to solve a baffling problem—how to keep fruit juice from fermenting—before he could do anything about his concern, didn't trouble him. He pitched right in. His first attempts with raisins, figs, and tomatoes were unsuccessful and discouraging. Then he studied the pasteurization findings of Louis Pasteur. Dr. Pasteur claimed that fermentation was caused by microscopic cells which could be killed if the liquid containing them was heated sufficiently in sealed containers.

One fall day Dr. Welch and Charles, then seventeen, picked the ripe Concord grapes from the trellis in front of the house. Littering Mrs. Welch's kitchen with pots, pans, and wash boilers, they cooked the grapes for a few minutes, then squeezed the juice out through cloth bags into twelve quart bottles.

Sealing the bottles with cork and wax, they lowered them into boiling water. "At it again," said Mrs. Welch, coming into the kitchen. "It's hopeless. You can't keep grape juice from fermenting."

A month later a bottle was opened, with the entire family standing around expectantly. A slow smile spread over the face of Dr. Welch as he tasted the contents and passed it on for the family to sample. It was as sweet and pure as the day it was bottled.

Approved by their own church, they received approval also from other churches. Then father and son moved operations into the barn. Evenings after work they processed grape juice for church use. The little business grew. In 1880 they sold 10,000 gallons to churches and doctors. In the meantime Charles also had become a dentist.

In 1893 Charles rented a booth at the Chicago World's Fair to advertise the Welch product. He served iced grape juice for five cents a glass, and so many people wanted to sample the drink that the Welch booth became a popular refreshment stand at the Fair.

Charles came home with a new idea: Why not market this beverage nationally as a health drink? It would be a boon to temperance—a positive approach to an age-old problem. He broached it to his father.

They decided to take the plunge, to risk \$600 of their savings on a national advertising campaign. Almost overnight a new drink was launched. Orders poured in from soda fountains, groceries, and drugstores. Charles decided to give up dentistry and devote his whole time to grape juice.

The Vineland operation—they delivered grape juice to the express station via wheelbarrow—became too small. More grapes were needed, larger processing plants. They moved to Westfield, New York, now the "Grape Juice Capital of the World." During the first year there, three hundred tons of grapes were processed. Concord grapes became the chief crop of farmers in an area reaching from northern New York State along the shore of Lake Erie into Ohio.

The national advertising had a special appeal. "Get the Welch Habit—It's One That Won't Get You!" was a telling slogan. One famous ad showed a pretty girl standing behind a punch bowl of grape juice. Below the picture was the legend: "The lips that touch Welch's are all that touch mine." "The beverage with neither remorse nor regret" and "The drink that needs no chaperon" were others.

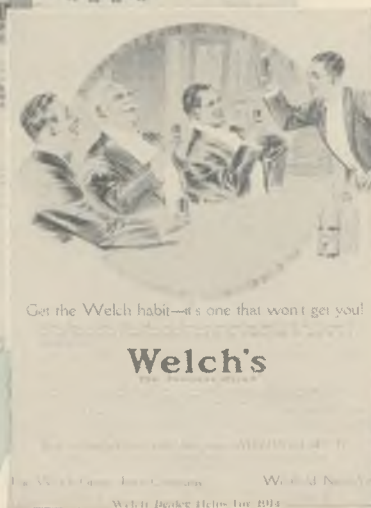
In 1913 Welch received a powerful endorsement from the Woodrow Wilson administration. Secretary of State William Jennings Bryan gave a dinner in honor of retiring British Ambassador James Bryce. At this full-dress function Bryan broke precedent. Instead of wine, Welch's grape juice was served.

Newspaper columnists, cartoonists, and editors ridiculed Bryan's "grape-juice dinner." Bryan replied that it had President Wilson's backing. Public officials came out for and against grape juice at diplomatic dinners. During all of this harangue, sales of grape juice zoomed.

Eleven months later came *(Turn to page 33.)*

Dr. Thomas Welch and his son Charles originally founded their company to provide a nonfermented juice for church and public use, and for nearly ninety years the name has been synonymous with quality grape juice. Not until control of the company passed out of the hands of the Welch family, in 1956, was wine of alcoholic content bottled under the Welch label, an innovation quite contrary to the intent and purpose of the founders.

Intensive advertising made Welch's "the national drink."



Worst National Disasters

in the Past 87 Years

<i>Date</i>	<i>Disaster</i>	<i>Persons Killed</i>
1871	Chicago fire	250
1889	Johnstown, Pennsylvania, flood	2,000
1900	Galveston, Texas, hurricane	6,000
1903	Iroquois Theater fire, Chicago	602
1904	"General Slocum" sinking	1,021
1904	Train wreck, Eden, Colorado	100
1906	San Francisco earthquake	500
1912	Sinking of "Titanic"	1,513
1913	Floods in Midwest—Ohio and Indiana	730
1915	Overturning of steamer "Eastland," Chicago	812
1928	Hurricane, Lake Okeechobee, Florida	1,836
1934	"Morro Castle" fire	130
1938	Hurricane, New York and New England	600
1942	Cocoanut Grove fire, Boston	500
1944	Port Chicago, California, explosion	300
1946	Winecoff Hotel fire, Atlanta, Georgia	119
1947	Texas City, Texas, explosion and fire	500
1951	Train wreck, Woodbridge, New Jersey	85
1953	Crash of U. S. Air Force Globemaster	129
1955	Hurricane Diane—North Carolina to New England	184
1956	Crash of two airliners, Grand Canyon, Arizona	128
1957	Hurricane Audrey—Texas and Louisiana	353
	Total Deaths	18,392

(Source: Information Please Almanac, 1958.)



The Major National Disaster

Happening Every Year

Estimated deaths annually attributable to alcohol, 21,496.

—Dr. A. C. Ivy, chairman, National Committee for the Prevention of Alcoholism.





Terry Moore

Happy Hollywood Hostess

*"Simply because they do it," says Terry,
"is no sign you have to do it."*



... with husband,
Eugene McGrath.

... on location for
motion picture.

Interview by Duane Valentry

IN HOLLYWOOD the other night there was a party, quite different from what the public imagines—and often rightly—a Hollywood party to be.

The setting and guest list were rather typical: a beautiful, but not lavish, home, and the guests, attractive young people, some even on the glamorous order.

The difference lay not in what was there, but in what was *not* there.

"We had a wonderful time on unspiked punch, ice cream, and cake," declared Terry Moore, who gave the party. "It is the usual custom to attend events such as cocktail parties, which, as you know, usually take place in a cloud of smoke to the accompaniment of tinkling glasses."

A girl of uncommon common sense, Terry doesn't feel that it is necessary to succumb to social pressures which argue that drinking is a "must" either to have fun individually or to ensure a successful party. Most of her friends agree with her.

The party was for a group of twenty young people, mostly from the motion-picture industry. Among those present were Rhonda Fleming, Russ Tamblyn, Ken Scott, and Laraine Day.

It is the strong belief of this young actress that any hostess can refuse to "knuckle under" to custom and refuse to do a thing just because "they" do it; and, having taken such a stand, she will find, perhaps to her surprise, that the success of a party doesn't depend on "conformity" at all.

She adds: "We enjoyed ourselves so much that we

are organizing a group to meet regularly. It should be a welcome relief from the hectic grind of Hollywood entertainment and night clubs."

The fact that a show-business environment does not always make for intemperate living and heavy social drinking, as it is often said to, is plainly shown by Terry Moore, who has been in motion pictures since she was ten.

An outdoor girl who has held her own in the saddle with seasoned cowboys, and an ardent sports lover, she can't help looking wholesome and healthy.

Born in Glendale, California, Terry's real name is Helen Luella Koford. Her father, a credit investigator, is part Swede and part Dane; her mother, Scotch and Danish. When she was ten and a fifth-grader, a neighbor spent \$10 of her own money to have Terry's picture printed in the Hollywood casting directory. In no time at all she was doing small parts in "Maryland" at Twentieth Century Fox, where she is now under contract. She bragged about the part to her school chums, and was embarrassed when she was cut out in the final editing.

A licensed pilot, Terry, with typical determination, prefers doing her own hard work, including difficult stunts, in the pictures she makes. On location once she promoted the use of a swimming pool, hired an underwater swimming instructor, and practiced in off hours, later astounding everyone by doing all her own swimming stunts.

She likes to quote her mother, who has been an inspiration to her, and she has developed her never-dampened enthusiasm from her (Turn to page 29.)

IN YOUR view, Mrs. Deitemeyer, what is the real meaning of "home"?

"Home" means much more than just a house. A home is a sanctuary where parents and children can feel a sense of real security. This means that the foundation of a home must be built on love. Without this the home resolves itself into mere bricks and mortar.

What is most essential in building a successful home?

The practicing of Christian principles by all members of the family.

Might there be danger in getting too many "gadgets" in the modern home?



Citadel of the Home

No—but I qualify that by saying that if the homemaker uses the time she saves by having "gadgets" in doing extra things for her family, church, and community, this would, in my mind, justify the gadgets. I assume, too, that the family can afford them.

Of all the factors that influence lives of young people, such as the home, the church, the schools, do you feel that any one of these can be picked out as the most important? Why?

The home is by far the greatest influence in the lives of young people. Christian parents know that it is their responsibility to bring their children up in "the nurture and admonition of the Lord." The church stands at the foot of the home. The marriage of the home and church is as solid as the Rock of Gibraltar. Children reared in this type of environment can withstand virtually any earthly storm that may beset them.

As we look at the average home today, what influences are the most insidious and dangerous to happy and successful home life?

The overscheduling of activities, primarily social. This is especially true where teen-agers are involved. It is wise to evaluate frequently the activities of all members of an active family. In many areas, especially in smaller towns, it appears that high-schoolers participate in far too many activities during the week. This easily can resolve into a resentment between parents and children.

In homes where both parents and children are in many activities, it is important that the leisure time at home be productive in establishing good moral and civic

LISTEN interviews
Mrs. Carl Deitemeyer,
Lincoln,
Nebraska.



EDITORIAL NOTE

When it comes to homemaking, probably there is no one in the nation more qualified to speak with authority and from experience than Ramona Deitemeyer.

A product of the Midwest, she is of rural parentage, with a major in home economics from the University of Nebraska.

In 1940 she was married to Carl Deitemeyer, a specialist in agricultural economics and a farm-paper editor. At present he is preparing to run for Representative in the Federal Congress.

The Deitemeyers, including their five children, live in a spacious bungalow home in the edge of Lincoln, but their activities range far. Their influence goes even farther, to help strengthen the idealism of modern homes everywhere.

Out of a nationwide entry list of some 100,000 contestants, Ramona Deitemeyer won the title of Mrs. America of 1956. "My greatest thrill," she says, "was the winning of the Best Housekeeper award in connection with this title. I was thinking of my family and how pleased they would be."

Competition is indeed "tough" for the Mrs. America title. All participants must be homemakers first. They must be active in community and church affairs. Proficiency tests in all the home arts must be won before eagle-eyed judges on local, state, and then national levels. The program is not a beauty contest, but based entirely on skills and abilities in the profession of homemaking.

values. Anyone can easily fall victim to TV "spectatoritis."

Conversely, what are the influences that tend to keep homes harmonious?

A balanced program of activities for parents and children should be followed. Outside activities should consider the church first, with others to follow in order of importance. The family altar and prayers are strong influences in keeping a family "togetherness" in this fast-moving age.

Should special training be given to young people, especially in high school and college, relative to marriage and parenthood?

The first training must be from the home. If an adequate background is given here, high school and college will only supplement. This is the way it should be. This is the only way we will be able to set fundamental principles which are so essential in a happy marriage.

In this time when there are so many things to attract attention, how can the home be made the center of interest and attraction for the children?

Parents must always work to provide a proper "climate" so that their children will always feel free to bring their friends home for wholesome occasions. There are many activities that children can engage in, such as record sessions, working on hobbies, inside and outside picnics, to mention a few.

In many homes it is felt that in order to have an atmosphere of sociability and good fellowship, it is essential to serve alcoholic beverages. Do you have a comment on this?

My feeling is that people should do more entertaining in their homes, provided their budgets will allow it. However, the most overemphasized and exaggerated idea about friendly hospitality is the so-called need of serving alcoholic beverages to accomplish this. I'm sure far too many citizens accept dinner engagements primarily for the cocktail hour. This is a weakness in our after-6 p.m. social structure.

Is parental example in the use of such beverages a real influence on the young folks?

Parents, both by example and information, should stress the harm of the use of alcohol, not only to individuals and families, but to the nation as well.

How can family ties be strengthened and made more firm?

Family ties can be strengthened by the constant teaching of spiritual values and by family participation in educationally stimulating activities. The family council in planning such activities and in solving problems is most helpful, too.

What, would you say, is the parents' responsibility in this regard? and the youths'?

When parents set the proper climate, and the children catch the spirit of family "togetherness," their leadership will blossom. You will be amazed at their ingenuity. The *esprit de corps* developed in such a family program is heart-warming.



Should children be asked—and helped—to develop skills in the home arts, such as cooking and sewing?

Both boys and girls should develop skills in the home arts. For boys it can become a fine hobby, and a most practical one. It also develops an appreciation of mother's daily chores. When the youngsters are old enough, their contributions along these lines are much appreciated by mother, too.

How is the home related to the stability of the community and the nation?

A well-ordered home is the key to the stability of the community and the nation. A weak home creates many problems in the civic and moral life of a community—and hence the nation.

What contribution should the home make to the community?

The home should take the lead in developing dedicated citizens with proper values in church, civic, and political areas.

Is religion essential in keeping the home what it should be?

A family that does not have its basis in religion cannot under any circumstance attain the highest development that is possible under the factors of heredity, environment, and education.

In your home, Mrs. Deitemeyer, do you have a "budget of time"? Do you hire help for your home duties?

Since I'm as busy as any other member of my family, it is imperative that I budget my time. I must admit that I could use "another day" in the week. Since I have a daily TV program which takes several hours a day to prepare, I must depend upon my family to share some of the work load around the home. My daughters and I do all the ironing. Just one day a week I have a woman



1. Thousands of viewers in the upper Midwest tune in to Station KOLN-TV for "Right Around Home," Mrs. Deitemeyer's five-day-a-week variety program. As Women's Director for the station, she enjoys what is termed "a half-time" assignment in television work.

2. Those looks of adoration are not just put on! When this talented homemaker gets onto the stage, as she has here at a PTA meeting for a speech on youth achievement, both young and old sit up and listen.

3. Before she went to Florida, to win her title, Mrs. America '56 had never been up, but since then she has flown upward of 100,000 miles, including Europe (where she here samples Lancashire hot-pot in Manchester, England), the Holy Land, and other countries. In April of this year she led a delegation of housewives from the United States on a tour of Europe, to be joined en route by husband Carl, who is developing means of agricultural exchange with various countries.



come in to help me in waxing floors, running the vacuum cleaner, and other household chores.

Do you have an opinion about the possible danger today in the large number of mothers working outside the home?

If the working mother is employed just to get away from some of her home responsibilities, she is heading for trouble. Age of children is an important factor, too. The number of hours a day must be considered. Often there is a serious economic need which necessitates an extra income. The woman of the house should evaluate her problem before she takes on a full-time job.

To your mind, are there perceptible pressures on the average home toward the use of intoxicants?

Yes. Look around you. The magazines, the newspapers, TV, and billboards (Turn to page 34.)

4. Down to the railroad go the Cub Scouts on a field trip. Being den mother to these lively lads is only one occupation for Mrs. Deitemeyer—tomorrow she'll be advising as a council member of the Girl Scouts, then organizing the "heart drive," or planning the Centennial Celebration for the city of Lincoln, teaching her Sunday school class, or singing in the church choir.

5. Cooking for a family of seven hungry mouths is an achievement in itself, one which Mrs. America takes in her stride and enjoys it. As early as the age of ten she started in 4-H activities, going on to win coveted awards in her own chosen field of home economics.

6. Off to school for another day. Looks as if Kent, 10, will have to hump if he gets ahead of his sister, Cheryl, 12, with that mischievous glint in her eye. Mother is never too busy to bid them a personal good-bye, encourage them, or help with their questions. And "them" includes Diann, 16; Steven, 15; and Kay, 13.

by PAUL HARVEY

Just a mirror



Millions heard this

straight-shooting message

over ABC's Paul Harvey

News a short time

ago. "Listen" brings it to

you for your sober

reflection and reaction.

EVERY time somebody pulls the conversational cork on the subject of whisky the attackers say, "It's immoral," and the defenders run for cover with a wounded conscience and a bottle to anesthetize the wound.

So nobody stays around to hear both sides.

Nobody gets a chance to weigh the legal considerations, the medical evidence, and the history of what happens when people get too much—or when they're told they can't have any.

We'll have to take the subject straight. If we dilute it with a lot of fancy mixes, we're going to miss the point again.

So here's how:

You and I are going to sniff the subject first, see what it is.

Then we're going to talk about the drunks in Congress . . .

And in Russia . . .

And in your home town.

Then you and I will get our heads together and see if we want to do anything about it.

Maybe we don't want to.

What Is It?

Alcohol requires no digestion.

It is absorbed readily through mucous surfaces.

Usually, a person first "feels" his drink when the concentration of alcohol in the blood stream is .05 per cent.

That is when the central nervous system first is affected.

Solutions stronger than .7 per cent reach-

ing the brain cells may cause permanent damage—

known as Korsakoff's psychosis.

Failure of the memory may be a symptom,

as when actor John Barrymore, in his last years, couldn't remember Shakespearean lines he had recited all his life.

The .7 per cent solution similarly causes cells in the liver to die.

These are replaced by scar tissue.

Cirrhosis of the liver.

That's what finally killed Mr. Barrymore.

But it is the potential permanent damage to the brain cells which has greater social implications.

Once recommended for medicinal use, subsequent experience at Mayo and



Johns Hopkins has confirmed that there is no ailment that is improved by alcohol. The President's heart specialist, Dr. Paul Dudley White, advises against the use of alcohol by heart patients because of the fattening effect on the heart.

I have drawn no distinction, in this discussion, among the several alcoholic drinks, because the argument that one is harmful and another is not, is not valid. There is, by weight, precisely the same quantity of alcohol in one jigger of whisky—or in one glass of wine—or in one bottle of beer.

Different amounts of liquid, but the same amount of alcohol.

Dr. Henry W. Newman of the Stanford University Medical School refers to alcohol as a "toxic."

That's a doctor's word for "poison."

His research has established that, far from being a stimulant, alcohol is a powerful depressant on the nervous system.

Except that too much of it usually makes you regurgitate, it would be fatal.

One ounce of alcohol retards muscular reaction 17.4 per cent.

Increases time required to make a decision 9.7 per cent.

Increases errors due to lack of attention 35.3 per cent.

Increases errors due to lack of muscular co-ordination 59.7 per cent.

That's one ounce. *One jigger!*

Dr. Newman confirms that brain tissue is gradually destroyed by indulgence in alcohol, and such tissue does not replace itself.

In lay language, parts of the brain die under repeated doses.

The National Institute of Mental Health reports:

That of the 140,000 alcoholics committed to civilian mental hospitals, 24,000 have chronic brain syndrome.

Permanent brain damage.

The problem is not a new one.

Read this quote, please: "Whereas the use of intoxicating liquor as a beverage is productive of pauperism, degradation, and crime, and believing it is our duty to discourage that which produces more evil than good, we therefore pledge ourselves to abstain from the use of intoxicating liquor as a beverage."

Those words were spoken by Abraham Lincoln in 1847.

Today . . .

Yale studies estimate 4,500,000 alcoholics in the United States, 705,000 of them women.

They may be ladies and gentlemen of distinction, but they have lost control of themselves.

More than half of *all arrests* in the United States last year were related to alcoholic beverages.

Fifty-nine per cent of all arrests!

There is one arrest for drunkenness somewhere in the United States every six seconds. Three million every year. Prison wardens surveyed estimate that from 80 to 85 per cent of all convicts are . . . because of alcohol.

New York's Welfare Commissioner, Henry McCarthy, tells me that one fourth of all his city's 40,000 dependent-children families on the city's welfare rolls are there because of alcoholic fathers.

Here's a man biting a dog:

Twenty-six out of every 100 pedestrians killed by cars had been drinking. We hear a lot about the dangers of driving after drinking.

Walking after drinking is *more dangerous*.

It's 18 out of 100 drinking drivers that get in trouble.

It's 26 out of every 100 dead pedestrians. Alcoholism is now our nation's No. 4 health problem.

The fourth worst disease.

It's at epidemic proportions.

Alcoholism is the No. 3 killer in our nation, outranked only by heart disease and cancer.

In Congress

Now . . .

Perhaps a man has a right to rot his own liver if he wants.

It's a "free" country.

But to damage his brain, if that damage—temporary or permanent—might injure another, is something else again. Americans are not free to injure their neighbors.

So "freedom" must not be confused with "license."

Take the Senators and Congressmen who legislate through an alcoholic haze. Someday somebody is going to report on the boozing that goes on around Washington, D.C., and it will curl the hair of the churchgoers who have been sending their missionaries to the wrong places first.

It will have to be someone who is neither a prude nor personally vulnerable.

Someone who thinks the need for ventilation of this situation justifies the alienation of any friends he may have among tipplers on the hill.

There is a "gentleman's agreement" among the solons not to mention this subject.

Very few do.

For a while, in Washington, it was "standard operating procedure" to test a job applicant "over a few drinks."

Our wartime cloak-and-dagger outfit, the OSS, is said to have employed this system. If a man can drink and drink

and still stay forked-end down, he has stood the test.

This may seem necessary for spies, but it is hardly a good way for a lawmaker to keep in training.

At this point, I am supposed to pay tribute to the hard-working and sincere Senators and Congressmen and explain that the ones who would flunk a sobriety test during working hours are few indeed.

Only that's not so. They are many.

The average grass-roots American often endows his Congressmen with more intelligence than they rightly deserve.

"They must know what they're doing," you'll hear the constituents say.

And they don't always.

But when the subject was put to a vote . . .

When, for example, Congressman Rees of Kansas tried to outlaw the diplomatic cocktail party by cutting off the State Department's appropriation of some \$200,000 for same . . .

The House voted him down.

I didn't hear it mentioned, but the newest addition to the remodeled White House is an enlarged wine cellar, Now stocked with some \$6,000 worth. And kept stocked free by American wine producers.

Senator Usher Burdick said, "After a few weeks of party going, stuffed with food and drink, the members of Congress move around in a dream."

He said, "Your Congressman isn't dumb. It's just that in this condition, no one can think."

But the "gentleman's agreement" is otherwise so binding that one United States Senator could be repeatedly helped from the floor by colleagues or page boys, yet this "weakness" escaped any mention even during a bitterly contested election recount in his home state.

A former ranking member of a committee which heard top-secret testimony concerning our military preparedness was a loose-tongued ninety-proof nincompoop in public places.

The lawmakers who do not deny this indictment seek to justify it instead. "Everybody does it," they say.

"Remember Davy Crockett!"

It's true. Liquid lunches on Capitol Hill are nothing new.

But a healthy government, like a healthy human being, survives in spite of its excesses—for a while.

The customary office liquor closet in the Senate and House office buildings is the desk drawer. Some are fancier.

The "bar" is the washbasin discreetly concealed behind a screen in the corner of the room.

When the bell rings for a roll-call vote, even one lawmaker not in full posses-

sion of his senses might jeopardize a proper decision.

There will be more than one.

For those who would not think of drinking "on duty," there is the ever-present temptation of the cocktail hour afterward, or the social gathering which lasts until all hours.

International fraternizing has led us to imitate the social customs of our most emaciated and degenerate Old World neighbors.

Until now official Washington mixes business and pleasure utterly indiscriminately.

As a matter of personal professional discipline I make it a point never to scratch a scab off a sore spot unless I have some medication to recommend. In this case, I would not know what remedial measures would be both effective and acceptable.

So I shall, as far as Washington, D.C., is concerned, join the rest of the press gallery and look the other way.

But someday somebody is going to call a drunk a drunk, and you're going to demand that some changes be made.

General George Marshall, once asked where our national security was most threatened, replied, "In the cocktail lounge at the Mayflower Hotel."

The Russians

The Russians are taking this subject with sudden seriousness.

Khrushchev sounds like a reformed drunkard, the emphasis he is giving to temperance talks.

This could be why:

Historian Arnold Toynbee, in his book called *Civilization on Trial*, traces the rise and fall of others before ours.

Toynbee says that out of twenty-one civilizations preceding this one, nineteen have been destroyed by a mixture of atheism, materialism, socialism, and alcoholism.

Are the communists really going on the wagon?

Khrushchev is a strange caricature of Carry Nation.

Yet I understand his reputation as a drunk exceeds his actual consumption of the stuff.

But be that as it may . . .

He can still decree: "Don't do as I do, do as I say!"

Russians have been ordered to sober up. In Russia—they don't have to "ask" people to do something . . .

Or "reason" with them as to why.

They just order it. "Sober up!"

And arbitrarily raise the prices for vodka so high most people can't afford it.

In Eastern Europe drunkenness is part of the communist "way of life."

Some theorize that they are thus escaping the reality of their austere economic conditions . . .

But that argument loses credibility when you see epidemic drunkenness in ours, the richest nation on earth.

In Minsk a party leader said, "The time has come to crack down sharply on drunkenness and moonshiners."

He denounced glorification of drinking in films and plays.

The Russians publicly cracked down hard on one of their star soccer players for drinking.

Obviously to make an example of him.

In Hungary a parliamentary commis-

(Turn to page 30.)

Beer Behind the Wheel



BEEER contains enough alcohol so that the person who drinks three or four glasses becomes a dangerous automobile driver.

The tests conducted by Bjerver and Goldberg in Sweden were carefully planned and administered as a means of making a scientific evaluation of the effect of alcoholic beverages on driving ability. The experienced drivers who served as subjects were divided into three groups: (1) those who drank no alcoholic beverages, (2) those who drank three or four glasses of beer, and (3) those who drank 100 or 130 c.c. of distilled liquor. The drivers were first put through their driving test before any of the group had received an alcoholic beverage. After the first test run, beer and distilled liquor were administered to members, selected at random, who were to comprise the second and third groups. The driving tests were then repeated and the results calculated. The conclusions are stated as follows:

"Alcohol itself caused an impairment in driving ability of between 25 and 30 per cent after a dose of 1 or 1.3

liters of beer at 4 per cent alcohol by volume or after a dose of 100 or 130 c.c. of distilled spirits containing 40 per cent alcohol by volume, corresponding to between .5 and .6 g. of alcohol per kg. of body weight. The resulting alcohol concentrations in the blood ranged between .04 and .06 per cent, . . . which is less than the lower level designated in the Swedish law concerning 'drunken driving.'

The authors of the report then address themselves to the question, "At what alcohol concentration in the blood, at what limit or threshold, does impairment begin?" Their answers are as follows: "In spite of the fact that the degree of impairment varied from individual to individual, it appears from these data that most of the 'alcohol' subjects (13 out of 17) showed a departure from normal in their performance that lies outside the average of the control group and implies a definite impairment when the alcohol concentration in their blood has passed .35 to .40 per mil." This method of expressing the concentration of alcohol in the blood is equivalent to .035 per cent and .040 per cent as expressed commonly in the United States.

The authors further conclude: "Alcohol in the doses administered in this experiment can thus be said to exert a number of effects: (a) to deteriorate performance as such; (b) to suppress the effect of practice; (c) to affect those subjects most who showed the poorest original performance; and (d) to increase effect of fatigue."—Kjell Bjerver, B.M., and Leonard Goldberg, M.D., "Effect of Alcohol Ingestion on Driving Ability," *Quarterly Journal of Studies on Alcohol*, 11 (No. 1):1-30, March, 1950.

When prompt Government action stymied direct attempts to advertise the claimed medicinal qualities of beverage alcohol, the liquor industry turned to new pressure tactics. Here, for "listen" readers, are traced the fascinating moves and countermoves in this vital aspect of modern-day propaganda.

Attack by

INFILTRATION

EDWARD L. WERTHEIM

Wertheim Advertising Associates
New York

"We ARE now taking the initiative—by 'accentuating the positive' about our products. The positive is good—good for us, good for everybody.

"Now, the public already knows some of the positive values of our industry—the role that it plays in creating employment and paying the largest Federal tax bill of any business in the United States. But the House of Seagram is going beyond this. We are embarking on a full program to inform the public of values that are equally important—the values of whisky to society in terms of its medicinal helpfulness."

A few months ago, with this assertion, that it's "good for everybody," a top executive of one of the largest distilling companies in the United States fired the opening salvo in an effort to launch a modern campaign to sell beverage alcohol on the basis of its claimed medicinal qualities.

Through the past centuries alcohol has been promoted as a food, as "the water of life," as the joy of life, as "God's gift to man." This therapeutic approach is not new, but it is now being more attractively packaged for "gracious" living. Stripped of glamour, it is but the revival of the old cure-all patent-medicine approach familiar a generation ago.

The Internal Revenue Service recently called attention to advertisements published in 1900 (long before current regulations were thought of), which presented whisky "as the only sure cure for consumption, bronchitis, and other 'wasting diseases,'" and which admonished the reader to "hurry and get a bottle of the advertised product before he lost his health completely."

Is the public any less credulous today? Commenting on an advertisement headlined "Euphoria," appearing in *The Wall Street Journal* (February 4, 1957), the first of a planned series, *Advertising Age* (February 11, 1957) made the following observations:

"Evidence is growing that the liquor industry may be getting ready to stick its neck out—experimentally—to see whether or not anything can be done to ease the

legal and moral taboos that prohibit the use of therapeutic themes in liquor advertising. . . . Business papers in the liquor industry are hailing this ad as 'an important first for the industry,' and are congratulating the association for 'breaking the sound barrier.'

"Licensed Beverage Industries, public-relations and educational group which represents all segments of the industry—distillers, vintners, wholesalers, retailers, taverns, etc.—reports in its January *Newsletter* that 'a significant body of medical and scientific knowledge on the role of beverage alcohol in modern society and its relationship to good health, well-being, and longevity has emerged from a long-range research project initiated by LBI.' A comprehensive memorandum is being prepared and will be ready for distribution soon, LBI says.

"A pamphlet on 'The Medicinal Benefits of Beverage Alcohol,' by John Staige Davis, M.D., is on the desks of a number of executives in the distilling industry. . . . All these points add up to something which, some people in the industry believe, may be of more than passing interest."

It was further pointed out that the French National Association of Cognac Producers advertisement was not cleared with the Alcohol and Tobacco Division of the Treasury Department, on the grounds that a nonbrand ad by an association need not be cleared. "It is understood," the article continues, "that there is a growing conviction among some of the younger executives in the liquor industry that the regulation relating to the therapeutic effects of alcohol has been overstrictly interpreted. It is believed that a test case by a brand advertiser may be undertaken soon.

"That is why so much significance is being attributed to the cognac ad, which actually is a cautious move in this direction—possibly something of a trial balloon."

While spokesmen for leading distillers declined to comment for publication, one executive frankly admitted, "If this type of advertising were used it conceivably could expand liquor consumption among adults over forty 'to

a considerable extent.” He declared, “Sooner or later somebody in the industry will take a chance on a fresh interpretation of the regulations.”

Harold A. Serr, acting director, Alcohol and Tobacco Tax Division of the Treasury Department, in a letter to the writer said:

“We are, of course, unable to predict just what future action the distillers will take with respect to this type of advertising, but we question whether its use is seriously being entertained by any distiller at this time, for we have made it clear that the dissemination of such advertising by individual companies would result in appropriate punitive action.”



DWIGHT E. AVIS:

“The therapeutic theme in liquor advertising is illegal.”

“From a scientific, medical point of view, there is no medical authority at the present time who will maintain there is any possible benefit to be derived from the use of beverage alcohol internally.”—Dr. Leonard C. Williams, Oklahoma City.

“There is no disease in the world for which alcohol is a cure.”—Dr. Howard A. Kelly, Johns Hopkins University.

What position does the Government take regarding claims for beverage alcohol made in paid advertising space?

Such advertising is covered by Section 5 (f) of the Federal Alcohol Administration Act of 1935 and regulations which have been promulgated thereunder. Regulation No. 5, Section 64, enumerates the practices which are prohibited in distilled spirits advertising. *The one major Federal rule prohibiting curative and therapeutic claims is the main, if not the only, rule, Federal or state, which specifically protects the public for the sake of the public.*

Clarification of the official Governmental position in connection with the advertisement by the French National Association of Cognac Producers was made by Dwight E. Avis, director, Alcohol and Tobacco Tax Division of the Internal Revenue, in a letter, April 22, 1957, to the writer:

“As you are apparently aware, it has been the view of the former Federal Alcohol Administration and this agency that the use in the advertising of alcoholic beverages of therapeutic claims or implications is contrary to

the pertinent provisions of the advertising regulations promulgated under the Federal Alcohol Administration Act. However, the advertising provisions of the Federal Alcohol Administration Act are applicable only to advertisements for which American wholesalers, importers, and producers of alcoholic beverages are directly or indirectly responsible.

“It is believed that the industry is now fully aware of the position taken by this Division in this category. . . . I have been informally advised that no more of the advertisements in question will be disseminated by the French National Association of Cognac Producers.”

Mr. Avis had discussed the therapy appeal at a meeting, April 2, 1957, of the National Association of Alcoholic Beverage Importers, Inc., in New York City. In referring to reports in the trade press that “younger executives of some of the major companies are considering the use in the advertising promotion of their products of therapeutic themes and other similar misleading themes which have been frowned upon by the Government,” he pointed out: “There have been comments to the effect that the Government’s position frustrates any progressive thought in the industry and represents an antediluvian approach to the liquor problem.”

“Let me make it clear once again,” said Mr. Avis, “that our position against the use of the therapeutic and similar themes in the advertising of alcoholic beverages is based upon what we conceive to be the proper interpretation of the law, construed in the light of the expressed intent of Congress and, as such, has necessarily remained unchanged over the past two decades.

“You may recall that in the early Repeal period some advertisers started employing the ‘It’s Good for You’ or ‘Anyway, It Won’t Hurt You’ themes. This trend soon became so pronounced and so alarming that the administrator of the then Federal Alcohol Administration called a conference of the principal executives of the larger companies and their advertising representatives. At this conference the view was clearly stated that any advertisement which creates the impression that distilled spirits will contribute to the mental or physical well-being of the consumer or that spirits may be consumed, even in moderate quantities, without any detrimental effect was prohibited by the applicable provisions of the Federal Alcohol Administration Act and the advertising regulations promulgated under it. It has remained our view that, of all the different types of advertising claims which create misleading impressions, those which assert health benefits or which imply that no harmful results will follow the consumption of liquor are by far the most objectionable. . . .

“I would like it to be clearly understood that, so long as the basic law remains in its present form, we think the therapeutic theme in liquor advertising is illegal.”

A month later (May, 1957) the liquor industry was again cautioned on advertisements making claims of curative or therapeutic results from the consumption of whisky on the grounds that such claims are illegal. John L. Huntingdon, chief of the basic permit and trade practice branch of the Alcohol and Tobacco Tax Division of the Internal Revenue

(Turn to page 31.)



Stake-out

Photos and Story by John Greensmith
Houston, Texas

The five hours I spent with officers in an apartment where a dope party was expected to take place rate high in tense drama, nerve-racking silence, and anxious moments.

1. One morning when I visited the squad room, Captain J. F. Willis was on the telephone listening to a landlord who had observed one of his tenants acting in a suspicious manner. The landlord said that he had seen a woman sneak small white packages from under the front porch of her apartment a number of times, and that soon after the packages had been removed, guests would arrive.

2. Supplied with the name of the tenant, Officer J. J. Jones learned from the police files that the woman was a narcotics addict. Informed of the findings, Captain Willis and his men made plans to "stake-out" the apartment and crash the party that seemed planned, since the landlord had seen the woman taking another package from the porch earlier that same day.

3. Given permission to go along, I rode with Officers Jones and Lamar Kimble to the downtown apartment. When we found no one home, the landlord let us in with a passkey.

4. Another officer, Glen Bond, questioned a neighbor, who also had seen the peculiar goings-on at the apartment. Later a search under the house uncovered a "joint" wrapped in tin foil.

5. Once inside, four officers and I awaited the tenants. Officer Jones stood tense at the window to watch the driveway, while his partner waited in a rear room. The minutes turned into hours as we waited, freezing at the sound of cars going by or at the rustling leaves on the sidewalk outside.

6. After nearly three hours, the known addict and her boy friend came up on the porch. Opening the door quickly, Officer Jones ordered the couple into the house. With a shotgun only inches away, the couple didn't offer any resistance, but were ushered in and searched. Neither the woman nor the man had any dope. Handcuffed, they were taken to the rear of the apartment, where Kimble guarded them.

7. From the couple it was learned that five more persons were expected to show up at the party. Soon two more did come. One of these was an eighteen-year-old youth, out on bond for robbery charges. Only weeks later he was charged with being a member of a gang that had pulled robberies of more than \$100,000 in towns near Houston.

8. The fourth arrival also passed the arm tests given by Officer Bond. Known to be a user, he probably was planning to go back on the "stuff" at this party.

9. One by one more arrived, until there were five men, one woman, four officers, and myself crowded into the small apartment. Officers, unable to open a jewel box thought to contain dope, asked the help of one of the boys. An accomplished thief with a long record, he quickly opened the box with one handcuff on. Two of the men who showed up are at the left in this picture. One had a "fix" in his coat pocket, the other had a package of dope.

10. The final arrival was this attractive user with a local record for narcotics violations. Her husband had broken out of prison, and she had driven the get-away car. When he was captured, his wife was jailed for her part in the escape.



Amos Alonzo



by George W. Scott

EARLY in June, 1933, at the time of the World's Fair, in Chicago's great Soldier Field, the National Inter-scholastic Track and Field Meet and the National Inter-collegiate Track and Field Meet were just concluded. Both these events had been supervised that afternoon by a well-built, gray-haired man nearly seventy-one years of age. This was probably the finest day's work of his long career, but now he was retiring as athletic director and head football coach, after having spent forty-one years at the University of Chicago.

Coach Amos Alonzo Stagg walked briskly to the microphone to summarize the events just completed. He congratulated the winning athletes, and then in a strong, vibrant voice said: "Farewell, Chicago. Come out to the Pacific Coast, and see what we are starting."

The College of the Pacific at Stockton felt that although this "Grand Old Man," a title he had already carried for some twenty-five years, might be of retirement age in years, he could still be the inspiring example and guide for youth that he had been since 1888, some forty-five years before, when he graduated from Yale.

Accordingly, he accepted the position of football coach at this fine but small college in California, and for fourteen years his splendid example of correct living continued to be felt not only throughout the student body of this college, but across the nation. His teams defeated some of the "power" teams of the larger universities. Ten years after joining the college Coach Stagg, now past eighty-one years of age, was chosen "Coach of the Year" for the great team he had developed.

Seemingly indestructible, at the age of eighty-five, he headed east for six seasons as co-coach with his son, Amos Alonzo Stagg, Jr., who was coach at Susquehanna Uni-

versity in Pennsylvania. The Staggs have one other son, Dr. Paul Stagg of Pacific University, Forest Grove, Oregon.

Now Coach Stagg has finished his sixty-eighth year of football, as the advisory coach and the technical coach of punting and place kicking at Stockton Junior College, where one of his former "boys," Don Hall, is head coach.

For many years, people young and old have been amazed at the remarkable physical vigor and alertness this fine "Old Man" has shown, and question as to the reason for his strength and vitality. As one friend commented, "He never broke training." His life has ever been one of regularity, exercise, and abundant enthusiasm. His diet is without frills. "Just plain, wholesome, everyday food," he says, including a fondness for figs, which are abundant around the humble but attractive Stagg home in Stockton. He adheres to the strict rule of no smoking and no drinking, a rule he has followed all his life.

In his early life in West Orange, New Jersey, he had a chance to observe personally the effects of drinking. He comments, "We got our drama at first hand and in the raw from the saloon, and the show was continuous. It must need a lively sense of humor to argue that beer is not intoxicating. Beer was the drink of our street, drunk in the hope and expectation of getting drunk, and rarely disappointed."

"I honestly believe," he says, "that one of the main reasons why, at ninety-five years of age, I am able to coach football and to take active exercise, including some jogging, is that I have never impaired my bodily mechanism by drinking alcoholic beverages."

Stagg-- "GRAND OLD MAN OF FOOTBALL"

1. Coach and Mrs. Stagg in the living room of their home in Stockton, with one of the baseballs he used to win his early games at Yale University.
2. Against the backdrop of some of his trophies and awards, Amos Alonzo Stagg counsels Don Hall, head coach of the Stockton (Junior) College football team, in preparation for the 1957 season. Hall is a former center on Stagg's College of the Pacific teams.
3. The Coach starts them out young!
4. Dr. Tully C. Knoles, chancellor of the College of the Pacific, presents the Staggs with a huge anniversary greeting card at a banquet on the campus. The event came between her eighty-second birthday, and his ninety-fifth, exactly one month before their sixty-third wedding anniversary. It was Knoles who brought the famed coach to the college in 1933, where he coached for fourteen years after the University of Chicago had retired him at the age of seventy.
5. Coach Stagg greets Vice-President Nixon in Stockton.



Coach Stagg is looked upon in the sports world as the originator of most of the new developments in bringing the game of American football to its present high standards. Back in 1906 he helped write the forward pass into the rule books. He was the first to use the shift, and he made popular the spread and flanker plays which are so much used in the modern game.

The late Knute Rockne, famous coach of Notre Dame, once told the writer that when he wanted anything new in football, he paid a visit to the "Grand Old Man of Midway," meaning Chicago, since the University of Chicago is on what is commonly known as the Midway.

Coach Stagg has served on many national and world-wide athletic committees. He was a member of the American Committee of the Olympic Games continuously from 1906 through 1932.

Probably the greatest contribution by this unusual man to the youth of America was from 1902 to 1933, when he originated and conducted the National Interscholastic Track and Field Championships and in 1917 when he organized the National Interscholastic Basketball Championships. Thousands of the finest young men of America competed in these for individual and team honors. Here also they learned the finest traditions of true sportsmanship which they carried back to their respective schools, to the colleges which they later attended, and even to the Olympic Games.

It is difficult to talk long with Coach Stagg without his telling of the "other half" of his team. "You'll never find a better team player than my wife, Stella," he says. Since 1908 she has charted or written a play description of nearly every home game, and during the fourteen years

they were at the College of the Pacific and six seasons at Susquehanna University she seldom missed a football practice.

In preparing for his lifework, Coach Stagg originally planned to enter the ministry. His parents were religious, and in his work he came in contact with many great men who were active in world Christianity. These men left their imprint on his life and character.

When, in 1892, however, the University of Chicago offered him the coaching position he held for forty-one years, his reply in accepting was quite unusual: "After much thought and prayer I feel decided that my life can best be used for my Master's service in the position which you have offered." That he did it well was exemplified when in 1955 the team of 1905, in holding its golden reunion, made Coach Stagg their guest of honor. "He trained us not alone for sports, but for life itself," they said, in substance. "Of the great men in all walks of life, we have never known a man with more influence on those who worked with him."

Coach Stagg passed his ninety-fifth birthday on August 16, 1957, and was honored across the nation in newspapers and magazines and on radio and TV. The city of Stockton, which has named a high school with an athletic field in his honor, set aside an entire day known as "Stagg Day."

The Staggs look forward to the future with no thought of retirement! When upwards of 500 letters and telegrams were received on his recent birthday, this hard-working coach set to work, and before long had personally responded to all of them with an individual note. His rule for a worth-while life, which he reiterates on each birthday, is "Do good, and God will do the rest."



REPORT FROM Australia

W. A. Scharffenberg
 Executive Director,
 International Commission for the
 Prevention of Alcoholism

Australia is home for the kangaroo, the koala, or living Teddy bear, the platypus, the wombat, the dingo, and the Tasmanian devil. It produces 29 per cent of the world's wool, is one of the world's largest wheat producers, is a member of the British Commonwealth and of the Southeast Asia Treaty Organization, signed the Pacific Security Treaty and the Pacific Charter, and has a Mutual Defense Assistance Agreement with the United States. The people of Australia are perhaps more closely tied to the United States than are the people of any other continent.

Australians love freedom of thought, of speech, and of the press. They think for themselves, form their own opinions, come to their own conclusions, and like to express themselves freely and frankly. They are what is frequently referred to as "rugged individualists."

The liquor interests would have us believe that everyone drinks. This was the general impression I had of Australians, and that most Australians had of themselves.

In order to secure firsthand information regarding the attitude and feeling of the rank and file of the people and to become better acquainted with the personal habits of Australians, I decided to conduct a national poll. I was interested, for example, to find out, if possible, what percentage of the population are total abstainers, when those who drink began the habit, where they began, how they reacted to their first drink, whether they liked the taste of it, why they drink, and what percentage have been "hooked" and are on the road to becoming alcoholics.

This survey covered ten major cities, including every capital of Australia. We spot-checked 100 men and 100 women at random on the streets. The poll included 1,420 men and 998 women, a grand total of 2,418 persons, or an approximate average of 241 for each city surveyed.

Results of this survey definitely unmask the insinuation that everybody drinks. The assumption that everybody in Australia drinks is a statistical falsehood. No one is born with an appetite or craving for drink. That is something which must be acquired. A large percentage of the people in Australia *never* drink, even occasionally, and should therefore be listed as total abstainers.

A simple questionnaire was prepared. Those who assisted in conducting the survey were given detailed instructions, and a careful record was kept of all responses.

The report is here presented for *Listen* in the order in which the questions were listed on the questionnaire.

I. DRINKERS VERSUS NONDRINKERS

Table A

This survey indicates that approximately *four out of every ten adults in Australia are total abstainers.*

In this survey only absolute teetotalers are listed as nondrinkers. If a person takes a drink occasionally as, for example, at a birthday party, at Christmastime, or at a wedding, he is listed as a drinker. A careful record was

Age Group	Total Polled	Drinkers		Nondrinkers	
		Number	Per Cent	Number	Per Cent
16-20	237	77	32.5	160	67.5
21-30	570	353	61.9	217	38.1
31-40	541	364	67.3	177	32.7
41-50	467	306	65.5	161	34.5
51-60	354	199	56.2	155	43.8
61-70	167	104	62.3	63	37.7
71-80	70	35	50.0	35	50.0
81-90	12	4	33.3	8	66.7
Totals	2,418	1,442	59.6	976	40.4

kept of the age of each person interviewed. The pollsters were instructed not to include those who appeared to be below twenty, but the youth of Australia seem to mature more rapidly than do the youth of America. No effort was made to discover the age of the individual until after he had answered all the questions, so it was found that 237 below the age of twenty were included in the poll. Of this number 106 were men, and 131 were women.

Table B—Men

Of the 1,420 men polled, 1,041, or 73.3 per cent, indicated that they drink, and 379, or 26.7 per cent, indicated that they do not drink. In other words, about *one out of every four men in Australia is a total abstainer.*

It is interesting to note that Melbourne, Australia's cultural center, holds the record so far as the number of total abstainers is concerned. In Melbourne 34.65 per cent of the men, or one out of every three men, declared himself to be an abstainer.

Canberra, the capital, on the other hand, holds the

record of having the highest number of drinking men, 78.22 per cent of the men polled indicating that they drank. Only one man out of five indicated he is an abstainer.

Age Group	Total Polled	Drinkers		Nondrinkers	
		Number	Per Cent	Number	Per Cent
16-20	106	51	48.1	55	51.9
21-30	338	240	71.0	98	29.0
31-40	315	247	78.4	68	21.6
41-50	270	219	81.1	51	18.9
51-60	218	157	72.0	61	28.0
61-70	117	90	76.9	27	23.1
71-80	49	33	67.3	16	32.7
81-90	7	4	57.1	3	42.8
Totals	1,420	1,041	73.3	379	26.7

Table C—Women

Of the 998 women interviewed, 597, or 59.8 per cent, indicated they are total abstainers, and 401, or 40.2 per

Age Group	Total Polled	Drinkers		Nondrinkers	
		Number	Per Cent	Number	Per Cent
16-20	131	26	19.8	105	80.2
21-30	232	113	48.7	119	51.3
31-40	226	117	51.8	109	48.2
41-50	197	87	44.2	110	55.8
51-60	136	42	30.9	94	69.1
61-70	50	14	28.0	36	72.0
71-80	21	2	9.5	19	90.5
81-90	5	—	—	5	100.0
Totals	998	401	40.2	597	59.8

cent, are drinkers. This indicates that approximately *three out of every five women are abstainers.*

In Albury and in Wagga three out of every four women declared themselves to be total abstainers. In Adelaide and Perth one out of every two said she is an abstainer.

II. AGE AT WHICH AUSTRALIANS STARTED DRINKING

This survey indicates that 67.70 per cent began drinking before they were of legal age. There were twenty-seven who started before the age of five, forty-two who started before the age of ten, and 147 started before the age of fifteen.

The women, as a whole, are more conservative than

Starting Age	Entire Group	Men Only	Women Only
Before 15	13.89%	14.73%	11.19%
16-20	53.81%	57.97%	41.27%
21-25	23.60%	21.50%	31.16%
After 26	8.70%	5.80%	17.38%

the men, for they began drinking later than did the men. Although 72.70 per cent of the men started to drink before twenty, only 52.46 per cent of the women began to drink before twenty. Only 5.80 per cent of the men indicated they started drinking after they were twenty-six years of age, and 17.38 per cent of the women indicated that they had their first drink after their twenty-sixth birthday.

III. WHERE AUSTRALIANS STARTED DRINKING

Table A

Most hotels in Australia are owned or controlled by the alcoholic beverage industry, and are therefore recognized as the main outlets for the dispensing of alcoholic beverages.

Many of those who indicated they had their first drink in their homes, when asked, "In what connection?" would usually reply that they had their first drink at a family birthday, Christmas, or wedding party. But since they began to drink in their home, the home was credited with their habit and not the party.

Under "party" are listed only those who started their drinking at functions outside their own homes.

Approximately two out of every three indicated that they started drinking at a birthday, a wedding, a Christmas party, or some other function where beverages were served.

IN AUSTRALIA, ACCORDING TO THIS MAN-IN-THE-STREET SURVEY—

4 out of 10 adults are abstainers.
1 out of 4 men never drink intoxicants.
3 out of 5 women are abstainers.
Nearly three fourths of the drinkers began before they were of legal age.

More than one half did not like their first drink.
About one third do not like the taste of their drinks now.
71.42 per cent of drinkers started the habit because of social pressures.

Approximately one out of three indicated he had his first drink at a hotel or public bar, usually with friends who had offered him a drink.

Age Group	In Their Home		In a Hotel		At a Party		Totals
	Number	Per Cent	Number	Per Cent	Number	Per Cent	
16-20	35	45.5	7	9.0	35	45.5	77
21-30	153	43.3	78	22.1	122	34.6	353
31-40	147	40.4	91	25.0	126	34.6	364
41-50	104	34.0	94	30.7	108	35.3	306
51-60	65	32.6	62	31.2	72	36.2	199
61-70	24	23.1	37	35.5	43	41.3	104
71-80	5	14.3	25	71.4	5	14.3	35
81-90	1	25.0	—	—	3	75.0	4
Totals	534	37.1	394	27.3	514	35.6	1,442

Table B—Men

One out of every three men indicated that he had his first drink at a hotel or public bar. The others began drinking in their homes or at some function away from home.

Note that 13.7 per cent took their first drink at a hotel before they were of legal age.

Age Group	In Their Home		In a Hotel		At a Party		Totals
	Number	Per Cent	Number	Per Cent	Number	Per Cent	
16-20	20	39.2	7	13.7	24	47.1	51
21-30	84	35.0	75	31.2	81	33.8	240
31-40	81	32.8	81	32.8	85	34.4	247
41-50	57	26.0	89	40.7	73	33.3	219
51-60	35	22.3	61	38.85	61	38.85	157
61-70	21	23.3	36	40.0	33	36.7	90
71-80	4	12.1	24	72.7	5	15.2	33
81-90	1	25.0	—	—	3	75.0	4
Totals	303	29.1	373	35.8	365	35.1	1,041

Honorable Thomas Playford, premier of South Australia: No alcoholic drinks for him.



Premier G. F. Nicklin (center) of Queensland, an abstainer, entertains Prime Minister Harold Macmillan (right) of the United Kingdom, and State Administrator Sir Alan Mansfield.

Table C—Women

The vast majority of women indicated that they had their first drink in their own homes, usually in connec-

Age Group	In Their Home		In a Hotel		At a Party		Totals
	Number	Per Cent	Number	Per Cent	Number	Per Cent	
16-20	15	57.7	—	—	11	42.3	26
21-30	69	61.0	3	2.7	41	36.3	113
31-40	66	56.4	10	8.6	41	35.0	117
41-50	47	54.0	5	5.8	35	40.2	87
51-60	27	64.2	1	2.4	14	33.4	42
61-70	4	28.6	1	7.1	9	64.3	14
71-80	1	50.0	1	50.0	—	—	2
81-90	—	—	—	—	—	—	—
Totals	229	57.1	21	5.2	151	37.7	401

tion with some special event. About one third indicated they had their first drink away from home at a party.

It is evident that the alcoholic beverage industry has been unsuccessful in selling the idea to the public at large that the hotel or public bar is a respectable place for women to congregate, for only 5.2 per cent of the women interviewed indicated that they had their first drink in a hotel or at a public bar. It is quite evident that in Australia there is a stigma attached to women's patronizing the hotels and public bars.

IV. DID AUSTRALIANS LIKE THEIR FIRST DRINK?

Table A

This survey indicates that 54.6 per cent did not like the taste of their first drink; in other words, they did not enjoy it.

The older the group, the more decided they were in expressing the fact that they did not enjoy their first drink.

The group below twenty, for example, "feeling their oats," did not want to leave the impression that they did

Age Group	Enjoyed Their First Drink		Did Not Enjoy Their First Drink		Totals
	Number	Per Cent	Number	Per Cent	
16-20	39	50.7	38	49.3	77
21-30	149	42.2	204	57.8	353
31-40	178	48.9	186	51.1	364
41-50	133	43.5	173	56.5	306
51-60	90	45.2	109	54.8	199
61-70	49	47.1	55	52.9	104
71-80	15	42.9	20	57.1	35
81-90	1	25.0	3	75.0	4
Totals	654	45.4	788	54.6	1,442

not enjoy their first drink, but the group between twenty-one and thirty were more pronounced in expressing their feelings. Only 49.3 per cent of the sixteen-to-twenty group indicated they did not like their first drink, but 57.8 per cent of those twenty-one to thirty indicated they did not enjoy their first drink.

Table B—Men

The men were about equally divided in their reaction to their first drink: 516, or 49.6 per cent, indicated they liked the taste; and 525, or 50.4 per cent, indicated they did not like the taste of their first drink.


Age Group	Enjoyed Their First Drink		Did Not Enjoy Their First Drink		Totals
	Number	Per Cent	Number	Per Cent	
16-20	27	52.9	24	47.1	51
21-30	114	47.5	126	52.5	240
31-40	135	54.7	112	45.3	247
41-50	102	46.6	117	53.4	219
51-60	76	48.4	81	51.6	157
61-70	46	51.1	44	48.9	90
71-80	15	45.4	18	54.6	33
81-90	1	25.0	3	75.0	4
Totals	516	49.6	525	50.4	1,041

Table C—Women

The women, when asked the question, "Did you enjoy your first drink?" (Turn to page 27.)

adventures in Eating

Third in "Listen's" series of interviews with M. Dorothea Van Gundy, nutritionist, International Nutrition Research Foundation.



Does what you eat
have anything to do with what
you want to drink?

MISS VAN GUNDY, our last "Listen" interview closed with the question about a person's eating habits having something to do with his craving for alcohol. You expressed the idea that they do. Would you now tell us why?

Some interesting animal experiments have been made to prove this theory. Rats were placed on a deficient diet, and then given alcohol until they became "alcoholics." They were then placed on a good, well-balanced nutritional program and given the choice between alcohol or water, and they would choose the water. In other words, they were cured of alcoholism by a good diet.

This is very interesting. Where was this work done?

It was done in the school of nutrition at Harvard University.

Do you think it would work this way in human beings?

Yes, I certainly feel that an adequate diet is very essential. Of course there are many reasons why people drink. Some are poorly adjusted in their family life or to society in general, and drinking is an escape mechanism. Many begin with a social glass, to be one of the crowd. A good nutritional program improves a person's health and makes him more capable of adjusting to his problems at home, at work, or in society.

What factors in connection with food might increase a person's craving for alcoholic beverages?

The type of food eaten, and when, has a lot to do with it. This is well summarized in the following quotation from the book *What Price Alcohol?* by Dr. Robert S. Carroll:

"Faulty diet produces another fundamental defect in the average drinker. He has partaken of high caloric foods from youth up, eating when and as he pleased. He has used sweets until his system has grown dependent upon frequent food-energy renewals. This continual habit of food-stimulation has checked normal nutritional unfolding, and he reaches puberty already a toxic dependent upon soda-counter dopes, hourly confections, ham-and-fried-egg sandwiches, hot dogs, hamburgers, or barbecues. Without their fortification he promptly is restless and has a gnawing emptiness. Already a vitality-deficiency has developed; it is but a step from this food-crave to the quicker satisfaction of some artificial pick-me-up. So far from being the adult who works and strives in comfort on three square meals a day, he is nutritionally but an overgrown infant, still bottle-fed."—Page 53.

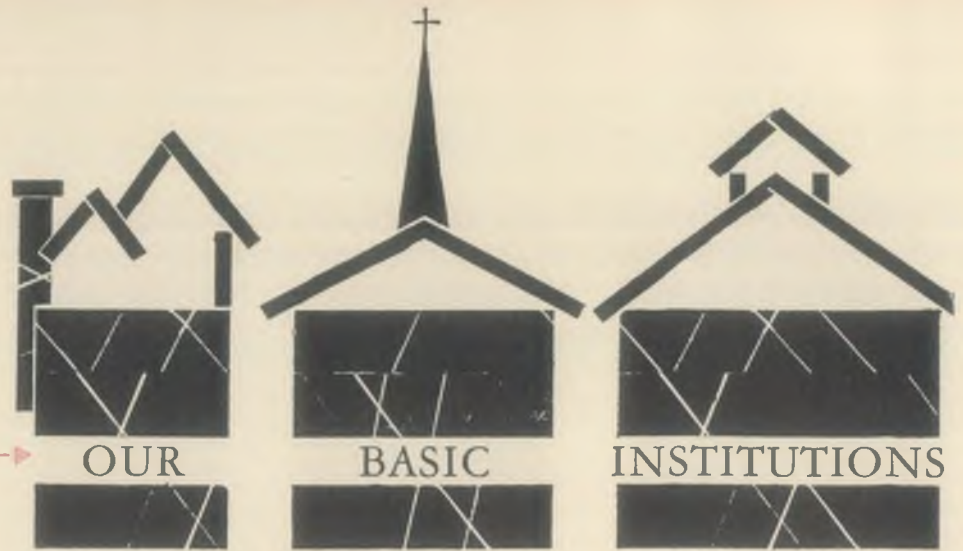
In your previous answer you spoke of the kind of food eaten. What did you mean by that?

Specifically, I was thinking about high carbohydrates,—white sugar in particular,—spices, and rich, heavy foods of all kinds, which seem to have a tendency to create a thirst that is not satisfied by water or fruit juice. It calls for something stronger.

You mention high carbohydrates, and sugar in particular. How do they fit into the picture?

Dr. Abrahamson, in his book *Body, Mind, and Sugar*, explains that when high carbo- (Turn to page 25.)

PROTECTING



Martin Hayes Bickham, Ph.D.

In COMMENTING on the contemporary scene of American culture recently, John Dewey advanced the thesis, "Some forces are growing so powerful that they are escaping moral control," and adds the pertinent comment, "Habits which form our institutions are so basal that they are always ready to shape human conduct."—*Liberalism and Social Action*, pages 74-92.

To these insights of the philosopher we may advisably add the observations of Professor Arnold J. Toynbee, the historian, who has advanced the thesis that each civilization as it develops, passes through several phases from its "genesis" to its "dissolution." One of these phases he calls a "time of trouble," when "internal exploiting minorities" selfishly set up processes that push the culture toward dissolution. In his *Civilization on Trial*, page 205, Toynbee refers to alcohol as one of the "conspicuous sources of danger in the present period of our modern Western society," and then proceeds to discuss more at length what he calls the "alcohol disintegration of civilization."

Several American institutions are slowly being demoralized by the processes of alcohol saturation. This demoralization arises from the manner in which alcohol consumption interferes with and distorts the basic moral habits out of which institutions grow.

These distorting influences may be seen at work (1) in family life, (2) in our schools, and (3) in our churches. They arise in part from the utilization of new technologies in the processes of production, distribution, and sale of

beverage alcohol since the repeal of prohibition twenty-six years ago. Also they reflect the modern technical processes used for the deliberate purpose of infiltrating our basic institutions and in this way increasing the sales of beverage alcohol products and financial returns to organized commercial interests.

Family Life

Recent studies of family and home life point up the manner in which these organized liquor interests are invading family integrity, even the ordinary protections of our homes. Radio, television, and the glamour of pictures and slogans on the printed page entice even our younger children and persuade many parents to set up "home bars" in the very citadels of our American life.

At breweries and wineries automatic methods are being used to put cooled alcohol products into cans or bottles and to carry them to waiting refrigerated cars on sidetracks. In time these cars deliver them to chains of markets, from which they are purchased by the family buyer and placed in the family "cold spot." In earlier days a drinker had to visit a saloon, tavern, or bar to obtain his drinks, but these new technologies place alcohol products in the home, where they attract the children and youth, who soon insist on drinking what their parents drink.

Public Schools

Americans have depended heavily upon educative processes in our public schools to teach scientific facts about alcohol to our youth. Even here, recent surveys show, advocates of moderation

in drinking have begun to cloud the real issues of the addictive nature of beverage alcohol.

In youth, group life social pressures arise to drink with the group. If in the classroom presentation moderation is advanced as the wise way to deal with beverage alcohol, the possibility of later alcohol addiction is thus intensified. The dangers of alcohol indulgence are not made clear in the school as required by the laws of nearly all our states.

The Churches

Through the years Americans have depended upon their churches for sound moral and ethical guidance, but our Christian churches today are failing to meet the invasive advances of organized liquor interests. The churches have not succeeded in activating a clear and true Christian conscience about this matter, nor have they developed an organized body of ethical principles in answer to this challenge.

Many of the 65,000,000 or more adults now using beverage alcohol in some form belong to churches. This fact in itself indicates how alcohol interests have infiltrated our churches and religious institutions.

In subtle and devious ways, then, alcohol saturation advances in our American culture and slowly but surely sets up processes of demoralization in our basic institutions. These processes of weakening of the moral basis of our culture constitute a serious danger to the fundamental institutions by which that culture is sustained.

In the face of these complex social phenomena now arising around beverage alcohol, we seek to find an ethical principle that will prove useful in resisting this advancing saturation of American institutional life with beverage alcohol.

In brief, "ethics" is a scientific short-

hand term used to describe ways of human conduct that are scientifically ascertained to be capable of advancing the highest and best interests of both human beings and human society. "Ethics," in its simplest forms, is thinking about conduct, and seeks to apply systematic and thoroughgoing analyses to various types of conduct.

An ethical principle, then, that will provide competent and effective resistance to alcohol influences now demoralizing our basic institutions may be stated as follows:

All who are concerned with overcoming the infiltrating alcohol techniques now operating in our basic institutions are called upon to join earnestly and persistently in pressing forward the temperance educational activities essential to releasing our children, youth, and adults from the allurements and enticements of beverage alcohol products.

This is a colossal task that summons all the constructive educational forces in America. Not only must we develop and state clearly to all people our ethical principles and our goal of an alcohol-free culture, but we are also called upon to put these in such form as will make them widely usable through the various mass media of communication. The ethical principles of conduct that will guide American society away from the pitfalls of an alcohol-saturated culture must be popularized and made readily usable by all elements of our society who will venture to join in applying them to their personal, group, and institutional forms of conduct.

ADVENTURES IN EATING

(Continued from page 23)

hydrate foods are used in the diet; they bring about an abnormal condition in many people. Their blood sugar goes 'way above normal, and then within a few hours it goes 'way below normal. This lowered blood sugar causes much the same kind of reaction that a diabetic gets from an overdose of insulin.

Such persons begin to have "butterflies in their stomach," feel shaky, have black spots in front of their eyes. If the blood sugar goes low enough, they may black out completely. These periods of low blood sugar, or hypoglycemia as it is called in medical circles, are usually accompanied by mental depression and many unexplained physical symptoms.

Dr. Abrahamson feels that this condition is a basis for much of our alcoholism and narcotics addiction today. He also feels that our high coffee intake in America is another factor in lowering the blood sugar.

Is there any cure for low blood sugar?

I can answer that question best by quoting a paragraph from Dr. Abrahamson's book: "There is no glamorous cure for hyperinsulinism that can be bought in a package. Its diagnosis and treatment demand pains from the physician and sacrifices from the patient, who must give up candy, sugar, pies, alcohol, coffee, and sometimes smoking. Being human, doctors much prefer to write a prescription for a miracle drug than to order the execution of habits of self-indulgence hitherto considered quite harmless.

Isn't it better to drink coffee than alcoholic beverages?

Well, perhaps slightly, but coffee contains the drug caffeine. Each cup contains from one and one-half to three grains of this drug. You see how much people are getting when they drink from twelve to fifteen cups of coffee per day, as many people do.

The former health commissioner of

Richer Tonight

Della Adams Leitner

Today my earnings have been spent

For needed things to live,
And as I met them all I found
That I a tithe could give.

But other things I gave as well,
A word of helpful cheer,
A call on one forlorn and lone,
A smile for loved ones near.

A mercy errand that required
I suddenly should go
With word of hope to one bereaved
Whose heart was crushed with
woe.

The time it took, the effort made,
I do not think as spent;
God gave the opportunity,
I used what He had lent.

Because I gave I am not shorn,
I'm richer than I was at morn.

Chicago, Dr. W. A. Evans, has this to say about coffee: "Coffee is a drug, and those who are addicted to it are drug addicts."

Dr. Evans goes on to say: "Drug habits are more or less interchangeable. If a person has one drug habit, he is prone to pick up another, the craving for tea and that for whisky. The hunger for a cigarette and that for a dose of morphine are the same kind; each comes of inborn willingness to cheat in

playing the game of life. If he is perfectly poised, a person will hold himself in hand by exercise of will power until he can recuperate through rest. If he is not thoroughly balanced, he will soothe his nerves by smoking a cigarette or drinking a cup of coffee."

Have other authorities expressed the same idea?

This is the way David Starr Jordan summarized it: "One and all the various drugs tend to give the impression of power, or pleasure, or an activity which we do not possess. One and all, their function is to force the nervous system to lie. One and all, the results of their habitual use are to render the nervous system incapable of ever telling the truth. With each of them the first use makes the second easier. To yield to temptation once makes it easier to yield again. The weakening effect of the will is greater than the injury to the body."

From this discussion you seem to feel strongly about the relationship between a poor nutritional program and a craving for alcohol. Would you say anything more along this line?

There is just one more quotation from E. G. White, a prominent health writer, that I would like to share with you, that summarizes so well what I have been trying to say: "Many who would not be guilty of placing on their table wine or liquor of any kind will load their table with food which creates such a thirst for strong drink that to resist the temptation is almost impossible. Wrong habits of eating and drinking destroy the health and prepare the way for drunkenness."

Miss Van Gundy, do parents have a responsibility to establish good nutritional habits in their children as a kind of insurance against the use of alcoholic beverages later on in their life?

They certainly have a responsibility, and a very grave one in this connection. Every mother and father should be most interested in furnishing the best possible food that can be purchased for their family. They should be interested in learning all they can about nutrition and the proper preparation of food. In fact, good nutrition should be a family adventure.

Would you have suggestions as to what should be included in a good food program?

Yes, I have some practical suggestions, but I think we should save them for our next interview. They are too long to cover now.

Alcoholism and



THE estimated 5,000,000 or more chronic alcoholics in the United States constitute a serious problem, whose importance many people do not realize. Statistical studies show that alcoholism is increasing in most states. For example, in California the rate of first admissions of alcoholic patients with psychoses to state hospitals in 1940 was 5.9 per 100,000 civilian population, but it increased by 1954 to nearly 8. Brain disorder in alcoholism thus takes the place of syphilitic brain disease, which in the same period dropped from 7.5 to 1.5 per 100,000 population. Yearly admissions to California State mental hospitals for chronic alcoholism or alcoholism with psychosis now run about a fifth of the total admissions.

Alcoholism is progressive, and once the alcoholic has become a compulsive drinker, an addict, he cannot stop drinking unaided. Alcohol addiction, often as strong as, or stronger than, other drug addictions, stands first in the problems of addiction.

Brain Damage

Although the specific causes of alcoholic habituation and addiction are not known, considerable knowledge has accumulated. Apparently certain psychological and physiological mechanisms are involved. We know that brain damage results from prolonged heavy drinking.

So far almost all studies of such brain damage have been made in advanced stages of brain disease, when the patient's personality has greatly deteriorated. Many of these patients die in state hospitals with the diagnosis of Korsakoff's psychosis, in which disturbed orientation, oversuggestibility, faulty memory, hallucinations, and signs of polyneuritis appear.

Studies by colleagues and by me in recent years, and much other supporting evidence, have convinced me that *brain damage caused by alcoholism is far more common than is generally supposed*. In his numerous autopsy studies of chronic alcoholics, Dr. Cyril Courville has demonstrated in the cortex of the brain progressive wasting or atrophy which he attributes to the toxic effects of alcohol rather than to a deficient or faulty diet.

Early or intermediate stages of damage evidently exist long before gross damage can be demonstrated by the usual methods. Further, these various stages of brain damage help to explain the essential symptom of all types of chronic alcoholism—the loss of control over drinking. All the attempts to delineate the personality of alcoholics end with but one characteristic—alcoholics drink too much. The chronic alcoholic's inability to drink moderately is his main problem. The loss of control results from the gradual whittling away of brain cells as a result of excessive drinking.

The Courville studies show the most extensive brain damage in the frontal lobes, the very part of the brain that

A. E. Bennett, M.D.

Associate professor of clinical psychiatry, University of California Medical Center, San Francisco; chief, psychiatric department, Herrick Memorial Hospital, and A. E. Bennett Neuropsychiatric Research Foundation, Berkeley.

governs judgment, will power, control functions. This helps to explain why complete abstinence is the only answer to loss of control.

For the past five years we have carried out studies on chronic alcoholic patients admitted to the psychiatric department of our community general hospital. The initial results of our study of ninety-five patients were presented in the scientific exhibit of an American Medical Association meeting and in a paper published later. These studies included, besides the physical and mental examinations, the serial electroencephalographic records or tracings of brain waves (EEG's) and also a battery of psychological tests.

Of the ninety-five patients, seventy-five during the stages of acute intoxication or acute brain syndrome showed abnormal brain-wave patterns which cleared within a week or two under treatment and rapidly re-

Brain Damage

turned to normal. The abnormal brain-wave patterns persisted in a group of state hospital patients, however, in advanced stages of chronic alcoholism, some with evidence of Korsakoff's syndrome or convulsions. Most of these patients had had one or more attacks of delirium. In a few cases pneumoencephalography, a type of X-ray examination of the brain, was carried out, and cortical atrophy could be clearly demonstrated. The psychological tests also indicated some degree of brain damage. In many cases the different tests and examinations all pointed to evidence of beginning brain damage.

It is hard to determine clinically at exactly what stage of alcoholism the symptoms point to permanent brain damage. An early important symptom is the appearance of blackouts, or temporary periods of amnesia about events during a drinking bout. This usually means that brain disease is present or near. The cerebral cortex, the first part of the brain to be affected by anesthetics, is likewise affected by alcohol. In another year or so after the appearance of blackouts, irreversible changes begin in the brain. In the phase so aptly called "alcoholic thinking" the patient depends increasingly on alcohol, and his inability to control drinking forces him into intricate excuses and lies. His early frontal lobe involvement is followed by intellectual impairment, with poor judgment and impulsive acts. About half the obvious abnormality can be laid to the underlying personality problem that led to the dependent drinking, and the other half to the chronic toxic effects of ethyl alcohol.

Most of the skid-row individuals suffer from brain disease caused by alcoholism. This condition accounts for their utter inability to handle their addiction. Arrests, jail terms, and other revolving-door types of approach do no good. The addict must have rigid restraints for a long time while he slowly works out some kind of rehabilitation. Such a program would have to be on a nationwide basis.

General Principles of Treatment

A program of rehabilitation must begin with complete abstinence, in order to free the person from his abnormal dependence on alcohol. Once an addict, the patient can never safely drink again; he is never cured and can never drink moderately, as on social occasions. To stop drinking permanently means to bring about a readjustment in the personality pattern, and this process takes time. In aiding the patient to develop new relationships and interests and to achieve new satisfactions as a substitute for indulgence in alcohol, the physician must recognize the need for time.

The *first step* in treatment is a medical diagnosis and evaluation of the complicating (Turn to page 33.)

REPORT FROM AUSTRALIA

(Continued from page 22)

Age Group	Enjoyed Their First Drink		Did Not Enjoy Their First Drink		Totals
	Number	Per Cent	Number	Per Cent	
16-20	12	46.2	14	53.8	26
21-30	35	31.0	78	69.0	113
31-40	43	36.8	74	63.2	117
41-50	31	35.6	56	64.4	87
51-60	14	33.3	28	66.7	42
61-70	3	21.4	11	78.6	14
71-80	—	—	2	100.0	2
81-90	—	—	—	—	—
Totals	138	34.4	263	65.6	401

expressed themselves more freely than did the men. They had decided opinions and expressed them freely.

Approximately two out of every three women interviewed indicated that the first drink was not enjoyed.

Many of those who were listed under the affirmative group replied, "I imagine so," "I don't remember," "I think so," "Not too bad," or "I didn't mind it."

V. DO AUSTRALIANS LIKE THEIR DRINK?

Table A

This portion of the survey confirms the fact that no one is born with a desire, an appetite, or a craving for drink. The taste for an alcoholic beverage must be acquired. Approximately 50 per cent of men who drink and 65 per cent of women who drink indicated that they did not like their first drink. Alcohol, however, is a habit-

Age Group	Like It		Do Not Like It		Totals
	Number	Per Cent	Number	Per Cent	
16-20	50	64.9	27	35.1	77
21-30	246	69.7	107	30.3	353
31-40	254	69.8	110	30.2	364
41-50	210	68.6	96	31.4	306
51-60	137	68.8	62	31.2	199
61-70	60	57.7	44	42.3	104
71-80	30	85.7	5	14.3	35
81-90	3	75.0	1	25.0	4
Totals	990	68.7	452	31.3	1,442

forming narcotic drug. One drink usually leads to another, and over a period of time a taste may gradually be developed for an alcoholic beverage. For example, 54 per cent of those who drink indicated they did not like their first drink, but after a period of time approximately 40 per cent of those who originally did not like it acquired a taste for it. In other words, 68.7 per cent say they now enjoy their drinks.

Table B—Men

Only 49.5 per cent of the men indicated they enjoyed their first drink, but after a period of years, approximately 50 per cent of this group acquired a taste for it, for 75.69 per cent now enjoy their drinks. However, 24.31 per cent still do not like it. In other words, one out of every four men who drink indicated he does not enjoy his drinks.

Age Group	Like It		Do Not Like It		Totals
	Number	Per Cent	Number	Per Cent	
16-20	37	72.5	14	27.5	51
21-30	194	80.8	46	19.2	240
31-40	188	76.1	59	23.9	247
41-50	164	74.9	55	25.1	219
51-60	114	72.6	43	27.4	157
61-70	59	65.6	31	34.4	90
71-80	29	87.9	4	12.1	33
81-90	3	75.0	1	25.0	4
Totals	788	75.7	253	24.3	1,041

Table C—Women

Being a narcotic drug, alcohol is no respecter of persons. Women, too, if they do not stop drinking, will, after a period of time, acquire the taste for it and develop the habit.

This survey indicates that 65.33 per cent of the women

Age Group	Like It		Do Not Like It		Totals
	Number	Per Cent	Number	Per Cent	
16-20	13	50.0	13	50.0	26
21-30	52	46.0	61	54.0	113
31-40	66	56.4	51	43.6	117
41-50	46	52.9	41	47.1	87
51-60	23	54.8	19	45.2	42
61-70	1	7.1	13	92.9	14
71-80	1	50.0	1	50.0	2
81-90	—	—	—	—	—
Totals	202	50.4	199	49.6	401

who drink did not like the taste of their first drink, but after a period of time approximately 25 per cent of this group acquired a taste for it. However, 49.63 per cent of the women who drink still do not enjoy their drinks.

VI. WHY DO AUSTRALIANS DRINK?

If approximately 25 per cent of the men and 50 per cent of the women do not like the taste, or enjoy their drinking, the question arises, Then, why do they drink?

The responses to the question, "Why do you drink?" indicate clearly that the vast majority, 71.42 per cent, drink because of social pressures.

The women recognized the pressure more than the men did, for 80.41 per cent of the women, while only 67.68 per cent of the men, indicated they drink for social reasons.

I was especially impressed with the fact that a large number of those who drink wanted it distinctly understood that they drink moderately, or only occasionally; many indicated that they take a drink only now and then at birthday parties, at weddings, or at Christmas. This group did not want to be classified or listed as drinkers, which, in my opinion, indicates that *there is a stigma attached to drinking*. The general feeling was that

Reasons for Drinking	Entire Group	Men Only	Women Only
Social reasons	71.42%	67.68%	80.41%
Addicted	17.73%	21.18%	9.44%
Escape from reality	5.34%	5.56%	4.83%
Do not know	2.84%	2.52%	3.68%
Nothing else available	2.67%	3.06%	1.64%

it was the custom to serve alcoholic beverages at social functions, and so they drank only socially.

Approximately 20 per cent of the men who drink and approximately 7 per cent of the women who drink have been "hooked" by alcohol. If they continue in their present course they are headed for an alcoholic ward.

I am convinced that the majority of the younger people who are gradually being "hooked" by alcohol began to drink without any intention of becoming habitual drinkers. They developed acquaintance with others accustomed to spending their evenings in a hotel or pub and in this environment are on their way to becoming alcoholics.

In addition to the general poll, about four hundred men and women in the hotels and pubs were interviewed. The married men, if unaccompanied by their wives, were usually men whose family life was not all it should be. Many of these men frequented the hotels to get away from family problems. The single men who frequented the hotels and pubs were usually men who were not interested in marriage or who had nowhere else to go to spend their evenings. These were the men who were being "hooked" by alcohol.

One evening, while polling some men in a hotel in Newcastle, I met a young man who had parked his bicycle in front of the hotel.

I asked him, "Where are you going?" He pointed to the pub.

"Do you like the stuff?"

"Like it?" he said. "I love it."

"How often do you come here?"

"I live here."

"How much do you spend a week?"

"Oh, ten or eleven quids." (An Australian quid, or pound, is worth \$2.24 U.S.)

"Well, how much do you make a week?"

"About seventeen quids."

"Are you married?"

"Naw!" came the reply.

This is typical of the younger element who depend on the hotels or pubs for their social life.

Each pub or hotel seems to have a personality of its own, in other words, caters to a particular group. Birds of a feather have a way of flocking together. There are high-grade pubs and low-grade pubs.

As I was interviewing some men in a pub one night, a young man stepped up and offered to help me conduct the poll. He informed me that he was a teacher and very much interested in what I was doing. So I enlisted his support. He told me that this was a high-grade place, and proceeded to introduce me to a number of his buddies, all of whom were teachers or professional men.

By a leading judge I was directed to visit another hotel, where, he said, I would find all the criminals in the town. It was one of the lower-grade pubs, where the criminal element were accustomed to gather.

Conclusions

In addition to this formal survey, press conferences, radio interviews, television appearances, luncheons sponsored by Rotarians, Lions, and other businessmen, the public receptions sponsored by the lord mayors and civic

organizations, the appearances before church bodies and temperance organizations, and the many panel discussions and question periods which usually followed these functions, all gave me a good idea of the situation in Australia as far as the drinking problem is concerned.

Conferences with prominent statesmen, physicians, social-welfare workers, traffic officers, police officials, and city coroners convinced me that the manufacture, distribution, sale, and consumption of alcoholic beverages have become a major problem in Australia.

The coroner for Greater Sydney is called to take charge of all unnatural deaths, which average more than 3,000 a year. He checks the blood of all who have met an unnatural death. *Seven out of ten were under the influence of alcohol at the time of their death.*

The judge in charge of the criminal court in Newcastle, the Pittsburgh of Australia, indicated to me that *alcohol was involved in every case that came before his court.* He handles all assault and battery cases, which include knifings, fights, and attacks with intent to do

bodily harm, and he included all rape cases involving men above twenty-five.

The director of a leading mental institution reported that 40 per cent of the inmates were there because of alcohol.

There are approximately 300,000 alcoholics in Australia. This indicates that there are at least another 300,000 compulsory drinkers, and no doubt another 300,000 problem drinkers. *About one out of every ten Australians is directly affected by drink.*

I was much impressed, however, with the large number of men in prominent positions who are total abstainers. They include a number of men in the cabinet, the premiers of Queensland, South Australia, and Western Australia, and other leading citizens.

In Western Australia, for example, at a dinner party sponsored by a civic organization, a representative of the premier was present. In a public statement he indicated that 50 per cent of the members of parliament in Western Australia are total abstainers.

TERRY MOORE

(Continued from page 8)

mother's remark: "Heartbreak makes character." She works hard because her mother taught her, "It is better to wear out than rust out."

Terry often speaks in church, and she devotes many hours and a fifth of her income to her church. She conducts a study session for other young friends.

As a young girl Terry taught Sunday school, absorbed Scripture, and at the same time learned abiding rules of healthful living. "We are taught to respect our bodies and to keep them clean. Therefore we do not smoke or drink. Health is important to us because we believe that a healthy body is essential to a healthy mind. It may sound dull, but it isn't. And we are taught to be thrifty. I have always lived well within my income, although friends have kidded me about it, but I feel that peace of mind is more important than a mink coat."

Somewhat of a philosopher, she says, "If you live your life wisely and well, it should be a beautiful running fountain where, even in old age, you are not dried up and a burden to others, but a source of life and refreshment still."

Many teen-agers admire Terry. When they read about her nonalcoholic parties, she hopes that they may follow her lead and do the same at their parties.

"I think of myself as a sort of 'missionary'—a milk-drinking missionary, at that," she observes. "I'm first of all a missionary, and incidentally an actress."

Asked recently what she has learned from her twelve years in Hollywood, she said, "Never criticize. You may read or hear something about a person, and it may not be true. If you are not careful, you may hurt him or her very badly."

In this respect Terry knows whereof she speaks, for some of the publicity about her has not been true, a fact which she very much resents.

Already nominated for one "Oscar" award for her acting, she is well into

the type of career which appeals to the public who likes its onstage or offstage heroines unspoiled and wholesome—despite some industry beliefs to the contrary.

Terry Moore realizes the importance of the aim she has set for herself, and says sincerely:

"I know I have made mistakes, but I try to make my life worth while. I know I could not have accomplished what I have, had it not been for help from my family and my church."

An Alcohol Rub

Asa Zadel Hall, M.D.

AS A physician, I have often prescribed an alcohol rub. You have probably had one yourself. Athletes use alcohol rubs for their invigorating effect. Bedfast patients often need them to soothe and cleanse the skin and prevent bedsores. When in capable hands, alcohol may be used to disinfect the skin and prepare for a hypodermic injection. It may be used to allay irritation and inflammation.

When the alcohol in two glasses of whisky "rubs" the inner surface of the stomach—

1. It rubs out the appetite for wholesome food. The body burns the alcohol instead of the food.

2. It rubs out efficiency in doing one's usual work.

3. It rubs out decorum and propriety.

4. It rubs out normal restraints and controls of behavior.

5. It rubs out proper appraisal of what is said. The slightly intoxicated person imagines that he is a stellar success as a conversationalist when he is only making an insufferable ass of himself.

6. It rubs out muscular control, especially of the finer muscles.

7. It rubs out power to concentrate on any problem.

8. It rubs out ability to think and act quickly.

9. It rubs out distinction of different intensities of light and sound.

10. It rubs out judgment of distance and speed.

11. It rubs out perception of danger, making a person foolhardy.

12. It will rub you out if you persist in taking it when driving or walking in traffic.

Conclusion: The only way to use alcohol with safety is to rub it on the outside.

JUST A MIRROR

(Continued from page 14)

sion, a government agency, has been set up to fight drunkenness.

In Poland the government ordered an arbitrary 15 per cent reduction in the number of liquor shops and 20 per cent reduction in bars and cafés.

And established ten medically supervised "sobering-up stations."

In East Germany the communist government has raised the legal drinking age from sixteen to eighteen.

If you read *Izvestia*, the Moscow government newspaper, you'll see that drunkenness is considered public enemy No. 1 in the Soviet Union.

The paper states, "Fifty per cent of all accidents and 70 per cent of all crimes in the Soviet Union result from drunkenness." It admonishes "parents who give their children wine to keep them quiet."

Russia—with no inherent religious restraints—has a more acute problem than we.

At the moment.

Which of us finds the best answer first, might well determine which of us survives as a nation . . .

And which of us joins Mr. Toynbee's nineteen others which drank themselves to death.

The United States, however, is in first place. This is the most inebriated nation on earth.

I mean it.

We have the world's highest known rate of alcoholism, with a 44 per cent increase since 1940.

In the United States

Ten thousand Americans will be killed this year by drinking drivers.

250,000 alcoholics will be in mental hospitals.

Four million alcoholics will be outside institutions.

And 60,000,000—and this is the figure of most immediate concern to society—social drinkers will be gradually contributing themselves to the malignant growth of this problem.

Do taxes justify legalizing liquor?

For every dollar of income a state derives from this source it spends four dollars . . .

Policing the liquor traffic . . .

And repairing the damage it does.

So just "taxes" is not a valid reason to say that a legally dry state might better vote itself wet.

A Yale University study states that merely handling the drunks who have committed no other crime costs the average American city in excess of \$1,000,000 a year.

Psychiatrist Dr. William Menninger says that American industry is populated by 3,400,000 problem drinkers . . . that industry is annually paying for a billion-dollar hang-over.

It's been only since November, 1956, that the American Medical Association has officially recognized alcoholism as a "treatable disease" and called on all doctors and hospitals to accept alcoholics as patients.

Bishop Fulton Sheen only half agrees with the disease theory.

He says alcoholism "may end as a disease, but it begins with an act of the will."

The use of intoxicants is presently paraded in subtle and not-so-subtle advertising . . .

In a manner that suggests to the rising generation that no happy social life is possible without them.

Not only is drinking thus given a stamp of approval, but it is actually surrounded with an aura of positive virtue.

Young people cannot be expected to discipline themselves.

We have problems enough with adolescent use of even stronger narcotics, which they are eager to buy, even illegally, once they are "hooked."

Besides, I'm not passing the buck.

I'm not saying, "What are we going to do about our children?"

I'm asking what we can do about ourselves.

Thoreau said it: "There are thousands hacking at the branches of evil . . . to one who is striking at the root."

What Is Being Done

Up to now, we've been trying hit-and-miss efforts, trying to plug up the cracks in the old booze barrel . . .

But each plug seems only to result in a wider crack.

In Kentucky, bartenders are forbidden by law to sell drinks to men who are not supporting their families.

In Pennsylvania no booze may be sold in a place that does not also serve food.

In Michigan no free food may be served in a place that sells booze.

Not even potato chips or peanuts.

In Indiana, cocktail lounges must not be dimly lighted.

In South Carolina you can buy booze only between sunrise and sunset.

Feeble efforts to try to turn back the torrent of 215,000,000 gallons a year!

In South Carolina, liquor in bars is illegal, but Charleston runs wide open.

Georgia says No to whisky, Yes to wine.

And remember there is precisely the same amount of alcohol in a glass of wine as in a jigger of rye.

In North Carolina a seventeen-year-old can buy a drink if he can prove he's married.

The Wisconsin Restaurant Association has done away with bars and bartenders in the state.

Wait a minute.

They just changed their names.

In Wisconsin, hereafter, bars will be known as "beverage centers" and bartenders will be called "beverage hosts." I know it sounds silly.

But desperate people have taken frantic measures to try to force the toothpaste back into the tube.

It would be humorous, if it were not so serious.

In New York there is a limit on the amount of package liquor one person may buy at one time.

The limit is fifteen gallons.

In North Dakota, where firewater is being sold to the Indians again, food and liquor may not be served in the same place.

But food may be served in an adjoining restaurant . . .

Providing the connecting door is no more than four feet wide.

Some would tell you religion is the answer.

But the Census Bureau says 96 out of every 100 Americans subscribe to some form of religion.

So by the Census Bureau's own figures, there are a lot of drunks in church.

No, "religion" per se is not enough.

Unless it is a religion that defines and demands and inspires you personally to abstinence.

This thing has become so undeniably chronic that it's even brought our nation's churches together.

They're overlooking ancient differences on other issues to try to do something about it.

For generations some denominations have required total abstinence.

Some have approved "moderation."

For the first time in its history, however, the National Council of Churches has adopted as its official policy a statement endorsed by thirty-four denominations.

It recognized that, "once drinking has passed a certain point, it becomes alcoholism . . . persons in need of diagnosis, understanding, guidance, and treatment . . . and especially of the divine love which the church can bring them."

I know that doesn't really say much, but it shows the urgency of the situation when thirty-four different denominations are willing to sign any one statement on a controversial subject.

What Can Be Done

Now if this appraisal of the facts has left you convinced that an epidemic is sweeping our nation and "somebody should do something," you're going to want to know who and what.

So if we've pounded the nail clean through, let's clinch it on the other side, because this is one thing you can do something about.

And nobody else in the world can.

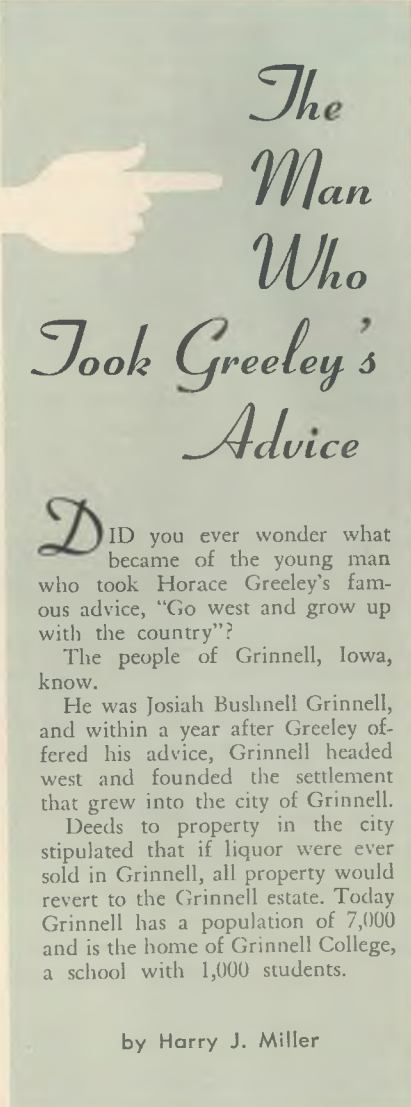
Just you.

Individually . . . personally . . . you.

Paul Harvey has not sought to scare you about cirrhosis of your own liver. Your liver is none of his business.

You are now, however, a mite concerned about our nation's future.

And so is he.



*The
Man
Who
Took Greeley's
Advice*

DID you ever wonder what became of the young man who took Horace Greeley's famous advice, "Go west and grow up with the country"?

The people of Grinnell, Iowa, know.

He was Josiah Bushnell Grinnell, and within a year after Greeley offered his advice, Grinnell headed west and founded the settlement that grew into the city of Grinnell.

Deeds to property in the city stipulated that if liquor were ever sold in Grinnell, all property would revert to the Grinnell estate. Today Grinnell has a population of 7,000 and is the home of Grinnell College, a school with 1,000 students.

by Harry J. Miller

But what you do about it you must do voluntarily, individually.

If there's a law against it, you'll resent that invasion of your privacy and rebel against it.

If somebody tells you it's "immoral," you'll look for excuses.

I'm going to tell you something that one man said to me, and you just might discover some larger significance in his reasoning.

There is an acquaintance of mine who reasons thus:

"Whereas alcoholism is on the increase in business . . .

And whereas alcoholism reduces efficiency and erodes away the brain of the alcoholic . . .

Maybe I can play it smart.

I'll abstain. I'll stay sober.

And mark time, while my competition reduces itself from first rate to second rate.

Then I'll have it made."

Now this—let's call it "selfish approach"—worked with him.

Previously folks had tried shaming him . . .

Talked to him of his wife in rags and his children in want . . .

Talked to him of hell-fire and brimstone . . .

But the more they tried to shame or scare him, the deeper they drove him into his alcoholic retreat.

Then he started figuring this new way. Play the odds.

Odds are that his business rivals are going to bottle their way down while he battles his way up.

Purdue took a survey of high-school students and found that more than 37 per cent of them admit they drink.

What an advantage that creates for those who don't!

They are the "squares," the drinking third.

The more they dilute their intelligence, the less competition the others will have for whatever they want to do or be.

The motive, as I say, is selfish, but it works.

And I wonder if we—having tried all other quick cures—might not consider this one.

Americans are threatened now by a very real economic competitor.

The communist third of the world is tough and strong and dynamic and expanding . . .

But drinking.

If we could play it smart—

If, while they pickle themselves into a second-rate power, we could remain first-rate . . .

Then it would be we who would surely inherit the earth and the goodness thereof.

It's just a thought. It might not work. Maybe there aren't enough Americans who care any more.

But on the other hand, maybe there are. Remember Historian Toynbee's formula for destroying an empire:

"A mixture of atheism, materialism, socialism, and alcoholism."

Once the Roman people were tough . . . prosperous . . .

But power, indulgence, luxuries—free

bread, free circuses, easier living—made them soft.

And what happened?

In A.D. 410 Rome was invaded by barbarians.

But the barbarians were sober, tough, ambitious, hard-working barbarians.

Let's underscore this point once more: I am no prude.

I have tasted drinkin' whisky straight and in all its exotic disguises.

I am not judging or condemning any more than I am excusing or condoning.

I'm just a reporter, sitting in the press gallery, watching while a generation gets itself stoned.

And I'm not holding up any example for you . . .

Just a mirror.

That's all I can offer . . .

Just a mirror.

ATTACK BY INFILTRATION

(Continued from page 16)

Service, speaking at the twenty-third meeting of the National Conference of State Liquor Administrators in Atlantic City, is quoted (New York Times, May 8, 1957) as follows:

"Within the past year there was presented to us for our examination and comment a well-prepared and dignified series of advertisements, the central theme of which was that tensions could be eased, nerves soothed and one's well-being generally improved by the consumption of whisky. As you may surmise, as these proposed advertisements were regarded as being in violation of [Federal] regulations, they were not approved."

Mr. Huntingdon told the conference that his department's view "continued to be that Federal law and regulations prohibited 'any advertisement which creates the impression that distilled spirits will contribute to the mental and physical well-being of the consumer, or that spirits may be consumed, even in moderate quantities, without any detrimental effects.'"

After Mr. Huntingdon's restatement of Government opposition to therapy liquor ads, a spokesman for Licensed Beverage Industries, Inc., said that that organization "has discussed no plans nor does it have any present plans to use paid advertising on the benefits of distilled spirits."

Note here the reference is to *paid* advertising. What about *unpaid* advertising? Blocked by legal technicalities from using paid space to promote the medicinal benefits of their products, the liquor industry solved this setback by a formidable attack on

a different front. A propaganda campaign more powerful and more productive than paid advertising was launched.

The "undoubted medical value of moderate consumption" was far too lucrative an appeal to be set aside on the technicality that the therapeutic theme in liquor advertising (paid) is illegal. In a news release by the National Distillers Products Company, a division of National Distillers and Chemical Corporation (August 21, 1957), R. E. Joyce, vice-president of the parent corporation, is quoted as follows: "In a report at the meeting on public-relations problems facing the industry, . . . although apparent overall consumption rose 13 per cent between 1942 and 1956, actually per capita consumption declined 9.2 per cent."

This explanation is offered: "Mr. Joyce, who is also president of Licensed Beverage Industries, industry-wide liquor public-relations organization, attributed two reasons for the per capita decline—the excessive tax on the product, and the alcoholism propaganda which tended to scare otherwise moderate drinkers into total abstinence." (Italics added.)

He outlined preliminary plans for "coping with these problems, including a program soon to be launched by the industry to the public to place the blame for alcoholism where it belonged, namely on the man and not the product, and to explain the undoubted medicinal value of moderate consumption."

This *unpaid* advertising strategy of the industry, after being carefully studied by the American Business Men's Research Foundation, was described in their publication *The Foundation Says* (July-August, 1957) as follows:

"Despite . . . legal regulatory restrictions the American people are being thoroughly educated in the belief that alcohol is a valuable aid in not only the treatment of certain diseases, namely, high blood pressure and heart disease in particular, but also that moderate users of alcohol actually live longer than total abstainers."

There's more than one way to promote the medicinal benefits of beverage alcohol. Pointing out that this "unpaid advertising dares say what paid advertising is forbidden to do by law," the Foundation calls attention to "the medical columns, syndicated and widely used, which freely prescribe for the general public (the great majority of whom are sane, unfrustrated, and healthy) alcohol which may be of some

use in a small percentage of people over forty years old—but whose treatment could as well be practiced with the use of other drugs without the dangers inherent in the use of alcohol." Attention is also called to the "wide circulation of 'medical' articles to laymen written for physicians which suggest the use of alcohol in the treatment of certain conditions," and to the fact that "to the average layman such articles are entirely deceptive."

The article, "The Medicinal Benefits of Beverage Alcohol," by Dr. John Staige Davis, was published in the *Virginia Medical Monthly* (January, 1957), and distributed nationally in reprint form to medical men and others.

The reason for this wide circulation? "The article is probably of greater value to the producers of intoxicants than a score of the most productive four-color, center-spread advertisements, costing, in total, over a quarter million dollars," says the Foundation.

"The widely accepted statements about alcohol's qualities as a drug, well supported by references (which are not needed), give apparent authority to the unproven claims that the moderate use of beverage alcohol lengthens life, promotes well-being, and when first taken after age forty has little chance of producing excessive drinking.

"Here, in one neat package, is the ideal prescription to fulfill the rosiest dream of the distillers, the vintners and the brewers.

"'Everybody drinks, everybody lives longer, everybody is happy, and look at the profits!'"

Unpaid space promotion of the benefits of liquor is both *intensive* and *extensive*. The chaos that would result in paid space, were not restrictions imposed by law, is here given free play. Another example cited by the Foundation is the writings of Dr. Peter J. Steincrohn, author of *Live Longer—and Enjoy It* and referred to by the editors as "one of the most ardent (outside of the payrolls of the brewers-distillers-vintners) boosters of mass (after forty) use of intoxicants."

What they have to say of Dr. Steincrohn and his articles is forthright: He "not only, it seems to us, practices medicine in his syndicated columns appearing in many large daily newspapers, but throws in a dash of theology and ethics without extra pay, and, we must say, little qualification.

"'Don't refuse to take alcohol on moral grounds,' the doctor advises millions of readers.

"This bit of moral philosophy follows a general prescription to everybody (over forty) to take a 'nip' of

whisky before dinner, and, following this buckshot advice, the remainder of this particular column is a defense of his position."

Compare Dr. Steincrohn's admonition, "Don't refuse to take alcohol on moral grounds," with a recent statement by Vincent Tracy, ex-derelict who is today helping to rehabilitate alcoholics at Tracy Farms near Albany, New York. "You must realize your primary weakness is a moral deficiency," Mr. Tracy is quoted as telling his guests at Tracy Farms, "and this weakness is the basic cause of *all* your problems, *including* excessive drinking. Your giving in to a temptation isn't an illness on either the physical or the psychological level. It's a weakness due to a moral deficiency that you've created of your own free will, as I did."

Another doctor whose writings are referred to by the Foundation is Marvin S. Block, M.D., chairman of A.M.A.'s committee on alcoholism, and a member of the Council on Mental Health, who asserts that "the use of alcohol as a social lubricant is an accepted part of our culture, and adds to our relaxation and pleasure." In his "Alcoholism Is a Disease" Dr. Block concludes, on the basis of his research: "It was obvious that the problem of alcoholism rests in the one who uses it, not in the beverage."

Are we to assume that drinking is a calculated risk, but worth it? What does it matter where the blame rests? What matters is the harm done, harm which for millions can never be undone. Statements like this could be multiplied many times over, and like pebbles cast into a lake spread their ripples to the farthest shores. "This philosophy," comments the Foundation, referring to Dr. Block's point of view, "creates the environment in which the use of alcohol flourishes, and its inevitable and statistical production of alcoholics."

Meantime the liquor industry flourishes. At a dinner meeting in the Commodore Hotel, New York City (August 7, 1957), concluding the first worldwide sales conference of National Distillers and Chemical Corporation, John E. Bierworth, president, predicted that rapid progress made over the past few years would be maintained. "Since 1952," said Mr. Bierworth, "sales had risen from \$470,000,000 to \$543,000,000 last year. Profits in the same period rose from \$11,745,000 to \$20,104,000."

The impact of such propaganda by the liquor industry is shattering. The impression is being created that drinking is a mark of distinction, a key to

success, a vital accompaniment to pleasure, indoors and out. These and other claimed advantages are constantly and heavily brought to bear on a credulous and disposed public. Add the magic words "and it's good for you," and you have a campaign that seems just about foolproof.

What's the answer?

"When a majority of families are confronted with the problem of alcoholism and its effects," says Dr. Andrew C. Ivy, "a demand for reform is sure to be born."

It is important that the public be much better informed regarding the unpleasant aspects of drinking and that they be alerted to the dangers inherent in the propaganda, both direct and indirect, of the liquor interests. Redoubled educational efforts on the part of what the industry terms the "vocal

BRAIN DAMAGE

(Continued from page 27)

disorders of alcoholism, and especially the effects upon the brain. At least a third of our patients have some complication such as heart, kidney, or liver disease.

The *second step* is a psychiatric evaluation of the drinking pattern and assessment of the phase of addiction. Some patients have a psychiatric disorder, of which alcoholism is only a symptom.

The *third step* is a social evaluation of the patient's interactions with family, employer, associates, and friends, and of his financial situation. During and after these studies appropriate treatment is carried out.

The patient now needs orientation to

is usually not a suitable subject. There are not enough psychiatrists to carry out psychotherapy. More superficial methods will suffice with many patients, through the use of social workers and group psychotherapy. The therapist should be prepared to utilize all the resources of the community in seeing that chronic alcoholics get the needed help and support.

Treatment and prevention programs also have to take into account that the chronic alcoholic usually has great resentment and defiance against something or somebody. He insists on his position and his adequacy to control matters. The individual has to break down and admit his weakness and lack of control over alcohol and his need for help before he can work on his disability. The patient must be prepared to engage in a long term of rehabilitation.

A wide educational program must adequately inform the public about the seriousness of alcoholic addiction. *The best hope for the future lies in a preventive approach and education, particularly of adolescents, to the inherent dangers in alcoholic indulgence.*

GRAPES WITHOUT WRATH

(Continued from page 6)

another windfall of publicity. Josephus Daniels, Secretary of the Navy, forbade the use of alcoholic beverages aboard Navy ships. Instead he substituted Welch's grape juice. More headlines and ridicule sprouted—"the grape-juice Navy"—and more sales for the company.

The following year the Welch Palace became a rendezvous for thirsty visitors at the Panama-Pacific International Exposition in San Francisco. A new product, Grapelade, was added, then grape jam.

Welch expanded to other grape-growing sections in the United States—into Michigan and as far west as Springdale, Arkansas. At this time most of the Concord grapes in this country were used for grape juice.

Then in 1926 the guiding spirit of the Concord grape industry, Dr. Charles Welch, died. His father had preceded him in 1903. Three years later the company passed into the hands of private investors. The company is now owned by the National Grape Co-operative Association—4,000 grape growers in ten states.

The Welch story is an American phenomenon, and America is one of the few countries where it could happen. It is heartening to know that it did happen here.

An Alcoholic Talks Back to the Psychiatrists

"As an alcoholic I resent the statements in your July 23 editorial that alcoholics are 'sick' people and that 'psychiatrists believe excessive drinking is related to deep-seated unconscious emotional conflicts in which an impulse toward self-destruction may play a part.'

"This is nonsense. For example: Are people who court cancer by smoking 'sick' and victims of a murderous unconscious? Do jaywalkers fall into this class? Mountain climbers? Excessive eaters?

"The term 'unconscious' as used above is an unscientific concept for which there is no referent except in the minds of most psychoanalysts and some psychiatrists.

"As for the term 'sick,' it can be ap-

plied to alcoholics as a class only if the classes mentioned above are included. This is absurd.

"If, as a drunkard, I may be permitted to advise these psychiatrists, I should like to inform them that in this instance they are not discovering a disease but inducing one, for my whisky-soaked brain tells me that a good many alcoholics will react to these concepts with such fear and self-effacement as to become psychotics.

"Psychiatrists should know better than to douse a fire with kerosene. A self-destructive unconscious, indeed! I wonder just who gets the DT's, the psychiatrists or we alcoholics?"—M.L., in the Chicago *Daily News*, July 26, 1957.

minority" can arrest the trend toward hapless belief in the so-called medicinal benefits of beverage alcohol. War against the destructive and annihilating inroads of alcoholism must be waged on every frontier—moral, mental, and emotional. No one, whether from a selfish standpoint or from sheer compassion, can be indifferent to the outcome. The truths we do not want to hear are clearly written in the faces of hopeless, helpless men and women, and more tragically, in the sad lives of young people reared in an atmosphere developed in major part by the smooth but deceptive portrayal of a potential menace in the attractive garb of a medical aid.

his illness. Selected reading material will help to convince him of the seriousness of his condition. With encouragement, he can be led to accept social aids, such as those of Alcoholics Anonymous. Complete sobriety is the goal. Patients who have true addiction and are chronic compulsive drinkers can, if their physical condition permits, greatly benefit from the use of disulfiram, or antabuse, a preparation that effectively prevents them from drinking as long as they continue to use it. They are advised to report to the supervising psychiatrist from time to time.

Psychotherapy is an important part of treatment. Psychoanalysis is of questionable value, because the patient

CITADEL OF THE HOME

(Continued from page 11)

carry this type of advertising. The promotion is clever, designed to give the impression that one is a "square" if he or she doesn't conform.

Do you feel that these pressures are directed especially toward youth?

In many wine and beer ads there is a very subtle appeal to youth.

It is said that 80 per cent of American homes have TV. Is TV a large influence in molding attitudes and ideals on the home level?

Yes, there is no question about it! If companies didn't secure results from their advertising they certainly would not continue to spend money for such ads.

In general, would you say that the average home today is as strong as it was a number of years ago?

No, the average home today is *not* nearly as strong as it was a number of years ago. In too many homes parents do not spend enough time with their children in games and social activities. The spirit of family "togetherness" needs to be reborn.

What should their home really mean to youth?

It should be their citadel of love, security, and peace of mind.

What about the encouragement of hobbies?

All children should have hobbies according to their interests and abilities. There should be a division between individual hobbies, group hobbies, and family hobbies.

What is your opinion of the expression "parental delinquency" so often used in news reports?

In my opinion the basic problem is not "juvenile delinquency," but "parental delinquency." If more parents accepted their children as a trust from God, there would be little "juvenile delinquency."

In summary, with your wide reputation as a successful homemaker, what practical suggestion would you give to youth about setting up their own homes and establishing their families?

Young couples should have similar religious backgrounds. Their whole thinking and living should revolve around the sanctity of the home as the basic institution.

Don't attempt to keep up with "the Joneses."

Magic Talisman

by B. Coursin Black

ONE afternoon a salesman knocked at my door. I was not up to resisting, so invited him to enter. Sometimes one does learn from the other fellow's "pitch." He didn't talk; he droned, and I fell asleep. It was not good manners; neither was his salesmanship good!

I recall that many years ago I visited an old Civil War veteran. Not fireside chats, but campfire tales were his specialty. He knew a lot of such tales,—mainly tall, I suspect,—but he knew how to narrate them. He enacted things, dramatized. They were real to him, mentally and emotionally. That's why I kept going back for more.

Enthusiasm is the vitamin of conversation. It is the manifestation of belief, outpouring of interest, zest of participation. It silver-lines the commonplace. Enthusiasm is really sincerity, otherwise it becomes boresome. Artificial glibness, hail-fellow-well-met antics, or a rhapsody over a Christmas tie that one wouldn't wear never convinces. A blank cartridge makes a loud noise, but gets nowhere.

Enthusiasm spurs the hobbyist to work harder and try with far more pains than any money would buy. It actuates the person who believes in what he is doing, who enjoys it; who walks the wastelands for his rock collection, sprints like mad after the rare butterfly, stays up all night to get the exact enlargement he wants, and flies

to Kamchatka to meet a fellow enthusiast who collects ghost stories.

Enthusiasm transforms people. It gets things done. It turns drudgery into winged fun. Yet it doesn't come in pills or prescriptions, nor may it be learned in five easy lessons. It is not a thing; it is an attitude.

It is the anticipation of a good book to read at night. It is the feeling one gets when there is something he can do that will make another person smile with pleasure. It is the sight of stars, the smell of clover, the flight of a bird. It is the new zest, the keen delight one takes in these bits of living. For enthusiasm is a quality of living, a vision, a perception that goes beyond reality into realms of magic.

A job itself is routine. The boss is a slave driver. The foreman is impossible to get along with. The house is getting shabby, the children are noisy pests, and the wife doesn't look as she did a few years ago. Well, neither do you!

There are two possibilities! Change the conditions, or change the outlook. Neither is simple or easy; but creating a perception for the interesting, the worth-while, the alluring, is as much a mental attitude as seeing the dismal and the drab. Each condition is a product of one's own mind. Developing enthusiasm for one's work, one's responsibilities, one's daily living, is as surely a matter of imagination and clear seeing as is recognition of bleakness.

Remember the renewal of spirit that came when you planned a move into a new locality and a new job? Recall the excitement of a trip to town, and the circus, when you were a country kid? Recollect the thrill of knowing you were going to see *the* girl tomorrow night? Or get off for two weeks in the woods near your favorite trout stream? Those lifts were due to enthusiasm—tonic that didn't come in any bottle, elixir that came from no store!

Find your enthusiasm, no matter how tiny it may be. Have something to look forward to. Set your mental goal. Know your own rewards. Have your own personal spirit lifters. Reserve a portion of your time, a corner of your mind, for that which you need to give you each day a glimpse of high hills and mystic gardens. These things are bigger than any environment, more powerful than any discouragement, more inspiring than any obstacle.

Sometimes the actualities we face, the responsibilities we bear, may seem to be chains. Sometimes we may not be able to change these material conditions. But it is not life that cheats us; it is ourselves. An interest in something that we can do or think or believe will indeed mean new mental horizons. And through the magic alchemy of this quality will come the renewal of ourselves and the solution of many of our problems. For "enthusiasm" is not merely a word, it is a golden wand.



OPINIONS



Women in Trouble

"We're seeing much too much of drinking in divorce cases these days. What happens is that the husband drinks to keep up with his business associates, and his wife drinks to keep up with her husband. Then he gets unhappy because she becomes the habitual drunkard. In most of these cases it's the husband who starts his wife drinking in the first place."—Divorce Attorney Sam Rinella.

"It is a tragic thing for any woman to stand before the bar of justice as a common drunk, or to stand so convicted in the eyes of her circle of intimate friends and family. It is tragic evidence of an inability to cope with the world of reality, the world of everyday life. Unfortunately, too few people know their limit, or stop when they reach it. Too many never learn that the cup that cheers often is filled with grief and heartache."—Judge Hyman Feldman.

"The true reason for marital trouble is liquor, liquor, liquor. Not one case in one hundred is filed with drunkenness as the grounds for divorce, but that's the real reason in 90 per cent of the cases filed."—Judge Lawrence Speckman, Louisville, Kentucky.

The Boy or the Bottle

"American men are charming, athletic, handsome, and generous to a fault; but they are also immature and afraid of love. They need alcohol to break down their inhibitions. This is too bad, because then a girl doesn't know whether it is the boy or the bottle talking."—Lilliane Montevicchi, former ballerina of the Ballet de Paris and a Hollywood star.

Cocktail Party Etiquette

"Sociologists who have studied the cocktail-party pattern switch sum it up as follows: under cocktail-party rules you can (1) drink more, (2) be noisier, (3) be foolish. Not only can you do these things—you had better, if you

want to make your evening a success.

"Fortunately for the poor nonconformist, he can always return on the following morning to the workaday world with its established rules and regulations, its comfortable routines and its set rituals, and breathe the air of freedom."—*Life* magazine.

Only One Ounce

"Drinking an ounce of alcohol increases a driver's chance of an accident 100 per cent."—*U.S. News & World Report*.

Feeling of Freedom

"Early in life I became impressed with the risk entailed in the use of alcohol, and determined for my part not to incur it. I do not think I have been handicapped by that decision, but rather have enjoyed what I can only describe as a feeling of freedom. I have also found that a sense of humor assists in preventing one from being too much concerned with what other people may or may not do."—Justice R. L. Kellock, Supreme Court, Canada.

Part of the Cure

"So far as I know, no one is going to get over alcoholism unless he very much wants to, and will make great efforts to do so. As that wise old Roman, Seneca, said, 'It is part of the cure to wish to be cured.'"—Dr. Walter C. Alvarez.

It All Began When—

"Looking back over some 30,000 unhappy marriages with which we have dealt in the American Institute of Family Relations, it is interesting to remember how many of them had been worsened by a 'Christmas party at the office.'"—Paul Popenoe, in the *Ladies' Home Journal*.

Lower Than the Animals?

"The lower you go among the forms of life, the greater is the per cent of alcohol that these forms can stand. The creature that endures less alcohol, percentage wise according to bulk, is the human. That is a price we pay for the qualities we have, such as discretion, which distinguishes us from the lower animals."—Dr. Haven Emerson.

"I WAS HOOKED"

"Once I started on the morphine I found I had to have more and more of it. For each shot wore off more quickly than the last, and the pains would come back worse than ever. The problem of securing the drug began to occupy a lot of my time. In the morning I'd go to the doctor in one part of town, and in the evening I'd look for another in a different section.

"One day in Kansas City I had great difficulty in finding a cooperative doctor at all. When I finally found one willing to give me a shot, it was all I could do to keep from tearing the hypodermic needle from his hand. When at last he plunged it in my arm, my relief, my wild frenzy of joy, was almost uncontrollable. It was then I realized that I had become an addict—that I was 'hooked.' . . .

"Among all addicts the percentage of permanent cures is so small that I have often pondered the question: Why did I succeed when so many fail?

"I believe the answer lies in three things. I had the determination that results from a sternly disciplined childhood. I had Cathy's warm and unflinching love to sustain me. And, above all, as the priceless heritage from pa, I had the tremendous faith that, if I tried to do the right thing, God would help me."—Barney Ross, war hero and former lightweight boxing champion, as quoted in "The Reader's Digest," February, 1958.

Says Coach Amos Alonzo Stagg:

"After sixty-eight years of coaching football, I can say without hesitation that a football player, as well as any other boy or girl, would be foolish to drink alcoholic liquor. Why put poison into your system? Give your body a fair break. Also give yourself and your future a fair break. Don't play around with dynamite!"



Beacon to Youth

At ninety five, Amos Alonzo Stagg is a living legend, seven years older than the game of intercollegiate football itself. But he symbolizes far more than football—in fact, more than the whole of athletics. He personifies "the amateur spirit" in American life, having used football as a medium to help inculcate the highest ideals of character in his "boys." He loved to play the game, never liking to see the season over, whether he was on top of the ratings or not.

When for fourteen years he coached at the College of the Pacific, that comparatively small college was known to thousands of youth as "the place where Alonzo Stagg is." His satisfactions were in working with his students. The game itself? "Well," he says, "it's just a game."

As Chancellor Knoles of C.O.P. described him: "He is a very great teacher of character. This is his real contribution." Said author Rockwell D. Hunt, "His sterling character stands as a beacon to American youth."

When asked for his suggestions to modern youth, his ready reply came back in pithy phrase, "Behave yourself." Against the background of his own long life in perfect condition and his constant insistence on "playing the game by the rules," that phrase has a wealth of meaning.



See pages 18, 19 of this issue of "Listen" for the complete story of Coach Stagg.