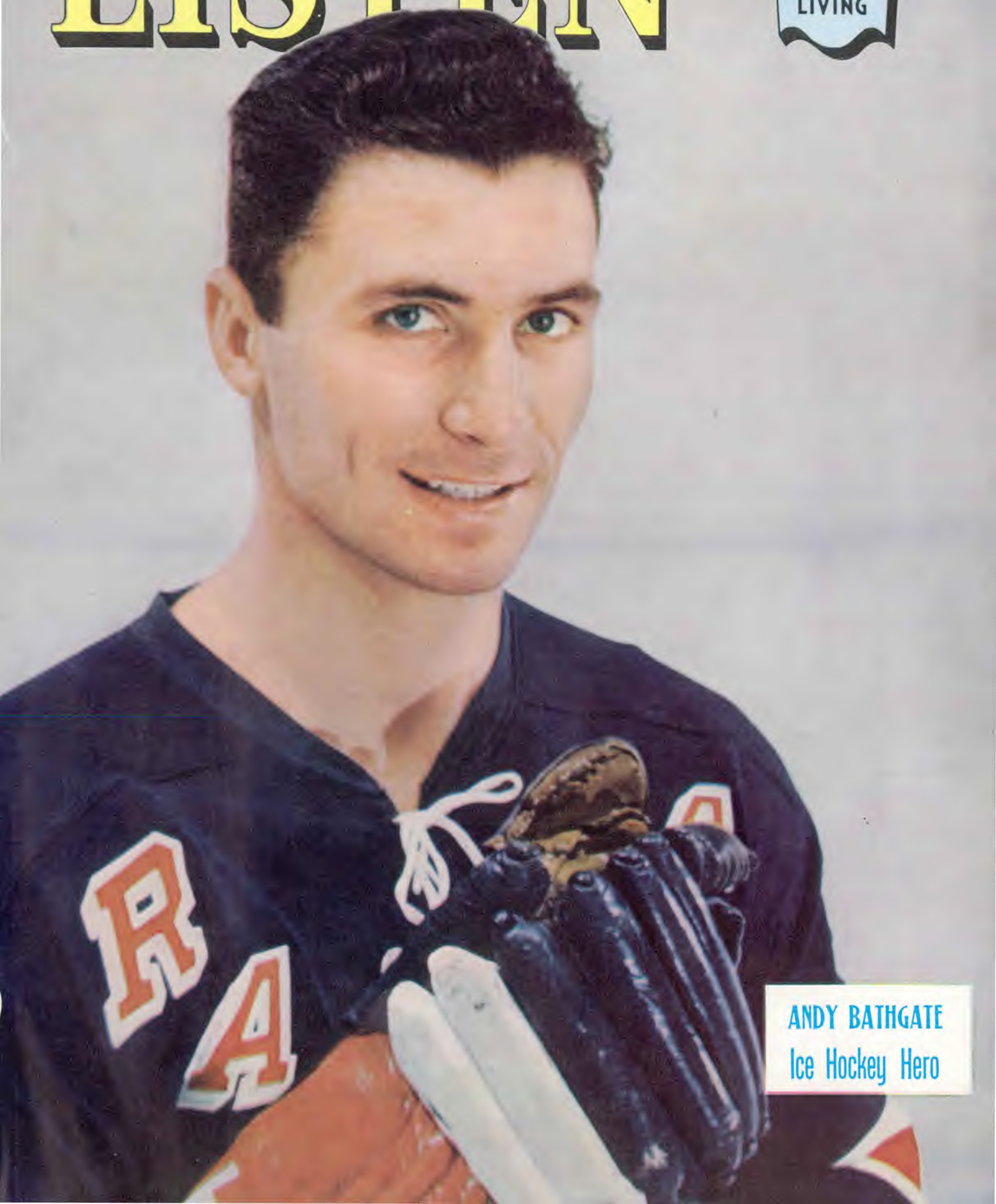


# LISTEN

A  
JOURNAL  
OF  
BETTER  
LIVING



ANDY BATHGATE  
Ice Hockey Hero



### A Toe in the Door?

The Schenley whisky company is now granting scholarships and special grants to students enrolled in colleges or professional schools. In addition, the whisky company is also making grants-in-aid to ten privately endowed colleges attended by scholarship winners.

### It's Planned That Way

Ever wonder how all the drinking scenes get into stage plays, motion pictures, and TV? It doesn't just happen, but is planned that way. Here are a couple of examples: In the motion picture "Say One for Me," a bottle of brandy is so important that it "plays a pivotal role," says the magazine "Spirits." In the Broadway play "Destry Rides Again," bourbon also plays a leading role. "Props for the musical were supplied by Glenmore Distilleries Company," says "Beverage Industry News."

### A Step in the Right Direction

In Manitoba, advertising by press, radio, or any other means which may encourage people to use or to drink more alcoholic beverages is forbidden. Newly licensed establishments have also been restricted to the use of signs with letters not more than three inches high to announce granting of their license.

### Liquor Propaganda at U.S. Exhibit in Moscow

One of the biggest whisky factories in the United States was "one of a select number of American corporations aiding in the sponsorship of a booklet distributed to visitors at the American National Exhibition in Moscow," reports "Tap and Tavern." The back cover of the booklet carried a message from the House of Seagram, the story says.

### Saturation Coverage

"Saturation coverage" is the advertising technique one liquor company is using in Los Angeles. Seventy-four outdoor billboards advertising brandy are concentrated each month in one area of the city, then transferred to another area the next month.

### Height of Obnoxiousness

A Philadelphia brewery kept skywriting airplanes aloft seven days a week throughout the summer over New Jersey beach resorts scrawling beer advertisements across the sky.

### Are Wines Wonderful?

"Wine makes it wonderful" is the theme of an advertising campaign in newspapers in sixty major cities and on television in fifteen metropolitan areas. It will carry the message that "wine is a beautiful, moderate, and inexpensive beverage which, by its regular use at mealtime, and in entertaining, adds immeasurably to the pleasure of everyday living."

### Colossal Waste of Grain

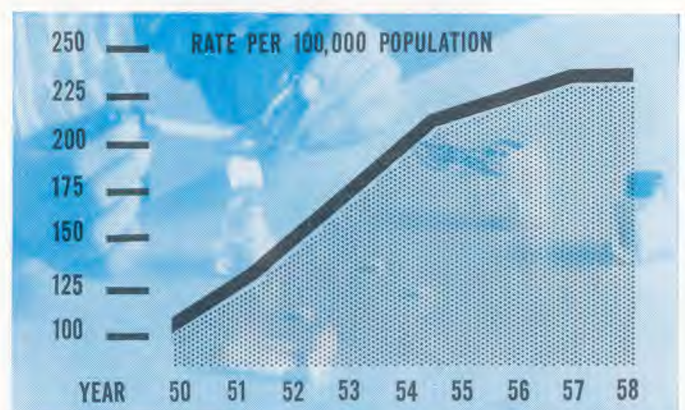
In the past twenty-five years a distillery in Peoria, Illinois, which claims to be the world's largest, has used more than 116,000,000 bushels of corn in making whisky.

### Confused Mayor

"Praise for a distiller's advertising by the mayor of one of America's largest cities is another indication of the progress being made by the liquor industry in its relations with the public," according to "Tap and Tavern," publication of the liquor industry. Illuminated, three-dimensional billboards advertising three kinds of whisky are what caught the fancy of Mayor H. Roe Bartle of Kansas City.

## NARCOTICS ARRESTS IN LOS ANGELES

Here are some reasons the narcotics problem is causing growing concern in Los Angeles: In the past nine years, adult narcotics arrests have increased 170.3 per cent; juvenile narcotics arrests have increased 132.4 per cent. In 1958 Los Angeles police impounded 585 automobiles involved in narcotics violations, arrested 5,700 persons on narcotics charges, and handled 2,350 complaints.



# LISTEN

## A Journal of Better Living

JANUARY-FEBRUARY, 1960  
Volume 13 Number 1

### OUR COVER

Ice hockey is in some respects the most rugged and demanding of all sports. To win the coveted Hart Trophy, indicating the most valuable player in hockey, is no mean achievement.

This trophy last season went to Andy Bathgate, whose name has now become synonymous with stardom on ice. A likable, unaffected man of very abstemious habits, Andy is a superbly conditioned athlete. Though he is already a towering figure in hockey, he can look forward to a future stature of rare dimensions.

However, he is "a hero without a pedestal; modesty is in his bones." He says, "I've got a lot to learn before I can call myself a really good hockey player." If all that is learned, Andy indeed will leave all the rest of the pack far behind!

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### ARTICLES

Mistaken Identity . . . . .	Editorial	4
Forever Young . . . . .	Henry H. Graham	5
Murdertown, U.S.A. . . . .	Mike Thorne	7
One Effective Solution . . . . .	William N. Plymat	13
Dating and Drinking . . . . .	C. T. Ryan	15
The Most Commonly Used Drugs	Lois Lundell Higgins, M.S.W., LL.D.	17
Spiritual Decline . . . . .	C. Aubrey Hearn	22

### SPECIAL FEATURES

Watch Out for the Subconscious Manipulators!	Titus A. Frazee	9
The Law Goes to School . . . . .	Picture Feature	10
'Cause You're Dead . . . . .	Jean Val Jean	12
Picture of Teen-Age Drinking . . . . .	N. Blaine Winters	16

### PERSONALITIES

Andy Bathgate—Ice Hockey Hero	Interview by Madeline George	18
Sgt. Robert J. Cline—Policeman . . . . .		27
Chaplain Paul E. Winslow . . . . .		33
Greta Anderson—Swimmer . . . . .	Blendena Sonnichsen	36

### REGULAR FEATURES

Have You Heard? . . . . .		2
World View . . . . .		20
Questions and Answers . . . . .	R. W. Spalding, M.D.	31
For Your Reading and Reference . . . . .		32
Opinions . . . . .		35

### STORIES

The Bent Oak . . . . .	Beatrice Loser	21
Where Are the Four? . . . . .	Elizabeth Wakefield	23
Walk My Way . . . . .	Genevieve Briggs	24

### POEM

Like Trees . . . . .	Ella Brooks Bolkcom	29
----------------------	---------------------	----

### MISCELLANEOUS

The Chrysalis Opens . . . . .	B. Coursin Black	6
Here and There . . . . .		25
The Crimson Badge . . . . .	Blanche Dyer Ballagh	26
Junior Policemen . . . . .	Harry J. Miller	28
Challenge of the Open Frontier . . . . .	Paul Freiwirth	30
Tippler's Test . . . . .		34

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FROM as far back as he could remember, Ronald Fraier always wanted to become a doctor. Even when he was a child he dreamed of the day he would perform his first surgery. His whole life was wrapped up in this ideal.

His ambition remained with him through the years, tided him over the rough spots of premedical studies, and sustained him through the disappointment of rejections from several crowded medical schools.

On September 28, 1959, however, the sun rose for Ronald, for on that date he was accepted at Chicago Medical School. At last the prospect was bright for him to embark on the last lap of achieving his lifelong dream.

One day three weeks later he started across the campus as usual toward the cafeteria for lunch, when a burly man confronted him and asked bluntly, "Are you with that guy?"

Having never seen the man before and knowing nothing of the reference, Ronald said No, and started walking on. It was then that he saw a crowbar in his questioner's hand.

The next thing the young medical student knew was that he awoke in a hospital room seriously injured, his skull fractured and his left side paralyzed.



## MISTAKEN IDENTITY

Gradually now he is regaining the use of his left leg, but he faces the possibility that he may never use his left arm, that it may swing uselessly at his side for the rest of his life—and Ronald is left-handed.

What about the attacker? A part-time car washer, Ernest La Grone, admitted the vicious attack, but blithely said it was just a case of mistaken identity.

"I was drunk," he told police.

This news story could be used in many ways to point up certain results of drinking, and probably has

been. It indeed has the potential of tremendous emotional impact. Graphic descriptions could be made of this unprovoked attack resulting from a fogged brain, inaccurate judgment, and a dulled conscience.

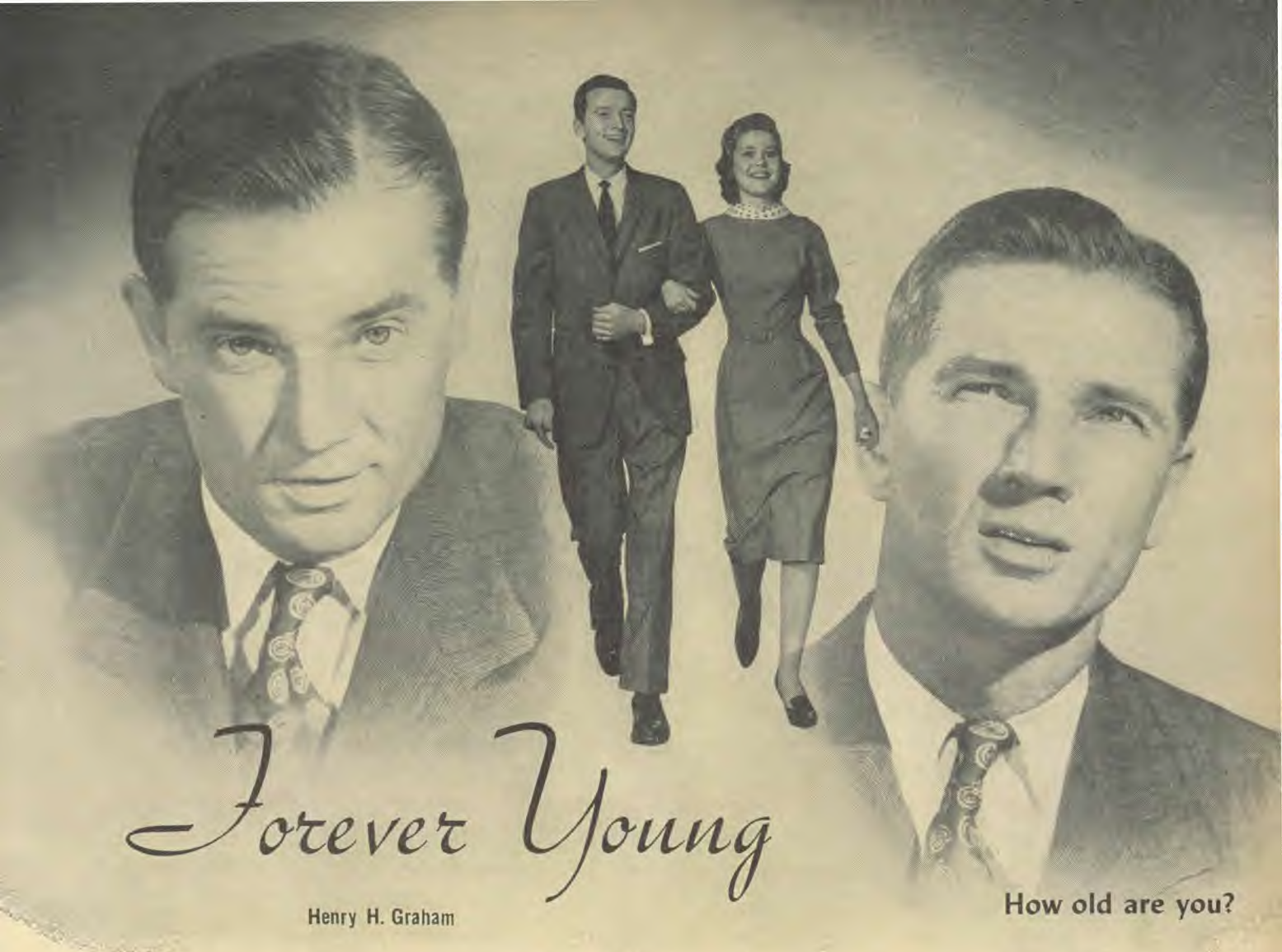
All this is true. But there is more! Undoubtedly Ernest La Grone was telling the truth when he said he did not recognize his victim. It is easy enough to mistake a person under normal circumstances, but it is all the more so when drinking is involved, for one result of drinking is impaired eyesight.

Alcohol is supposed to give the world a rosy cast, but actually for the drinker it takes on a gray cast; imbibing has the effect of placing a smoked glass in front of his eyes. The ability to distinguish details, such as facial features or color tones, is diminished. This trouble results from the effect of alcohol on the central nervous system.

Tests applied to a group of expert bus drivers show that after a couple of drinks some of the men were ready to try driving through a gap fourteen inches narrower than their buses. The alcohol not only made them more willing to take risks, but made them physically unable to see the danger involved. The study also concluded that this impairment begins when the alcohol concentration in the blood is below .05 per cent. The present legally recognized level of impairment is .15 per cent.

All of which indicates again that wherever drinking is involved, there is always one result—inferiority. Many claim that they can drink in moderation, and seemingly they can. However, no one can drink and really improve himself in any way. Drinking always tends to make the drinker more inferior, to place him on a lower level than where he started, to make him less able to face up to life. Everyone who drinks, and especially those who consider beginning the habit, should be aware of this fact.

*Francis A. Soper*



# Forever Young

Henry H. Graham

How old are you?

**H**AVE you ever met an old young man? I have. I know one who is in his early thirties, an age when he should be open-minded and hospitable to new ideas. Life should still be unfolding for him, but it isn't. Perfectly satisfied with his routine job with its mediocre pay, long hours, and unlikelihood of advancement, he does his work well, but has no eye to the future. Less-gifted employees in the same office have been promoted, while he continues to stay at the same level. He has definite, unchangeable views on all subjects. His is a mind made up, has been made up for years, and nobody can change it.

Every day this fellow follows the same routine with almost no variation. Rising at seven, he showers, shaves, dresses, and eats breakfast, which always consists of the same kinds of food. His lunch is eaten in the same restaurant and consists of virtually the same things each time. Six o'clock finds him furious if his wife doesn't have dinner ready on the minute. Evenings are devoted largely to reading the daily paper, and he usually turns down any request by his wife to attend a social function or other event. If he begins to read an article in which the views expressed differ from his own, he stops reading immediately. Thus, he gets no broad view of any problem or issue of the day.

Despite this young man's relatively brief span on earth, his mind dwells largely in the past. Wistfully he told me

one day that he wished he were in high school again, because after a fellow gets out of his teens he doesn't really live.

Foolish, isn't he? It is true that school days are fun, but school should be regarded chiefly as the preparation for a career. Most of us look back on our high school and college years with considerable pleasure, but we realize that all periods of life have their compensations.

As the time passes, our interests change with the coming of new and fascinating responsibilities; but this does not mean that life must be drab and dull. On the contrary, it should be packed with enthusiasm, irrespective of our age. Whether we are sixteen or sixty, this holds true.

I know another man who is twenty-five years older than the young fellow just described, but who gets infinitely more out of life. He keeps abreast of new developments in aviation, science, politics, and other big fields. To indicate how broad-minded and open to suggestions he is, not long ago he changed political parties, although he had been affiliated with a certain one all his life. His parents had been affiliated with that party as well as his grandparents.

"I'm making the change because I sincerely believe that my new party—new, that is, for me—has the better principles and the more competent men," he told me.

"Of course, I didn't reach this conclusion in a day. I hold fast to my convictions as long as I'm convinced they are right. But when I consider them wrong, I don't hesitate to do an about-face."

This fellow has no time for people of his own generation who believe that all modern youth are going to the dogs. He considers present-day young people all right, in the main, and is all for them, often giving them assistance when he can. You will always find him at the air shows to see the latest in planes. The newest automobiles intrigue him. He bowls, fishes, plays tennis, and swims. A splendid mixer, he enjoys parties, and is never happier than when he is with friends. Nothing seems to bore him. He is interested in everything. I'm sure he will never grow old.

How old are *you*? Have you slipped into premature senility simply because of relaxed interests? Are you set in your ways, and doing everything the same way you did ten years ago? If so, you'd better watch yourself. Habit is insidious in that it grows on a person without his realization. Even though you may not find them any fun at first, practice doing things differently and doing *new* things.

Keep up to date; don't condemn without a hearing; verse yourself on all angles of important issues. Only in this way can you reach a smart decision as to your own beliefs. Friendly discussions bring out numerous valuable points, including some that neither side had thought of previously.

As much as possible steer clear of routine living. Variations are delightful, for they prevent life from becoming boring and commonplace. Don't be upset by the arrival of unexpected guests at a time when it is inconvenient for you to have them. Adapt yourself to circumstances and conditions. Learn to sacrifice some of your pleasures without grumbling and complaining. Be master of yourself. Abolish any tendency to moodiness. Keep a calm, smiling exterior even though you may be inwardly at the boiling point. You'll live longer if you do, and have a better time. Of course, it's better not to get steamed up inside at all.

Your yesterdays are over, so look to the future, referring to the past chiefly for the purpose of spotting your mistakes and preventing their duplication. Of course, you will have your fond memories, for everyone does; but think mainly about the months and years to come, and plan, plan, and plan. Dream, then make those dreams come true.

Hard, intelligent work overcomes nearly all obstacles. So dig in, not just today, but also tomorrow and every other day. Persistent plugging can accomplish wonders. Refusal to attempt progress is aging in itself.

The mental processes have a profound effect on the physical machine. So keep your mind keen, alert, and progressive; follow sensible health rules. Thus you will live to a ripe old age, with every year richly worth living.

Too many people are age-conscious. They think too much about the number of years they have lived. It has long been said that a man is as old as his arteries. Perhaps it would be more accurate to say that he is as old as his interests, his mental flexibility, and his willingness to advance.



SOMETIMES we are inundated by a tidal wave of *small* things. Our job becomes an irksome task; the day's routine chafes; friends become suddenly bore-some. A change is called for—usually the escape of ten days or two weeks away from it all. Then afterward it is good to get back and resume accustomed ways; everything falls happily into place.

But sometimes more drastic steps are necessary. Perhaps an inner urge has shouted at us. The time has come to adventure, to meet the challenge of bigger things, a larger life. The difference between temporary discontent and the urge to fulfill one's maximum potential is the difference between incompleteness and growth. Sometimes we make mistakes. We wander about, forever seeking novelty, excitement, the new, believing that somewhere else will prove the magical place where happiness and success dwell, quite unrecognizing that exactly where we are and precisely what we are doing is right for us—if given a chance.

Sometimes, too, we stifle our desires, accept the partial security of a job that is outgrown, of abilities that must stoop beneath a ceiling of opportunity much too low. No other person may answer these things for us. In thought, in meditation, in prayer, we must learn for ourselves that which we must do.

That which our restlessness calls drudgery may be in reality only the image of a mind that declines to accept reality.

Yet ever there are bigger things awaiting us when we have grown tall enough.

Once I moved to the country. I was sure that in the midst of nature, with peace and beauty all around me, I would flourish. Yes. But there was nobody to buy my wares.

So I then moved to the heart of a little city, where certainly there would be enough people. There were too many. I could not concentrate on my work, so I took a job for several years.

Then again restlessness overwhelmed me, and winter oppressed me. So I hastened to a desert town in the Far West. Ah, Eureka! No snow, no ice, just perpetual sunshine where success and fortune would flourish mightily. Very soon I discovered myself leering at the sunshine and longing for cool shadows and refreshing rains—the old wanderlust again.

So I did a double take.

(Turn to page 27.)

**Policemen** are calling a tavern row on Houston's waterfront, "Pearl Harbor," after a brand of beer sold in Texas. This area is the focal point of a fringe around the city that accounts for more than 70 per cent of Houston's homicides.

The flash of a knife or the crack of a pistol in the shabby bars along this strip is as commonplace as the snap of a pretzel; and homicide detectives, tavern owners, and the bar patrons themselves shrug off the violence as a thing to be expected in the course of a normal day's events.

But this is of growing concern to Mayor Lewis Cutrer and Police Chief Carl Shuptrine, the two men who share the responsibility of running a city so violent that it is known across the nation as Murdertown, U.S.A. They have joined forces in a no-holds-barred effort to cut the murder rate. But in trying to analyze the problem, they are faced with a question of long standing in Houston: What put the "murder" in Murdertown?

Murdertown is precisely the title that Houston deserves. The FBI's annual uniform crime reports reflect the number of homicides in every major community, and Houston has managed to stay at the top of the list more consistently than any other large city in the nation.

Scientists have long since attributed the violence to the heat and high humidity which, they maintain, account for hair-trigger tempers. Sociologists say the key may rest in the explosive heritage of Texans, which the old-timers like to sum up in this statement about two men named Sam: "Sam Houston made us free, and Sam Colt made us equal." The first Sam was the leader of Texas forces during the Lone-Star State's revolt against Mexico in 1836; the second Sam was the founder of the Colt Patent Firearms Company.

Somewhere between these two theories may be a partial reason for the murder rate. But in their pursuit of the answer, Mayor Cutrer and Chief Shuptrine have come up with a third big factor—one so obvious that they're

amazed nobody noticed it before. They have linked the cases of homicide to the use of alcohol, and have discovered that drink is a factor in a startling number of slayings.

The mayor and chief quickly found that in the record murder year of 1957, *either the victim or killer had been drinking in almost 70 per cent of the murders*. In 1958 the same was true for *almost 80 per cent*. A further check showed that a great proportion of Houston's killings happen in taverns or just outside. This was the situation in 46 per cent of the cases in 1957 and in 50 per cent of the 1958 cases.

A review of the homicide division's files showed cases like these:

A few weeks ago, a thirty-nine-year-old pipe fitter was beaten to death with a beer bottle by a twenty-nine-year-old laborer in a tavern near the waterfront row. The killer told police he had only a hazy recollection of what had happened. Witnesses, filling in the story, told how the two had been drinking for several hours. They argued over some change, and the fatal fight resulted. The killer, a man named Bob Liles, was charged with murder.

A few days later, an off-duty policeman, Ira M. Stockman, fifty-four, was drinking in a neighborhood tavern. He was pushing his luck, and he knew it. Two years before, he had been arrested on a drunk-driving charge, and he almost lost his job. But he had been given another chance, and he figured that whatever he did with his own time was his business. He probably never considered that he had far more to lose than his job.

Walking outside, Stockman finished his drink. Then, his brain clouded, he started to get into the wrong car, which belonged to a woman patron of the bar. She saw Stockman, and told her thirty-year-old boy friend, Jack Lee Dickson, who ran outside and beat and kicked Stockman to death.

Another murder started as a drinking party in the upstairs apartment of a twenty-nine-year-old tile setter.

# Murdertown, U.S.A.

by Mike Thorne

Houston "Chronicle"

"We're concentrating  
on the gunpowder!"



Among the guests was Clarence Cecil Flint, twenty-eight. As the party wore on, more guests came and left. At last, those remaining were so drunk they couldn't recall afterward what had happened.

What police found when they arrived was Flint's body, stabbed thirty-one times, with a butcher knife lying nearby. Homicide Detective J. O. Brannon said it was the most viciously butchered body he had ever seen. In the killer's confused state, he had washed the blood off the body and changed its clothes before calling police. But he hadn't bothered to clean up the dozens of whisky bottles and beer cans that littered the apartment, and were mute evidence of the events leading up to the death.

A thirty-two-year-old barmaid, Frances Mindiola, shot her fifty-four-year-old husband, Fred, after he attacked her in a tavern where she worked. She told officers she never drank. But she added: "Fred drank heavily, and he was a madman when he did. I was desperately afraid of him. That's why I shot him. I knew if I didn't he would kill me."

The sum total of the figures showed:

In 1958 either the victim or killer had been drinking in eighty-seven of Houston's 118 murders. Thirty-four slayings happened in taverns; eighteen occurred on the streets in front of taverns; one was on the railroad beside a bar; one was in an alley behind a bar; and one was in a car being driven away from a bar.

In 1957, when Houston had a record of 136 murders, the pattern was the same.

Mayor Cutrer and Chief Shuptrine quickly compiled the 1959 figures through the middle of July for analysis. They noted that of the fifty-six homicides, alcohol was a factor in thirty-eight. Twenty-eight occurred in bars; seventeen near bars; one at a drive-in that sold beer.

Their analysis formed the nucleus of an order by the

Mayor Lewis Cutrer: ►

Found where to begin cutting the murder rate.



◀ Police Chief Carl Shuptrine:

"Alcohol and gun-powder don't mix."

mayor designed to stamp out murder in Houston. "We'll organize special police details to patrol the tavern areas where homicide is the highest, and if a patron has a suspicious bulge in his pocket, we'll order the officers to search him," Mayor Cutrer told the chief.

Chief Shuptrine, himself a man who is not politically afraid to turn down a drink at a social gathering, passed the order along to the rank-and-file cops. That day the "pocket patting" detail, as the squads were quickly tagged by the newspapers, went into action.

They brought in hundreds of prohibited weapons and the people who owned them. The seized weapons ranged from pistols, knives, and tear-gas guns to brass knuckles and homemade blackjacks.

The "pocket patters" cannot always keep up with death. Sometimes, as in a recent case, it is one jump ahead of them. Recently, as a pair of patrolmen combed a tavern row along a slum-area avenue, they were startled by a blast of gunfire. They rushed a block down the street toward the sounds. On a vacant lot a man slumped to his knees, fatally wounded. In his hands were an automatic pistol and a loaded shotgun.

Across the street was the man who had killed him. Both had been drinking a few minutes before in a nearby restaurant. Their conversation suddenly erupted into an argument which exploded into a running gun fight. Neither, the killer said later, was mad at the other. Their gun battle was just an act of compulsion. "You know," explained the slayer, "we were drinking."

"It's scientifically impossible to say flatly that drinking causes homicides," says Chief Shuptrine, "but we do know that it has been a factor in an overwhelming majority of our cases. And in the light of this I can only consider it a cause. (Turn to page 19.)



Jack Lee Dickson:

Incited to murder by woman bar patron.



Frances Mindiola:

Desperately afraid of Fred.



Ira M. Stockman:

More to lose than his job.



Bob Liles:

Only a hazy recollection.



**M**ERCHANDISING in 1959 is as far removed from the techniques used in 1939 as are the Los Angeles Dodgers baseball team from a group of twelve-year-olds on the sand lot.

The use of mass psychoanalysis to guide campaigns of persuasion has become the basis of a multimillion-dollar industry. This depth approach to influencing our behavior is being used to affect our daily consumption of both food and drink. Many of the nation's leading public-relations experts have been indoctrinating themselves in the lore of psychiatry to increase their skill at "engineering" our consent to their propositions.

Certain of the probers, for example, are systematically feeling out our hidden weaknesses in the hope that they can more efficiently influence our behavior. At one of the largest advertising agencies in America psychologists are probing sample human beings in an attempt to find how to identify, and beam messages to, people of high anxiety, low security, body consciousness, high sex awareness, hostility, passiveness, and so on.

Hypnosis is even being used in some instances in an attempt to probe our subconscious to find why customers buy or do not buy certain products. One company has a panel which includes a prominent hypnotist, as well as psychologists and psychiatrists, whose job it is to try to get past those mental blocks to buying. One advertising man revealed that he is planning to use TV announcers who are trained in hypnotism, in order to get deeper selling impact.

What the probers are looking for, of course, are the *whys* of our behavior, so they can more effectively manipulate our habits and choices in their favor.

The producers and advertisers of beverage alcohol have surpassed the processors and advertisers of many other products in the use of depth and motivational research techniques. The head of one Chicago research firm says the purpose of motivational research is to employ techniques designed to reach the unconscious or subconscious mind.

Vance Packard, author of the book *The Hidden Persuaders*, warns: "These depth manipulators are, in their operations beneath the surface of American life, starting to acquire a power of persuasion that is becoming a matter of justifiable public scrutiny."

"We learn," says Clyde Miller, in his book, *The Process of Persuasion*, "that once a response pattern is established in terms of persuasion, then you can persuade people in wholesale lots, because all of us are creatures of conditioned reflex."

In his view, the crux of all persuasion jobs, whether selling drinks or a political philosophy, is to develop conditioned reflexes by flashing on trigger words, symbols, or acts. The purpose is to get the product story "etched in the brain" of the consumer, another writer has said.

Dr. Ernest Dichter, noted philosophy professor, observes that the successful advertising agency "manipulates human motivations and desires and develops a need for goods with which the public has at one time been unfamiliar—perhaps even undesirous of purchasing."

This famous philosopher is the father of the school of selling philosophy which brings forth such slogans as:

(Turn to page 29.)

# WATCH OUT

for the  
Subconscious Manipulators!



New Look in Liquor Advertising

1. A chemist explains characteristics of raw opium to students at the training school. This raw opium is processed to yield heroin, the drug used extensively by addicts taking hypos.

2. Students learn to recognize drugs of all types. Here an instructor gives data concerning the marijuana plant.



3. Any drug addict or seller will go to great lengths to conceal narcotics, and no place of possible concealment can be overlooked. Here smoking opium is hidden in the cut-out section of a book. Turning up hidden drugs is part of various techniques learned at Narcotics Training School.

4. An agent shows how the telephone conversation of a "suspect" may be overheard from next booth.



# the Law Goes to School

## Federal Bureau of Narcotics Training School

**The** United States boasts of a school or training center for nearly anything under the sun, but one of the most unusual educational institutions in the entire nation is the school in Washington, D.C., designed to train law-enforcement officers in the vast onslaught against the illegal narcotics traffic.

Less than five years old, the Federal Bureau of Narcotics Training School has already turned out 500 graduates representing police officers from thirty-eight states, Puerto Rico, and thirteen overseas countries. It was established in 1956 under provision of the Federal Narcotic Control Act, which recognized the need for formally trained narcotics investigators at the state and local levels.

The school's course, given without tuition, covers a two-week period comprising lectures, demonstrations, and simulated case work, giving officers full training in narcotics enforcement. General and technical instruction on a practical basis gives students the know-how needed to detect and prevent traffic in narcotics. The aim of this school is to build continued co-operation and participation by local and state agencies and thus eventually to eliminate illicit narcotics traffic and eradicate drug addiction.

Signs of improvement in the current picture of the narcotics problem in the United States are beginning to appear. With the exception of a few metropolitan areas, reports show that narcotics addiction is on the decrease. These reports disclose a reduction in arrests and convictions for violations of narcotics and marijuana laws.

However, the problem remains acute in such big cities as New York, Chicago, Detroit, and Los Angeles, areas which account for 77 per cent of total addicts in the entire nation. New York City has the highest number of addicts—45 per cent of the national total—a fact which may be attributed first to weak laws, with no mandatory penalty provisions, and, second, to the ill-advised statements of people who continually clamor for the perpetuation of addiction by issuance of free drugs to addicts. This group of self-styled experts say their answer to the narcotics problem is simple: All that is needed is to take the profit out of the narcotics traffic, and the problem is solved. Their so-called "clinic plan" suggests giving addicts all the drugs they want without cost, a program debunked by a 1956 Congressional Committee from both the Senate and House of Representatives.

Since 1953 the Bureau of Narcotics, in co-operation



5. Officer-students are taught to apply psychology after arrest. For example, the officer is trained to use language suggesting inactivity, thus diverting mind from ideas of flight.

6. Preliminary searching of the prisoner takes place on arrest, while search is done at place of detention.

7. An officer-student (left) glances in store window as the suspect walks by. Students are trained to keep their suspects under observation, yet avoid being noticed by the suspect.



8. Back in the classroom, the officer posing as the suspect points out one of the students he recognized as an officer. The fact that the officer was recognized shows that the student-officer's technique was at fault.



**Patrick P. O'Carroll, director of the Federal Bureau of Narcotics Training School. Students are law-enforcement officers from all over the nation and from overseas countries.**

with state and local authorities, has been conducting a continuing survey of addicts. The record shows on December 31, 1958, a total of 46,266 addicts reported, an incidence of about one in every 3,800 of the population. This reduction is an indication of the effective work being done through co-operation by local, state, and Federal narcotics enforcement agencies.

A breakdown by age shows that approximately 60 per cent of the addicts reported were between twenty-one and thirty years of age. Twelve per cent were under twenty-one.

Heroin is still the principal drug being used by addicts in the United States, most of it coming from the Far East,—primarily from Communist China,—the Middle East, Europe, and Mexico. Factories operating in Europe and the Middle East process opium and morphine base into heroin, which is eventually smuggled into this nation.

Most countries are making some effort to control the illicit narcotics business, but Communist China is encouraging this traffic as a means of obtaining foreign exchange and also as a weapon to demoralize the world's free people. Heroin from that source continues to come into the country via east- and west-coast ports.

The Narcotic Control Act of 1956, resulting from a study of the narcotics problem in the United States, is the greatest single step forward taken by this country in the fight against the drug traffic. It provides severe penalties, with minimum mandatory sentences, for both the seller and the smuggler of narcotics. It also eliminates parole, probation, and suspended sentences for violators. There is a specific penalty for the sale of heroin to a juvenile—ten years to life imprisonment, and, if a jury recommends it, the death penalty.

In combating the drug problem, every available weapon must be used, and, if need be, new ones forged. Every state should have some provision for the compulsory treatment and full rehabilitation of addicts, and high penalties for the seller and trafficker in narcotic drugs. In areas where these provisions are in effect, narcotics traffic and addiction have greatly diminished and in some places all but disappeared.

As more law-enforcement officers are trained at the Federal Bureau of Narcotics Training School, the ability of the state and local agencies to strike vigorously at the drug traffic increases, and the sum total of power arrayed against this menace holds the promise of victory.

YOU  
WON'T KNOW IT

### Jean Val Jean

**If** this should happen to you this New Year's, you won't know it. You won't tell about it; you can't talk, 'cause you're dead. So just in case this does happen to you, I'll write down the details now, so you can read all about it before New Year's. Perhaps you should cut this out and have it with you when it happens, if it happens, so that your loved ones and friends will know about the events leading up to it.

Your old year ends and your new year starts out something like this.

You have a few friends over to help you welcome in the new year. You drink several farewell toasts to the old year, and you drink a toast to each of your good friends.

The whistles blow, the bells ring, a new year is born. You drink a toast to the new year, you drink another toast to each of your good friends, one to their wives, one to this, and one to that. Before you realize it, it is three o'clock in the morning, your friends are departing. Just one more farewell toast, to good friendship, you suggest.

After your friends leave, you pour yourself another drink. You are all alone; what can you drink a toast to now? You go to the mirror, raise your glass—you'll just toast yourself. But it tastes flat. You feel too good to go to bed, so you decide to go someplace and find some more friends to help you celebrate New Year's.

You grab your hat and stagger out to your car, singing a happy song. You slide behind the wheel, and with some difficulty get the car started. With a clashing of

gears you drive off, weaving from one side of the street to the other, like a ballerina. You decide to go to your country club; it's only ten miles out. You don't know it, but your new year ended with that decision.

But for the men of the police department, the sheriff's office, the highway patrol, the police photographers, the ambulance drivers, the doctors and nurses, the new year starts when yours ends.

The phone on the sergeant's desk rings; he answers, hangs up, and reaches for his mike and speaks into it: "Headquarters to units 1166, 1167, and 14." The cars answer in the order called: "Go ahead, headquarters."

"Major accident, five miles west of town." The desk sergeant continues, "Ambulance on the way." With a "ten-four, headquarters" (acknowledgment that the message was received) the cars, red lights flashing, sirens wailing, speed to the scene.

You don't know it, 'cause you're dead, but that's you they are talking about. Your car, traveling at a high rate of speed, weaving from one side of the highway to the other, left the highway, struck a tree with a terrific crash, turned over several times. You were thrown from the car, you rolled over and over to the bottom of the deep,

CAUSE  
YOU'RE DEAD.

muddy ditch. Literally cut to pieces, bleeding and broken, you leave a trail of blood as you roll down the embankment. This is one accident you won't have to explain or offer an excuse for, 'cause you're dead.

The ambulance, the highway patrol, the police photographer arrive; but you won't hear the sirens wailing, 'cause you're dead. The patrolman radios headquarters to send a coroner.

While you lie there on the cold, wet ground, you don't notice that the ground is cold and wet, of course. The photographer shoots pictures of you from all angles. He moves in for a close-up shot of that gaping hole in your head. He flashes a bulb within three feet of your wide-open eyes; the bright flash doesn't bother your eyes, 'cause you're dead.

Other motorists stop their cars and look at your bloody, dirty body; some vomit, (Turn to page 32.)

**Increasing** highway slaughter in which drinking drivers are responsible underlies the pressing need for better methods of detecting and dealing with the drunk driver, who has now become a major highway hazard. The vague standard of "driving while intoxicated" or "driving while under the influence" has not and cannot do the job called for.

Under the laws of most states today, no one is charged with drunk driving unless his blood alcohol level is .15 per cent or more. Is such a standard an adequate measure of the real impairment suffered by a driver who has been drinking? Growing evidence seems to indicate that it definitely is not.

Studies made on this problem by the University of Washington show that "some impairment of ability to perform the simulated driving test could be detected when the blood alcohol concentration was as low as .03 per cent."

The studies also show that "blood alcohol levels well below .15 per cent induce measurable objective impairment. . . . All the subjects showed some impairment of function at blood alcohol concentrations of .05 per cent." The conclusion drawn by the researchers is that the "current law is thus too lenient, since impairment of function is present before the legal limit of blood alcohol concentration is reached."

In view of this, further examination of the facts should be made to see if they bear out the thesis that alcohol blood levels below .15 per cent cause impairment. Extensive information is available from many states on the relationship of alcohol to fatal accidents. Here are some examples:

In Delaware in 1955, studies showed 40.6 per cent of all drivers involved in fatal accidents had been drinking. In 1956 in that state it was found that 51 per cent of the fatal accidents had a drinking driver involved. The 1955 Delaware study also disclosed that 14.5 per cent of the drinking drivers involved in fatal accidents had blood alcohol concentrations of .15 per cent, 9.4 per cent had concentrations between .05 and .14, and 2.2 per cent had blood alcohol concentrations less than .05 per cent. An additional 14.5 per cent of the drivers involved in fatal accidents did not have blood alcohol tests, but had been drinking, in the opinion of the investigating officer.

Alex B. Stephenson, supervisor of the Montana Highway Patrol, said in October, 1956: "We can say without contradiction and backed up by our blood alcohol tests that the 1955 experience showed that in 50 per cent of fatal accidents, the driver had been drinking, and the 1956 figure is . . . even higher."

In Montana between March, 1955, and November, 1956, there were 347 fatal accidents, killing 438 people. Blood samples were obtained from 202 of the people killed, and of these, 23 per cent had alcohol concentrations less than .05 per cent; 31 per cent had concentrations from .05 to .15 per cent; 46 per cent had blood alcohol concentrations above .15 per cent.

In New Hampshire in 1955, tests showed that of 52 persons killed in traffic accidents where drinking was involved, 27 had blood alcohol levels below .15 per cent and 25 had levels above .15 per cent.

What are the significant facts appearing from this evi-

If we are really in earnest about this drinking - driver menace on our highways, here is . . .

# ONE effective solution

William N. Plymat  
President, Preferred Risk Mutual Insurance Company  
Des Moines, Iowa

dence? *First*, it is shown that from 40.5 to 55 per cent of the drivers involved in fatal accidents were known to have been drinking; *second*, the fact emerges that almost half the fatal-accident victims had blood alcohol concentrations below .15 per cent.

Impairment in driving ability due to alcohol, then, begins at .03 per cent to .04 per cent alcohol concentrations in the blood. Beyond this percentage, fatal accidents are found to increase in a marked way. Completely unrestrained by other influences than the pure facts, one might well take the position that the "legal limit" should be at a point just below where impairment begins—about .03 per cent. On the other hand, to be realistic, one has to consider the thinking of the legislators, the courts, and the jurors, and the sentiment, that must be dealt with.

In October, 1957, at the annual meeting of the Chemical Test Committee of the National Safety Council, the

suggestion was made that a legal limit of .05 per cent should be established. This effort proved unsuccessful, and the proposal was not endorsed. The objection was not to the facts presented, nor to the desirability of establishing such a legal limit of blood alcohol content as the ultimate objective. Public acceptance and legislator acceptance were the big obstacles in the committee's thinking. However, at the same time an experienced psychologist who has done extensive testing in the field objected to the .05 per cent level as too high a figure, and maintained that psychological tests indicated that impairment begins at a blood alcohol level of .02 to .03 per cent.

The ideal and complete answer to the drunk-driving problem would be to set a legal standard forbidding a person from driving a car after consuming even one drink, but we must be realistic. This would be shooting at the moon without the backing of necessary public sentiment. We must set an attainable objective, and it must not be so high that it will be substantially ineffective in really solving the problem.

Asked to work toward this .05 per cent limit, a legislator will want to know how many drinks are involved. This question is not easily answered, because a measurement of the blood alcohol level involves several factors. For example, it takes twice as much alcohol to reach a certain level in a person who weighs 200 pounds as it does to reach the same level in a person who weighs 100 pounds. Another factor is whether or not the alcohol has been taken on an empty stomach. If it has, its absorption into the blood may be rapid, with little burning of the alcohol. On a full stomach, absorption is slower, and there is likely to be more burning of the alcohol.

To strike somewhat of an average, in a man weighing 150 pounds the blood alcohol levels where rapid consumption of alcohol in an hour's time is assumed will be:

One drink, .013 per cent; two drinks, .041; three drinks, .069; four drinks, .097 per cent.

A legal limit of .05 per cent, then, would amount to two drinks, for all practical purposes. Considering all the dangers to the motoring public clearly indicated by the evidence, this is not unreasonable. One country, Sweden, already has such a limit.

How can an effective program of legal action be put into operation? The first step must be to launch an educational program to build the necessary public demand for effective action. Next, the basis on which any legal action is to be taken must be clearly defined and clearly understood so it is not subject to argument. It is extremely difficult to convict a driver under existing laws which specify the offense merely to be "driving while intoxicated" or "driving under the influence." A man may drink a great deal and still "beat" the charge. Juries today have too wide a latitude and can do pretty much as they please. The result is that too many drivers are found not guilty, even though alcohol has rendered their driving ability substantially impaired.

The trouble lies in the *offense* itself. The procedure has been operating in reverse. In substance, the law has said that it is illegal to operate a motor vehicle while "intoxicated." The drinking driver laughs at the offense, and tells himself he can safely drink to a considerable degree and still drive. He thinks he will not get help-

lessly drunk, and that unless he is helplessly drunk, no jury will convict him of an offense.

By statute in many places the effort is made to define "driving while intoxicated" in terms of *presumptions*. Less than .05 per cent blood alcohol creates the presumption of innocence; more than .15 per cent creates the presumption of guilt; and anything between these two levels merely provides some factors to be considered with other evidence in determining if the person has violated the law.

What happens in such circumstances? Nearly everywhere in America no one is charged with an offense unless he has a blood alcohol level of .15 or over. This means that the average man cannot be effectively charged with drunken driving unless he has had at least six drinks. After six drinks the person is admitted to be a menace to other motorists. A driver's ability is greatly impaired if he has had only two or three drinks; but such drivers are not charged with an offense, even though they can be equally dangerous to the motoring public.

The problem has been further complicated by existing penalties. The *severity* of the penalty is not as important as is the *certainly* of the penalty. Often, increasing the severity of a penalty only ensures that the penalty will not be imposed at all by juries. In Kansas, for example, the legislature in 1959 amended the law to make revocation of the driver's license for at least a year mandatory for drunk driving. A short time later the Kansas City *Times* commented:

"The effectiveness of this . . . won't be known until the number of convictions can be compared to past lists. In Missouri, where drunk driving is a felony, juries are reluctant to convict. The practical result is that prosecutors often reduce the charge. Even under the old Kansas law, lenient juries and the reduction of charges were not unknown. The success of the new law will depend on the diligence of Kansas legal machinery and the attitude of the people (who are the jurors). The people still have to show whether they really consider drunk driving a serious offense."

Often jurors look at a defendant and think a severe penalty will really be hurting the defendant's family. They are confused by the vague standard of law violation. Thus jurors decide they would rather let the defendant go free than to see him punished with a severe penalty. Soon he is back drinking and driving, thinking he can beat the offense again; but the next time he may be in an accident or someone may be killed.

At this point one might conclude that the problem is insoluble because jurors and the courts won't do the job anyway. But the problem *is* soluble. We must outthink the drinking driver and revise the whole system to set up a really effective authority which will solve the problem. None of the things needed to accomplish this are unobtainable. Legislators can be informed as to the need and to the fact that a solution to the problem is expected. Those charged with traffic enforcement, leaders of thought in government, traffic safety councils, schools, churches, civic organizations, other groups, and individuals can and must be informed about the seriousness of this problem and the need for a solution.

A specific standard by which (Turn to page 25.)

**D**ELLA was one of the youngest members of the university faculty, and because of her attractiveness, she was often asked to chaperon campus social affairs. Drinking was not allowed at campus socials, but the students got their drinks before and after. On one occasion Della's escort said to her, "I guess we had better get a few drinks before we go so we can enjoy ourselves."

Della, who had been brought up in a home where no drinking was tolerated, told her escort that if they were to attend the social together, "neither you nor I will take a drink. I can enjoy myself better if I remain sober."

Indeed, Della's way was contrary to the way "everybody was doing it." However, she was soon recognized as being "different," and, to her surprise, became popular as well.

Dating and drinking should not present any problem to teen-agers in the light of their knowledge of what happens to those who drink and date. Knowing the dangers of drinking and dating, we can safely advise: "If you date, don't drink; if you drink, don't date." But it is easier for us to give such advice to young people than it is for many of them to take it.

During that period when teen-agers are trying out their social independence, it is not easy for individuals to be different. The group thinking is that in order to have a good time it is necessary to have a few drinks.

Mary and Bob want to fit into the group. They may not really like to drink, or enjoy the drink when they take it, but being called "different" is a heavy penalty they hesitate to pay.

Some teen-agers may have joined their parents in taking a cocktail at home. If so, the advice of the parent not to drink elsewhere is futile. Mary and Bob are going to meet some fine people who do drink socially, and they may wonder about the concern of their parents. But parents are aware of the dangers. While the eight or nine in a hundred who take the first drink may become alcoholics or compulsive drinkers, Mary and Bob think they will not be among that number. So they become social drinkers. But the fruits of those early years may not be gathered until years later.

Alcohol is a narcotic. It relaxes only in so far as it relaxes the most sensitive part of the brain centers, and that means losing control of one's better judgment. What is sillier than a silly youth who is "relaxed" by alcohol?

Young people who have lost control of their better judgment may indulge in behavior they will regret for the remainder of their lives. Human passions are strong, and must be kept under control by our better judgment; but if that judgment is relaxed, the control is gone. For this reason, dating and drinking do not go together.

Adolescents are usually sensitive about their looks and their manners, but when "relaxed" by a narcotic, such as alcohol, they no longer worry about either. Perhaps that

is what they mean by saying they must have a few drinks to enjoy themselves. If this is true, it does not do our youth credit for being very intelligent.

During the formative years, young people establish their standards of right and wrong, good and bad. To do this, they need all their mental powers. Instead of thinking of the "good time" at the social, they should be thinking of what their behavior will mean in getting a job, yes, even of finding a wife or a husband they can be happy with. One authority in the field of family relations states: "For young people alcohol can serve no useful purpose; it can only create serious problems and increase the seriousness of problems that are already present."

Knowing that so much depends upon the home training of youth, parents should certainly be concerned about the part they play in helping their children formulate standards. Parents will have worries enough if they do their best for the children and in the home set an example of sound judgment and good manners.

Della, the young woman already mentioned, knew how to be inoffensive in refusing a cocktail, and her friends soon learned that she preferred tomato juice. She had been taught at home. She made it a part of her teaching in the university.

Last spring I was in a group going to the Holy Land. We were on an Italian liner, and when we were assigned our tables in the dining room, we found on each table some bottles of wine and glasses for the different wines. After the second meal the

*(Turn to page 26.)*



comments on a prevalent  
teen-age question today.

# Dating and Drinking

c. t. ryan

# A Picture of Teen-age Drinking

?? WHERE  
?? HOW MUCH  
?? WHY  
?? WHO  
?? WHEN



N. Blaine Winters  
Director of Teacher Personnel  
Utah State Department of  
Public Instruction

DRINKING among high-school students is more widespread than most adults realize, according to a survey of 8,507 students in public schools throughout the State of Utah. The survey was conducted by Evan Jones, assisted by the Utah State Department of Public Instruction, the State Board of Alcoholism, the Church of Jesus Christ of Latter-day Saints, and some private citizens.

Jones surveyed the drinking habits of students in nineteen urban and rural high schools in an effort to determine the extent to which alcoholic beverages were being used by high-school-age young people and to learn the factors which influence them to drink. The age of the students involved in the survey ranged from fourteen to nineteen, and of the 8,507 participating, the number of boys and girls was about equal.

How extensive was the use of alcohol among Utah high-school students? Jones's survey\* shows that 71.4 per cent of the participants "had tasted some form of alcoholic beverage." On the other hand, 27.4 per cent said they had never tasted alcoholic beverages.

However, the picture is not entirely shown by these figures, since those who could be classed as "drinkers" totaled 17.5 per cent. Students who said they drink "very, very seldom" came to 23.5 per cent of the total number surveyed, and 59 per cent stated they "never drink."

But one factor causes many Utah high-school administrators to become "alarmed": 3.9 per cent of the students drink once a week or more often.

How does this pattern in Utah, which has the lowest per-capita alcohol consumption among the 50 states in the Union, compare with some drinking patterns discovered among high-school students in other areas? In Wisconsin, for example, 64 per cent of the high-school students are drinkers, and in Nassau County, New York, 86 per cent are drinkers, compared with Utah's 17.5 per cent of students who drink.

But even this relatively low 17.5 per cent of drinkers

\*Evan Jones, "Student Drinking in High Schools in Utah."

among Utah high-school students is cause for real concern, when one considers that the majority of students in the state come from Mormon homes where in many cases total abstinence is taught. Eighty-five per cent of the students surveyed are Mormons, 5.5 per cent Protestants, 4.6 per cent Catholics, and 4.9 non-Christian or nonsectarian.

In connection with the above data, it might be interesting to note that the survey shows alcoholic beverages to be found in 18 per cent of Mormon homes, 52.1 per cent of Protestant homes, and 36.2 per cent of Catholic homes.

Jones's survey discloses that "the incidence of drinking was more prevalent among seniors than among any other high-school age group." This shows, he indicates, that as young people are constantly exposed to alcoholic beverages, there is a gradual breaking down of resistance against its use.

In responding to the question, "Have you ever been tight?" the following data were turned up, bearing out the fact that drinking is progressive: 14.5 per cent of the sophomores, 21 per cent of the juniors, and 25.2 per cent of the seniors said they have been tight. Twenty-six per cent of the boys surveyed and 13.1 per cent of the girls said they had been "high" during the month preceding the survey.

The most popular alcoholic beverage among the high-school tipplers was beer, followed by wine, whisky, gin, rum, and vodka.

Another factor uncovered by Jones is that there is more drinking among students in urban schools than among students in rural schools. The urbanites had a per capita consumption almost double that of their rural counterparts. Another revealing factor is that the number of urban homes where liquor is served and used by parents is almost double the number of rural homes where alcohol is present. The number of students who said they liked the taste of alcoholic beverages "compared exactly with the percentage of students who had alcohol in their homes," Jones reports.

Why do students drink? Here are nine reasons the Utah high-school students surveyed gave, and the order in which they were most frequently given by both boys and girls:

1. Curiosity—just wanted to try it.
2. To be sociable.

(Turn to page 28.)



**D**RUG addiction can be defined as the habitual use of a substance which develops in the user a false sense of physical and mental well-being at the same time that it develops a physical or mental need for that substance, with that physical or mental need rapidly becoming so great that it becomes the dominating and motivating factor in the addicted person's life.

According to studies of addict case histories, marijuana and heroin are the most commonly used drugs, at one time constituting up to 95 per cent of the cases. The various drugs now in use can conveniently be listed under two general headings.

#### *Stimulant Drugs*

These drugs, generally speaking, tend to excite the nervous system.

*Cocaine*, the major stimulant contained in lists of addicting drugs, is obtained from coca leaves. Called "C," or "snow," by addicts, it is a bitter-tasting white powder similar in appearance to heroin or morphine—or, for the sake of better visualization, to baking soda or milk sugar. Medically, it is used as a local anesthetic, although its medical use has dropped markedly through the substitution of synthetics such as procaine.

Addicts either sniff it through the nostrils (this type of addict is generally referred to as a "snorter") or inject it into the veins with a hypodermic needle (this type being generally called a "mainliner"). Almost immediately, it produces a marked exhilaration, described frequently as a feeling of pleasure so intense as to be ecstatic. Under its influence, the addict initially feels strong and superior, completely devoid of fear; there is a complete absence or unawareness of pain, fatigue, or any other physical or mental discomfort. This phase lasts only for a relatively short period of time, and is followed by a longer period of morbid depression, and finally by an almost narcotic stupor.

The old picture of the "dope fiend" as a popeyed and completely fearless killer was developed around the criminal "cokey." This was the drug of the vicious underworld, of the professional killer, of a bygone era. It has a mydriatic effect, causing dilatation of the pupil of the eye, hence the "popeyed cokey."

Excessive use of cocaine frequently brings on a condition of insanity with delusions and extreme morbidity.

*Amphetamine* (a synthetic drug, more commonly known by trade names "benzedrine" and "dexedrine") is attracting increasing attention both from the medical profession and law-enforcement officials. Medically used as an inhalant to relieve sinus and nasal conditions by its temporary action upon the mucous membrane, it is also being used nonmedically for the temporary exhilaration or intoxication it produces.

#### *Depressant Drugs*

Chief among the addicting depressant drugs are the derivatives of opium. Opium, in its gum form, is rarely encountered in the United States, although it is widely smoked or eaten in the Orient. The gum opium is actually the dried milky juice of the opium poppy plant, is brownish-yellow in color, has a faint odor and a bitter and acrid taste.

The major illicit narcotics traffic is in the derivatives,

*heroin* and *morphine*. These are white powders, and in the illicit trade are adulterated with milk sugar, which they resemble in appearance. They are sold in capsules (commonly "caps" in the vernacular of the addict), or in flat packets called "decks." Both derivatives are quickly addicting, some addicts being "hooked" with as few as six "fixes."

Heroin or morphine is either "snorted" or "main-lined," with most addicts starting as "snorters" and quickly graduating to the intravenous injection. Particularly among "needle addicts," the effect is described as immediately exhilarating, with the sensation described by many addicts as being similar to an orgasm occurring in the stomach region, quickly followed by a calm, peaceful, dreamy lethargy. This pleasantly lethargic state finds the addict completely dissociated from the workaday worries of his world, and perfectly content to remain so. This condition generally lasts from three to five hours, the time shortening as the body develops a tolerance for the drug.

Once the individual is "hooked," the need for the drug truly becomes the dominating and motivating factor in his existence. There is the mounting psychological compulsion to escape to that "dream world," and the constant consciousness, when away from it, of those agonizing pains of withdrawal if the body is too long denied the drug upon which it has come to depend.

Other similar drugs encountered less frequently in the illicit trade, similar in their action to heroin and morphine but medically considered feebler and less powerfully ad-

# The Most Commonly Used Drugs

*Lois Lundell Higgins, M.S.W., LL.D.*

DIRECTOR, CRIME PREVENTION BUREAU OF ILLINOIS

dicting, are *codeine*, *dilaudid*, and *metapon*. Synthetics with similar qualities, also addicting, are *methadone* and *demerol*.

*Marijuana*, though psychologically a stimulant, is, medically, a depressant. However, it is considered non-addicting in that it does not produce the "withdrawal symptoms" if its use is discontinued, and apparently builds no positive psychological compulsion for its own continued use.

Marijuana is the "Trojan horse" that vicious drug traffickers use to enter the youthful victim's mind and open the gates to his mental, (Turn to page 22.)



WHEN seventeen-year-old Andy Bathgate went onto the ice to play his first professional hockey game at Guelph, Ontario, in 1949, it might well have been his last appearance on the rink. A few minutes after he entered that first game, Bathgate was back on the bench with a painful injury caused by a slipping kneecap—an injury which would have finished the career of a lesser man. But Bathgate returned to the ice within a month, his left leg supported by a brace and his

whole ambition directed toward one objective—reaching the top in professional ice hockey.

Ten years and several painful knee operations later, Andy Bathgate has achieved his goal, and is today acclaimed one of the greats of ice hockey. At twenty-six he is being called “the most exciting player in ice hockey,” and is considered the finest player to wear the red, white, and blue uniform of the New York Rangers since the days of Bad Bill Cook. In the 1958-59 season Bathgate got the third leading score in the National Hockey League with forty goals and forty-eight assists, making a total of eighty-eight points.

This young Canadian, who has a steel plate grafted into his left knee and wears a brace on his right leg each time he goes on the ice, was picked as the most valuable player in the league and the most valuable man on his team. He also won the Hart Trophy last year, which carries a \$1,000 bonus. He received 133 of a possible 180 points in the voting of sports writers and broadcasters in



# Andy Bathgate

## *Man on ice*

Interview by Madeline George



Andy Bathgate (left), with two team mates, limbers up for the rigorous exertion of his next hockey game.

each of the six league cities. His closest competitor, Gordie Howe, a four-time winner of the Hart Trophy, got 60 points.

Bathgate is a powerfully built six-footer who guards his health as carefully as he plays hockey. Kenneth Rudeen, author of a cover story on this Ranger star in *Sports Illustrated*, says: "Off the ice, Bathgate is a likeable and unaffected man of unusually abstemious habits. Alcohol has never touched his lips, nor tobacco smoke his lungs. He is a superbly conditioned athlete."

Bathgate says thoughtfully that he made his decision not to smoke or drink when he was a youngster, because "neither tobacco nor alcohol would help me." His father's death back in 1946 made quite an impression on Bathgate, who believes the cigarettes his father smoked had something to do with the cancer which took his father's life. Teammates and friends once urged Andy to join them in drinking, but now they think nothing of the fact that he never takes anything stronger than a soda.

"To be a success in hockey, or any other sport, one must keep in the best physical shape," he comments. "Anything likely to hinder health even a little is better avoided," he says.

Bathgate, born near Winnipeg, began chasing pucks with a hockey stick when he was six years old, and by the time he was nine he was playing hockey in organized community games. He used to play 100 or more games a season in his early teens. And when he was not playing, he was reading about hockey, listening to games on the radio, or watching the New York Rangers in training at Winnipeg. One of his early Ranger heroes, Bryan Hextall, would collect broken or discarded hockey sticks from the team and give them to the wide-eyed youngster, who built up a supply of sticks to last several seasons.

Encouraged by his father, manager of several junior hockey teams, Bathgate determined to become a professional. He thought nothing of getting out of bed at four thirty on a Sunday morning when the temperature was down to 25° or more below zero, walking five miles to a rink, and practicing for two hours before breakfast. Visions of someday playing with the New York Rangers spurred him on to perfect difficult shots which later made it possible for him to realize this ambition.

However, his first two tryouts at fifteen and sixteen years of age at the Rangers' Canadian camp didn't cause too much excitement and produced no commitments from the team managers. But he did land a spot on the Guelph, Ontario, team, first as a \$25-a-week member of the scrub unit. With the help of an older brother, an amateur in Guelph, he convinced officials he should have a spot on the A team; and thus at seventeen, Andy Bathgate began a career which has taken him to the top of one of the most demanding of sports.

In spite of his discouraging start and painful injuries, which have plagued him throughout his career, Bathgate developed quickly as a hockey professional. In his third year with the Guelph team, he was made captain, and during that last year scored thirty-three goals in thirty games despite more knee trouble. In the 1951 Canadian junior championship playoffs, Bathgate averaged almost a goal a game, and his team won the title.

From Guelph, Bathgate went to play with the Rangers,

then at the bottom of the league. After eighteen disappointing games, during which he suffered more knee trouble, Bathgate went to Vancouver for one season, and then back to the Rangers again seventeen games later. This time he was used in the line, a new position where he didn't fit in. A short time later the Rangers sold him to Cleveland, and the disappointment and discouragement of losing his spot on the New York team almost led the future star to write off hockey as a career. But he kept plugging away, and was called back by the Rangers once again.

In the 1954-55 season with the Rangers, Bathgate began to make his mark, shooting twenty goals. In baseball this would be equivalent to batting .300 or higher. Bathgate's success contributed to the improving fortunes of the Rangers, who moved into third place in the 1955-56 season and got a chance at the National Hockey League playoffs for the first time in five years.

Since then Andy Bathgate and the Rangers have made steady progress together. In the 1956-57 season he scored 27 goals with 50 assists for a total of 77 points, and the next season had 30 and 48, totaling 78 points, which put him in third place in the entire league. His 1958-59 score was 40 goals and 48 assists.

Such achievements led hockey expert Al Laney, of the New York *Herald Tribune*, to compare Bathgate favorably with the all-time greats of the sport.

"There are very few present-day hockey players about whom this may be said," writes Laney. "Bathgate really only now is getting under way. He is only halfway through his twenties and at the height of his powers."

Thus this clean-living Canadian, who got off to such a wobbly start in his chosen profession, is now gliding smoothly across the ice toward lasting success and fame as one of the "greats" of ice hockey.

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## MURDERTOWN, U.S.A.

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(Continued from page 8)

"Under the law we can't stop people from drinking. It might be better if we could. But we can do the second best thing—patrol the places where they drink and keep our eyes open for weapons.

"We're convinced, even though we can't prove it, that drinking leads to arguments that many times result in death. And if we can't stamp out the cause, at least we can try to change the effect."

The mayor's tavern patrols apparently are a step in the right direction. A look at the homicide figures in 1959 shows that they are substantially under those for the same period in 1958.

"And I feel certain that a maintained program with this tavern patrol will serve to cut the rate greatly," adds Chief Shuptrine.

"People can kid about it, but I believe they know it's effective," says the chief. "As soon as we've had it in operation long enough, we'll be able to prove it.

"One thing is clear—alcohol and gunpowder don't mix. We're not allowed to take away the alcohol, so we're concentrating on the gunpowder.

"Maybe if we stick with it diligently, we can take the murder out of Murdertown."

# WORLD VIEW



## Trends and Comments From Australia and the South Pacific Islands

*Adapted from a special Australasian edition of "Alert."*

### AUSTRALIA: "Debauching and Degrading"

*Upon the reported suggestion that aborigines on Australian mission stations and government settlements be taught to drink liquor "wisely and temperately," W. J. Aston (Lib. N.S.W.) asked the Minister for Territories in Federal Parliament to say whether this suggested departure from present practice would be in the best interests of our aborigines. Mr. Hasluck replied:*

"I would like to express the firm belief that it is a proved historical fact that alcoholic liquors have been one of the greatest causes of the debauching and degradation of primitive peoples."

### Citizenship and Liquor

*Portion of a resolution at the Second Federal Conference, February, 1959, Aborigines' Advancement League:*

"That the hazards of liquor must not be used as an hindrance to granting citizenship rights, but that all governments should direct their activities to controlling the alcohol rather than the aborigines."

### Alcohol for Aborigines

*When the question arose whether to allow liquor for Australia's 50,000 full-blooded aborigines, considerable opposition was expressed, not only by judges and police officers, but also by missionaries who had worked with the natives for many years. Typical of these reactions are the following:*

A. Marshall, secretary of Methodist Overseas Missions, Darwin: "It is not possible to teach white men to drink with restraint, let alone natives."

The Rev. N. C. Pearce, United Church, Darwin: "If natives are to be educated about drink they should be taught its evils."

Brother Aidan, Church of England, Darwin: "To allow the natives to drink would be catastrophic. Instead, they should be taught what to do with their spare time."

The Rev. G. J. Symons, chairman of Methodist Overseas Missions: "A

small army would be needed to control some settlements if natives were allowed to drink. It removes self-control, and arouses primitive instincts still close to the surface, and is associated with most cases of assault or killing."

### FIJI: Forced Decision

*Résumé of a broadcast in Sydney by Dr. Cyril Cato, graduate of Melbourne University, and for many years a Methodist missionary.*

"Two or three months ago, I sat late into the night here in Sydney listening to an intelligent and educated native of the Fiji Administration, obviously laboring under a great burden of spirit as he told me how the British Government had forced upon his people the uncontrolled drinking of alcohol. The Provincial Council of which he was a member had voted for the continuance of partial prohibition for his people. The British administration then sent a white district commissioner to reopen the question and endeavor to reverse the decision. Despite the white officer's high prestige, he achieved his aim by only a narrow margin. There was a sudden hush when a native rose to his feet and asked that the names of those voting for alcohol be recorded for future generations to read who have betrayed their own people, and were responsible for the degradation of the race.

"I spent nineteen years in Fiji. I saw something of the moral tragedies which occurred when alcohol was made available even to selected natives. British administration has now abolished the permit system, making unlimited alcohol available to all natives.

"As I speak now, I have before me a letter issued by the Public Relations Office, in Suva, Fiji. It reads: 'Fiji has first brewery. Fiji now has its own beer.'"

### SAMOA: Warning Heeded

*After this letter by D. I. Jenkins was published, as written to the editor of the Samoan "Bulletin," the members of the Legislative Council of Samoa overwhelmingly voted against the proposal for the establishment of a brewery. The member initiating the move later lost his seat in the Council.*

"We wish to warn the people of Samoa that it would be detrimental to their future prosperity to allow any brewery company to be opened in Samoa. Such a company would eventually free itself from any laws that would tend to restrict its production and sales; it would also exert every power and influence to free the public from any laws that tried to limit the consumption of liquor. The national income could be increased in this way, but at what a price in the lives and happiness of Samoans!

"Further, we wish to warn that liquor is never a commodity that is of any real value to the body in any quantity. The word of God, the facts of true science, and experience prove that liquor is not helpful to a person physically or spiritually; and it possesses a power for great evil. If a liquor industry is allowed to be established on Samoan soil, then we will see eventually the calamities of other countries in this fair land; with increased crime and accident rate, misery and sickness will be the result.

"I have observed that Samoans are generally reluctant to allow the increased use of liquor. Therefore, in order to be a help to this community, we strongly urge the Government of Samoa and its people to disallow any liquor company from opening in Samoa. Companies selling liquor in the country under strict license, yet not established within this country, are less able to wreck the lives and spiritual condition of the Samoan people."

About 130 years ago this true story took place in what is now central Illinois.

**W**INONA'S parents wanted her to marry the wealthy warrior, Tuscola. Winona preferred dashing Tonawanda. Both suitors brought gifts to the girl's mother. The young man brought a bundle of hides, the warrior brought ammunition. Tonawanda brought game and fish, Tuscola brought wampum. Tonawanda brought blankets, Tuscola brought arrowheads.

The maiden's parents hoped Tuscola would bring one of his horses as a gift, but the older man became increasingly aware of the girl's love for the youth and brought no more gifts.

Winona and her grandmother began to scrape the hides brought by Tonawanda. Neighbor squaws helped fashion them into a tepee for her.

The persistent suitor brought loads of firewood to his beloved. When he brought his treasured red, white, and blue flag, the girl's parents were convinced of his sincerity and devotion, and gave their consent to the marriage.

After the wedding supper the radiant bride followed her husband through the brilliant autumn woods. Winona thought Tonawanda the most wonderful man in the world. She admired his lusty strength and the way he walked with long, rapid strides. Straining to keep up with him, she was breathless when they reached the new tepee on the bluff of Money Creek.

The honeymoon of the devoted couple passed quickly. Tonawanda was a good hunter and provided well for his beautiful bride. Winona was a willing worker. She skinned the animals he killed, cut up the meat, and dried it for future use. She gathered fuel, prepared meals, and sewed garments.

One winter day, when a blizzard howled into the valley, three tired paleface hunters stumbled into the red men's village. They had become lost in the storm and wanted a native to guide them over the Indian trail to the ford on the Mackinaw where they had left their rowboat.

Tonawanda volunteered to go. Running swiftly to his tepee, he told his wife where he was going, and sped away on his mission.

She knew he could reach the river in half an hour. The weary white men went much slower. On the way they found the deer they had killed. Tonawanda wished he had brought his squaw with him to carry the meat and hide.

But Winona was warm and dry in their snug tepee. She threw another stick on the fire and stirred the stew she was cooking for supper. After a while she opened the flap of deerskin that served as a door and peered out into the night. Swirling snow melted on her face as she tried to see down the path.

Why did her husband stay so long? What had happened to him? He had gone away with three strange white men—armed men. What had they done to him?

Another hour passed before Tonawanda's head appeared in the primitive doorway. One sniff of the savory squirrel stew, and he hastily withdrew.

Presently he lurched into the tepee, barely missing the fire in the center of the floor. He was cold, weak, and ill. Wordlessly he pushed aside the proffered food, dropped heavily to the buffalo-skin pallet, and sank into a stupor.

That was Winona's introduction to the effects of beverage alcohol. She had never before seen an intoxicated person.

Two days later Mishawaka, the tribal chief, walked slowly to the council house, chanting as he went. Tonawanda joined the single file of chanting braves that followed their chief. Entering the building, the men squatted on the floor around the standing sachem.



Beatrice Loser

*This oak, now full-sized, is said to be the very one which, when Winona was ordered from the valley, she bent and weighted, making it point west to show her husband which direction to take.*

Presently the women came in and sat in a group near the entry.

When Chief Mishawaka spoke, his people listened attentively.

After a period of respectful silence, Tonawanda stood. Recognized by his chief, he stepped inside the circle of men. He explained how the white hunters had offered him a drink of firewater, which he drank.

"Does Tonawanda remember his trip from the river to our village on Money Creek?" asked Mishawaka slowly.

"Tonawanda remembers."

"Did Tonawanda meet any palefaces on the way home?"

"Tonawanda met no one in the stormy night."

"Did Tonawanda stop at a settler's cabin?"

"Tonawanda passed no paleface cabin."

"The council respects the word of Tonawanda."

The chief continued gravely and deliberately: "Mishawaka sees trouble and danger in the white men's strong drink. He knows what it can do to us. Many palefaces are coming to our valley. They want us to leave. Unless we can live peacefully with them they will drive us away. Drinking Indians are fighting Indians. Our men must not drink the white men's firewater."

Several weeks later Tonawanda went to the store in the pioneer village for supplies. The storekeeper was one of the three lost hunters he had guided

(Turn to page 34.)



PRODUCT OF DRINKING:

# Spiritual Decline

C. Aubrey Hearn

**A** YOUNG doctor and his wife attended meetings of the local medical association, where alcoholic drinks were served regularly. The young couple, both Christians, never drank, but when their time came to entertain they paid for the drinks taken by the others. They became disturbed about this, and wrote Dr. Howard A. Kelly, the famous Christian doctor, for his opinion.

"I have never served alcoholic drinks at any entertainment, and all who know me take for granted that there will be no drinking in my house. It is one of those points in which Christian faith should prevail and by which Christians grow in their faith or become indifferent," he answered.

Dr. Kelly touches upon an important criterion of the Christian faith—the attitude toward drinking—and he emphasizes that those who compromise at this point become spiritually indifferent.

The effects of alcohol upon the human body, though they may be serious, are not ordinarily nearly so harmful as the effects of drinking upon the spiritual life.

### *Effect on Reason*

Alcohol's first effect is upon the brain. It attacks the qualities of judgment, self-

criticism, and self-control. It releases inhibitions, the restraints that have become habit-bound through training and education.

When the ancient prophet Isaiah wrote that the drunkards of Ephraim "err in vision, they stumble in judgment" (Isaiah 28:7), he spoke a scientific truth. No substance causes people to stumble in their judgment more than does alcohol.

Because drinking interferes with thinking, it is an enemy of personality. No person can be his best after drinking. If he feels exhilarated, it is because of the false sense of stimulation which alcohol, the depressant, gives by releasing the brakes of control.

### *Effect on Spiritual Life*

A Christian minister testified: "In a ministry now covering more than fifty years I have never yet seen or heard of a single individual who became addicted to the use of alcohol, in however slight degree, who did not suffer immediately and sadly in his spiritual life and interest. No person can use alcohol, even in the mildest form, and retain a keen-edged spiritual purpose and a warm-hearted, responsive spiritual interest."

Many years ago, when wine was the strongest alcoholic beverage, Isaiah declared, "Woe unto them that rise up early in the morning, that they may follow strong drink! . . . But they regard not the work of the Lord, neither consider the operation of His hands." Isaiah 5:11, 12.

What Isaiah warned against has been observed by Christian leaders for generations, that alcohol dulls the edge of the soul's perception. It brings estrangement from God, leads to deterioration of religious interests, and separates the drinker from spiritual resources. The church, the Bible, and Christian fellowship lose their appeal when the bottle becomes the idol, as it so often does after drinking begins.

An eminent Christian doctor stated: "I have never met a man or a woman who indulged in alcohol freely who had any clear vision of the value of spiritual things. Its use is perhaps the commonest cause of spiritual blindness."

### *Effect on Christian Influence*

In a Southern community an evangelist talked to a liquor-store owner about becoming a Christian. Realizing that he could not become a member of the church and continue to engage in the liquor business, the owner defended himself in these words: "When the church members of this community stop buying from me, I will close my store and become a Christian."

Drinking has become a badge of worldliness, and is often allied with other evils, such as gluttony, lasciviousness, profanity, and gambling. Cocktails, wine at the table, beer served to guests, are spiritual deterrents. They blight spiritual living and destroy Christian influence.

The drinker who is a church member not only damages his own spiritual life but also exerts a harmful influence upon others. To his loved ones, his business associates, and his acquaintances he says, in substance, "I am concerned neither for my own spiritual welfare nor for yours." "Love worketh no ill to his neighbor" (Romans 13:10), Paul reminds us, and Jesus Himself said that the second great commandment is, "Thou shalt love thy neighbor as thyself" (Matthew 22:39).

A Christian must be conscious always of his influence. He must forgo that which, though it may not seem wrong to him, might lead some weaker person astray. Dr. Chevalier Jackson affirmed, "Everyone who drinks moderately sets an example that yields many drunkards among the weak." Paul stated this principle eloquently: "Wherefore, if meat make my brother to offend, I will eat no flesh while the world standeth." 1 Corinthians 8:13.

The nonuse of alcoholic beverages never caused any heartbreak or misery, never brought about any accidents or crimes, and never destroyed any Christian fervor or influence.

Young people should be taught that the first drink is often the first step to alcoholism. Abstinence properly taught and practiced is the Christian answer to the problems caused by drinking. Alcoholics should be rehabilitated, but *prevention* is much better.

A church of abstainers is a church which will never suffer the spiritual decline which inevitably follows drinking.

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## COMMONLY USED DRUGS

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*(Continued from page 17)*

moral, and physical destruction. Had it not been for that first marijuana cigarette, you could count the youthful addicts by tens instead of by thousands!

That is why law-enforcement officials always emphasize the dread threat of marijuana smoking, and seek by every possible means to alert parents and educators to this menace. And we believe most sincerely—with a belief based on the testimony of many youthful drug addicts—that marijuana smoking among the youths of our nation is far more widespread than any mere table of statistics will indicate.

The initial effect of marijuana is to create in the user's mind a feeling that the senses have been heightened to a marked degree. Whether or not this is actually true has little bearing upon what goes on in the mind of the individual. The inhibitory mechanism is depressed, and no longer acts as the cell door behind which repressed thoughts and desires are kept safely locked. The result: The potential killer can and does become a murderer; the potential brute can and does unleash his brutality.

The marijuana plant, often called Indian hemp, grows wild in many sections of the United States. As hashish it has been eaten or smoked for centuries in India and other Eastern countries.

*Alcohol* is a mounting menace, and one considered by many health experts to be a far greater menace than all the opiates already covered. Alcoholism, according to the statisticians of the Metropolitan Life Insurance Company, is a serious public-health problem which causes this country an economic loss of at least a billion dollars a year.

Alcohol is a problem in the lives of more than 5,000,000 Americans.

More important, however, than any economic waste are the human misery, the breakup of homes and families, the illness and disability, and the industrial and traffic accidents, in which drinking is a factor.

This menace of alcoholism is a part of the grave social problem presented by drug addiction, and materially contributes to problems of law enforcement.

*Barbiturates*, basic ingredients of almost all sleeping pills and capsules, are derived from barbituric acid, and—with alcohol—technically fall into the grouping of narcotics. The barbiturates are as truly addicting as the other drugs previously mentioned. In two decades barbiturate manufacture increased 1,000 per cent. In that same period, accidental deaths from barbituric poisoning increased 400 per cent, suicides with barbiturates 600 per cent. Barbiturates lead all other poisons as a cause of death.

The terrifying thing about barbiturates is the fact that addiction is so easily and innocently established. More and more "substantial" citizens, under today's economic stress, innocently start out by taking normal doses to relieve nervous tension and induce sleep, and suddenly find themselves as truly addicted as the "heroin fiend."

Truly all these drugs pose a serious health and social problem, a problem which will take the combined energies and efforts of every concerned person, group, and agency to solve and eliminate.

FOR a long time the local welfare had kept a weather eye on the Winters family: Frank and Harriet, the parents; Junior, seven; Marie, six; Jessie, four; Dickie, three; and Blossom, one and a half.

During the winter the parents had been forced to appeal to the welfare office for aid. This help was granted, but its acceptance placed the family under even more rigid observation.

Frank Winters was a hard worker, when he worked, which was only now and then. He was always changing jobs, for he was a daily visitor to the tavern near his home. Harriet had started out her married life full of ambition and faith, with wonderful plans to be carried out; but one by one they had had to be dropped as disappointments and poverty encroached upon their home. The children had been born under these conditions. Their rearing had largely been left up to her, since Frank seldom had time to bother with them, or was in no mood to do so. This was a good thing for the children, for by tactfulness, gentleness, and right example she passed on to them her talents and fineness of character.

But the load was too heavy for Harriet to carry, and she began to run down in health. The effect was finally seen upon the children, who became dilatory and unkempt. Word came to the city office that the children were missing days of school. Investigating officers

the feel of the tractor and the smell of the upturned earth. Frank fought a hard battle that night, and came out victorious. In the morning he drove to the place, and got the job.

That night Frank wrote a letter to Harriet to tell her all about his new work and home. The lift from receiving the letter brought courage and hope to her. A noticeable change came over her, and in a short time she was dismissed as an arrested case.

It was a happy day when Harriet left the hospital. She was delighted with their new country home, and the next day drove back to town to get the children. With happy anticipation at their joy in being on a place where they could run and play, she hurried into the welfare office. "I have come for the children," she announced. "The hospital dismissed me, and Frank and I have moved to the country. He isn't drinking any more like he used to. May I see the baby?"

"I will send a car for her at once," the attendant said. "You go into the waiting room and the child will be brought to you." Harriet had nothing to do but to wait. She counted the minutes until the car returned, and she was called back to the office. Blossom had grown, but was still her precious baby. The first cuddling over, Harriet asked, "Now where are the four?"

"The state adopted them out," was the curt reply.

## Where Are the Four?

ELIZABETH WAKEFIELD

told the parents, "If circumstances in your home do not change, your children will be taken from you and put to board in selected homes."

The threat was carried out sooner than expected. Mrs. Winters was taken down with a severe cough, diagnosed as t.b., and was hurried off to the state hospital. The children were taken by the welfare people, each one being placed in a different home.

At home alone Frank took inventory of himself. As the days passed into weeks, and the weeks into months, he found himself doing some serious thinking. Out of work, he studied the want ads. Finally he found one for help on a big farm where a house would be furnished, a garden to supply food needs, along with milk and eggs, and children would be welcome.

A feeling of nostalgia came over him, for he and Harriet had been reared in the country. Often he had longed for

"Adopted? For keeps?" she cried.

"Yes, they became tired of your husband's 'reforms,' and decided they might as well place the children in foster homes at once."

"You did not take my children with that understanding. You have no right to do this. Where are they? I must see them."

"The welfare at the capital is over us, and the children were placed through that agency. No one in this office has any idea where they are, but I will tell you they are not in this city."

Harriet left the office. There was no dodging the fact that Frank's weakness had been at the bottom of this tragedy, but toward him she entertained a forgiving spirit—not so with the state. The question still lingers in her mind, What right has the state to seize her children when at the same time it legalizes the very thing which caused them to be seized in the first place?

**G**ENERAL HOSPITAL, SOMEWHERE, U.S.A. The corridors of the hospital are quiet tonight, except for the rustle of the starched skirts as the nurses pass on their rounds.

Most of the emergency cases arrive on the 11:00 p.m. to 7:00 a.m. shift, sometimes a girl wrapped in a mink coat or a man in a tuxedo. However, the cases this time of night consist usually of the flotsam and jetsam tossed up from the stream of life. But now there is quietness, and we are waiting between tides.

I have just returned from rooms 505 and 506, occupied by Gail and Loric Montgomery. From their charts I briefly gathered some of their history, which on the surface sounds commonplace. Gail is a concussion case, and Loric has a multiple fracture. But there is more to the story than this—both these people are narcotics addicts.

Gail has beautiful auburn hair tumbling in soft curls about her face. Her eyes are a lovely cool blue. Her upper arm is a mass of hard, tough scar tis-

Why, with all these advantages, did Gail become an addict? Here is her story:

"I was a lonely child. My mother was too interested in this or that club to know or to care that I was lonely. There were servants, of course, but servants don't take the place of a mother.

"I grew up in a crowd of dolls, and then when I was too big to play with dolls my parents packed me off to a girl's boarding school to get rid of me. I was a long, gangling child who fell over her own feet, and my mother just didn't want to bother with me. In my late teens my mother began to take an interest in me, at least that's what I thought until I discovered that the social prestige of being seen in the right places in the proper clothes was what my mother was really interested in for me. This lasted until one of mother's friends remarked one day she didn't realize my mother had a daughter as old as that.

"One night at the country club I met Loric. He was a few years older than I, and oddly enough lived near my

than a few pleasantries and a preoccupied remark from my mother that he seemed a nice chap, that was all the interest my parents showed in Loric and me.

"It wasn't long afterward that I began smoking the odd cigarettes Loric used—they were marijuana. A year whirled by in a round of parties and dancing with college wedged in between. During that year Loric and I tried morphine at a party on Mott Street.

"After that, life really became a merry-go-round, and the college dean called me in on the carpet about my grades. I increased the amount of morphine, hoping it would help me get better grades.

"One morning Loric telephoned in a real agitation and wanted me to meet him right away. He was in a terrible state of nerves, and wanted to know immediately if I had any money. While I was rummaging around in my purse, I asked why he was so broke. He told me the expense of our party the night

# WALK MY WAY



## GENEVIEVE BRIGGS

before when we had taken unusually large amounts of dope was enormous, and that it was time we combined our allowances so we could pull the tariff. That, as it turned out, was Loric's proposal of marriage.

"He thought by getting married we could divert our parents' attention from our low grades and keep our secret about using dope, too. I agreed, and Loric told his parents first, and then I told mine. There wasn't nearly as much trouble as we had expected.

"After the usual round of showers and parties, Loric and I were married and flew off to Bermuda for our honeymoon—but on this nuptial night there were no kisses and no embraces, because a narcotics addict has no sex life. This is part of the payment. We began to realize that the rocks ahead in our lives were of our own fashioning.

"We returned from our honeymoon to a lovely home with everything a bride could want. There was even a nursery, and we were expected to settle down like ordinary people and raise a family. But we were no longer normal people.

"Running a house was hard going, but Loric found the business world even tougher. True, his father owned the business, but even so the employees soon began to whisper and raise their eye-

sue. She has punctured it thousands of times with a sharp hypodermic needle.

What kind of family does Gail come from? Her mother's picture appears regularly in the rotogravure section of the local newspaper. She is one of the wealthiest women in the community, and Gail in her childhood and youth could have had anything money could buy. When she wasn't at a select boarding school or an exclusive summer camp, Gail lived in a mansion. Her father was a handsome man about town, successful in business and society.

home in Rockwell Center, a suburb of New York City. Loric was tall, dark, and handsome, and he had very blue eyes. He was also extremely thoughtful. He made me feel like a person in my own right, not just a trailing afterglow of someone else. Everything about Loric was wonderful, with the exception of the odd cigarettes he smoked.

"When I took Loric home to meet my parents, it turned out Loric's father and my father served on the board of the same stock exchange. Other



# HERE AND THERE

brows when Loric passed. And the steadily rising cost of morphine was beginning to be quite an item.

"Things began getting rougher every day. We would awake each morning in dull pain, and know that somehow we had to stumble through the day.

"One Friday night Loric came home and found me in a frenzy. He had forgotten to leave any money, and there was none in the house for me to use in buying narcotics that day. As soon as he came in I made him put his coat on again, and we ran to the car and headed for our usual rendezvous in a steady downpour of rain. We could barely see the road, and Loric pressed harder on the gas. I remember there was a screeching of tires, a blinding flash—"

Gail and Loric came to in adjoining rooms at the hospital. Withdrawal pains had started before the hospital staff, or their own families, learned they were addicts. Then the awful scandal broke in the papers.

That's the story of Gail and Loric. As yet there is no happy ending.

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## ONE EFFECTIVE SOLUTION

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(Continued from page 14)

drunk-driving charges can be measured is needed and a limit must be placed on drinking drivers in terms of a blood alcohol level beyond which a driver may not go. In this respect we need do little more than say it shall be illegal for a person to operate a motor vehicle with .05 per cent or more alcohol in his blood. Suitable penalties which are neither too severe nor too lenient are needed, and the penalty should lead to suspension of the driver's license. And the public should let it be known that penalties are to be enforced at all levels.

Already there have been some fruitful developments which indicate victory will be won in many states soon. Bills providing for an offense in terms of "blood alcohol" have been introduced in Michigan, Utah, and Illinois legislatures, establishing .05 per cent alcohol concentration as driving under the influence of alcohol and recommending a sliding scale of fines, imprisonment, and license suspensions reflecting the degree of intoxication.\*

In December, 1958, an International Symposium on Alcohol and Road Traffic was held at the University of Indiana. At this meeting the fact that impairment to drivers occurs at a blood

(Turn to page 26.)

\*Sample copies of this bill are available to legislators and others interested in it. Address William N. Plymat, 6000 Grand Avenue, Des Moines 12, Iowa.

## Memo to Lawmakers

A regulation in Denmark requires that all bottled beer and liquor sold in restaurants must carry a warning label reminding customers that .10 per cent alcohol in the blood of a motorist involved in an accident may lead to imprisonment. A similar law adopted by state legislatures in the United States would greatly reduce highway accidents.

## Why the Deletion?

A story concerning Barbara Ann Scott, Olympic skater (*Listen*, October-December, 1954), recently appeared in Canada giving an account of her enjoyment of married life. In the interview she made the significant remark: "I don't smoke or drink." Of Ontario's fifteen leading daily newspapers surveyed, more than eight of them who used the story deleted that sentence.

## Fewer Mental Cases

One of the major reasons for the reversal of the upward trend in overcrowding hospitals with mental patients has been the introduction and use of tranquilizing drugs, starting about 1953. Tranquilizers often have a remarkable effect in calming down overactive and dangerously explosive patients. Unlike barbiturates, the tranquilizers are generally able to ease the tensions of hyperactive patients without producing sleepiness.

## More Victims

In the years from 1946 to 1955, the estimated number of alcoholics in Ontario increased from 31,820 to 63,070 or by 98.2 per cent, according to the Ontario Alcoholism Research Foundation. Allowing for population growth, this represents an increase in the adult per capita rate of alcoholism of 65.2 per cent.

## Pep Pills and Athletics

Pep pills may improve the performance of athletes by as much as 4 per cent under some conditions, re-

ports the American Medical Association. Tests of weight lifters, swimmers, and runners both before and after the use of amphetamine drugs including benzedrine, dexedrine, and desoxyn, showed this result. At the same time, it is pointed out that there is little evidence that such pills are widely used in American high schools and colleges or in other countries. Their use is condemned as violating the principles of sportsmanship as well as being a hazard for those who use them over a long time.

## Pedestrians at Fault

Even more than drinking drivers, intoxicated pedestrians comprise one of the largest factors in the District of Columbia's traffic fatalities, reports the American Automobile Association. From 1948 to 1952, 39 per cent of pedestrians killed on Washington streets were intoxicated at the time of the accident. For the second five years (1952-57) this percentage jumped to 71 per cent.

## "One for the Road?"

If a person uses the tranquilizing drug chlorpromazine, he must not take even a small drink of an alcoholic liquor and then drive a car or operate complex machinery. Why? In combination these two drugs increase significantly the impairment of co-ordination and judgment and make the driver "most unsafe," say Drs. George A. Zirkle, Ott B. McAtee, and Peter D. King of Madison State Hospital, Madison, Indiana.

## Bad Atmosphere

That investments and bars do not mix is shown by a stock market ticker service to patrons of an Akron (Ohio) bar being discontinued. This courtesy provided drinks along with New York stock market quotations. The bar was ordered to stop using the ticker because, as the operators of the service said, "we do not feel that a bar or cocktail-lounge atmosphere is conducive to sound, thoughtful, responsible investment decisions."

# The Crimson Badge

Blanche Dyer Ballagh

**S**TEPPING from a high-school graduating class to be mowed down by a policeman's bullet is dark tragedy, but this happened recently to a sixteen-year-old, who followed a false leader into the "black widow spider's web."

Jimmy, somewhere along the road of his high-school years, had been inducted into the tragic circle of narcotics users. On graduation night, as salutatorian of his class, he stood like young Apollo before that audience of classmates and parents. He vigorously gave the opening lines of his speech, but then memory failed him, and he started fumbling with some object at hand. Looking into space like a sleepwalker, he was rescued by a teacher who went to his aid and maneuvered him to his seat.

Undoubtedly, some of his teachers were aware of his indoctrination. It is alleged that even his father knew of his son's dire condition. But undoubtedly in Jimmy's case, like many others, the sense of false pride kept his parents silent. Therefore, there was nothing done to save him.

The following week, after graduation, Jimmy and two pals were cruising slowly along a quiet thoroughfare, out looking for victims, when police, who had them under surveillance, ordered them to stop.

The three boys jumped from their automobile and ran, for they were loaded with dope. When the boys failed to stop, a hail of bullets pursued them. Jimmy crumpled on the pavement, his hopes, his career, his life gone. Left there on the grimy, night-shadowed cement was a crimson blood stain, badge of the viciousness of cold-blooded heartless murderers selling packaged crime and slow, torturous death.

Failed him? We all failed him. When a criminal, a killer, is loose, the police are ordered into concerted action until the menace is brought into custody. This protects the community, the citizenry. However, dope peddlers, vampires sucking the lifeblood from their victims, leave shattered shells of human wreckage.

But let us face it. We as a nation have neglected to prepare the proper soil to harvest a clean, upright crop of youngsters. If farmers gave as little thought and cultivation to their crops, malnutrition would haunt us as a people. Only a home soil prepared by spiritual teachings, moral training, and discipline will safeguard the youngsters during their emotional adolescence.

I have found, in watching and guiding my son's formative years, that idleness is a sure breeder of trouble. From his toddling days I kept his mind and hands constructively occupied with toys, games, study, and work. This took up the slack in energy and time and left no "trigger power" to follow the down beat. God created parents to protect and guide His young creatures.

Researchers in youth delinquency find that there is a tendency among our most intelligent youngsters to get caught in destructive webs. This is logical, since they have a superabundance of energy. Since energy must find an outlet, it must be directed toward a fitting goal. Minds and hands must be employed with good building material.

Only in this way will other stark dramas like Jimmy's be avoided and today's youth be saved to lead tomorrow's world.

level of .05 per cent was brought out in a medical committee statement. Several national magazines have recently published articles giving facts about the degree of impairment drivers suffer at various blood alcohol levels, and a comprehensive bill prepared by legal experts has been placed in the hands of state legislators across the nation.

Another interesting development which indicates some progress is being made and which points to ultimate victory is the attention insurance companies in various parts of the country are giving to merit rating plans to penalize drivers having too many accidents and rewarding those with good

records. A drinking driver is beginning to be recognized as a poor risk by many insurance companies.

Thus, there is every reason to believe a concerted movement to eliminate the drunk driver from America's highways is well under way. We may well consider what this may mean to us as a society. In 1958, 38,500 Americans were killed in automobile accidents, 1,400,000 were injured, and losses totaling \$5,300,000,000 were sustained. Each individual American must again and again face the fact that he must help solve the drunk-driving problem, because the nation simply cannot afford to pay the terrible price of not solving it.

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## DATING AND DRINKING

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(Continued from page 15)

steward ordered the extra glasses and the wine taken from the table. Fifty of us occupied a section in the dining room, and our tables were always free of what might have been called the highest evidence of etiquette, but what would also be the worst of reflections on a group of Bible students headed for the Holy Land.

The waiter looked at us askance, but the other passengers soon respected our attitude, and treated us with dignity.

The adolescent does have his own troubles in learning to be a part of his group, being in that in-between stage of childhood and adulthood. Therefore he should be understood and helped by his elders. It is easy to find fault with him, and one of the complaints of the teen-ager is that his parents "nag" him.

But no teen-ager should be misled into believing that it is impossible to make a social call without having a drink. Even among those who write magazine articles and books, and perform in movies and TV programs, there are those who stand out against the inducements of liquor advertisers, and who live happy and worth-while lives without taking a cocktail before each important occasion.

Dating and drinking do *not* go together, but much of the social life of our teen-agers today seems to leave the impression that they do. It is interesting to note that young people are having dates earlier than their parents thought proper in their childhood days. Also, young people are marrying earlier than they did a generation ago. Before World War II, few married students were attending college. During the war it became popular for young people to marry and then go on with their college education.

Often high-school parties now have in evidence alcoholic beverages in some form. A prominent and popular high-school teacher said that she had to decline invitations to sponsor many student social affairs because she could not control the drinking and she did not care to be with those who did drink. What can the school do if parents sanction such behavior?

Dating and drinking do *not* go together, but parents must assume a large part of the responsibility in cases where they are together. In a home where "beer belongs," and where every caller must be given a drink, we cannot expect youth to stand out against the pressure of others. The place to begin right is in the home.

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## THE CHRYSALIS OPENS

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(Continued from page 6)

What had I been seeking? First isolation, then people, then climate, vaguely certain that each such condition would offer a millennium and make my work prosper. Hadn't I been mistaking the shell for the oyster? Did any external factor really govern my work? Would I ever actually know my work, and do my work, so long as I believed it depended on anything else than my own enthusiasm, study, and determination?

One must always dream, for the dream is the larger conception toward which one grows. But the growth itself is the product, not of the dream, but of the work one does. And someday one attains the perception, the understanding, the development to be ready for the bigger thing. Then he will know, clearly, that location, or conditions, or people, or things, or money are not themselves governing factors in the search for happiness and success. They are but molds for inner qualities.

To hold any job or do any work needs certain qualities; resourcefulness, friendliness, adaptability, persistence, determination, vision. It is the development of these traits that holds both danger and promise—danger, that we may become so rooted we stay too long; promise, that we may have ever-greater possibilities in the here-and-now job or work, or elsewhere. One's own wisdom must give him the answer.

A few weeks ago the manager of a competitive company called at the office for certain parts he needed. He told me that he was being transferred to Sweden to manage an office there. I was startled. "But you've always been here," I said.

He grinned. "That's just it," he said. "That's why I need a change to get out of a rut and have fresh incentive."

Bigger things—they come with growth. More responsibilities. More understanding. Ever, each day of our lives, we grow toward fulfillment. The security of the chrysalis may not always be ours. There is no standing still. There is no permanent security. True, one may, by indifference, sluggishness, taking it easy, not caring to try or to learn, prolong his safe stay on paths that take little effort. He may even delude himself that he likes his small security, his snug berth. But there is no happiness in the stunting of growth, the rationing of one's slice of life.

We grow. We must face the new challenges, the problems, the insecurity, the new start made necessary for us by outgrowing yesterday. We have graduated. The chrysalis has broken. A brand-new phase of life has opened.



## of Damocles

Sgt. Robert J. Cline

Indiana State Police

**I** AM a state policeman. I feel that my experiences in my profession during the past twelve years allow me to speak with some authority. This is my story.

The first half of my career was spent patrolling highways in a section of Indiana where liquor flows quite freely. It has been my experience that well over 50 per cent of fatal traffic accidents involve the old story of alcohol plus gasoline. I believe that when police departments intensify their efforts to get a more scientific accident investigation, with the full use of chemical tests for intoxication, this figure will be higher.

Too often, the news headlines state only that the cause of an accident was apparently too much speed, improper passing, or reckless driving. The complete story is not always available to the press or the news broadcaster at the time the accident is news. It takes considerable time and scientific investigation to make an accurate evaluation of all the facts. However, the investigator will discover, through the use of the police laboratory, that the old bugaboo, driving under the influence of alcohol, will rear its ugly head in a great percentage of his cases.

I recall one highway nightmare that I shall never forget. What a terrible situation it was! I was unable even to recognize the victims, though they were well known to me. My thoughts are often with the three children orphaned that night.

I could write of many similar cases, with only a change in the date and persons involved. The cause and result are the same. Perhaps the real tragedy is

that such incidents have become so commonplace that unless the accident is spectacular, its news value is nil.

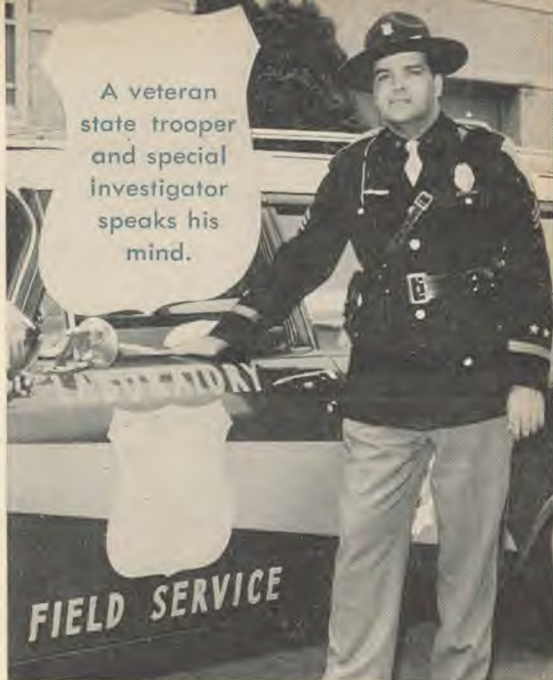
For the past six years I have been assigned as an investigative laboratory technician of a state police district. In this capacity I receive and process all accident and crime pictures taken in the district, and I supervise the chemical tests for intoxication in an area covering twelve counties. I have been to the scenes of many crimes where alcohol was the guilty partner. I have seen the abused wife; the neglected children; the little girl who is the victim of a drunken rapist; the not-yet-cold body of the murder victim, who was prey to a usually rational member of society.

I believe that people can be compared to the sword suspended by a hair over the head of Damocles in the Greek legend. We all possess the power that potentially could be used to destroy. However, our moral principles, laws, and inhibitions channel these powers into right and constructive ways. Remove inhibitions, however, with a sufficient quantity of beverage alcohol, and we are then like the sword with the hair severed. There is no intelligence now guiding the force, and the sword plunges out of control.

It is my dream that the young adults in your home and mine will not become slaves to the habit-forming drug that masquerades in many beverages so common to our social scene today. Then our youth will remain more mentally alert, and be in a much better position to develop the clearness of intellect so necessary in our life today.

A veteran state trooper and special investigator speaks his mind.

FIELD SERVICE





## JUNIOR POLICEMEN

Harry J. Miller

"I do solemnly swear that I will perform the duties of the Junior Police and enforce the city ordinances of Fort Valley, so help me, God."

This is the oath that boys at Fort Valley, Georgia, take to become members of the town's junior police department, an organization founded in 1946 by Police Chief Grady Cochran.

"It teaches boys the importance of law and order," the chief avows. "And delinquency is far easier to prevent than to correct."

At present this junior force numbers some sixty-two members seven to seventeen years old. Five regular policemen, besides the chief, advise the youngsters, all of whom are volunteers. Each boy carries a junior police badge and an identification card, with rules to abide by.

"The earlier you get them on the right track, the better," Chief Cochran says. "We're trying to stop trouble before it begins."

Twice monthly the junior police meet with the chief. They learn everything about the operations of the force.

"In meetings like these you get closer to young people," the chief declares. "Kids used to be afraid of policemen, and we think that's wrong. We want our boys to respect the law, it's true, but we want them to think of policemen as being kind and helpful."

The junior policemen perform duties such as directing traffic around schools and reporting violations of traffic laws. Of course, as Chief Cochran readily admits, much time and work goes into the program.

To this, he makes a single terse comment: "It's worth it. Juvenile cases have dropped sharply since the program has been under way."

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### TEEN-AGE DRINKING

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(Continued from page 16)

3. I was thirsty.
4. Everybody else did.
5. Thought it was smart.
6. Nothing else to do.
7. To forget troubles.
8. Thought it was all right.
9. Makes me feel grown up.

Unfortunately, the most popular place to drink among Utah teen-agers was in an automobile. This was true with 25 per cent of the students who drank. However, fewer girls—19 per cent—had their first drink in a car than did boys, 32.1 per cent of whom drank for the first time in an automobile. Most of the girls had their first drink in their

own home or in the homes of friends. After the drinking habit was established, the automobile continued to be the most popular place to drink. Homes of friends came next, and 16.9 per cent said they did their drinking at home. Surprisingly, 10.6 per cent said they like to drink on hunting and fishing trips. And the beer parlor, supposed to be legally out of bounds for teen-agers, was listed as the favorite drinking place for 9.5 per cent of the tippling students. More than 4 per cent do their drinking at school activities.

Where did these students get the alcoholic beverages they drank? Friends seem to be the source for the majority, with parents listed in second place. In many instances teen-agers said they were able to buy beer without difficulty in

grocery stores, and some indicated that state-owned package stores sell alcoholic beverages to underage students in outright violation of the law.

The influence of parents on the drinking habits of Utah students is well worth pondering. According to the Jones survey, "nondrinkers tend to come from homes in which neither parent drinks and where both parents disapprove of the use of alcohol. Parental attitudes toward alcoholic beverage consumption are reflected in the habits and attitudes of their children."

Jones's survey showed that 54.8 per cent of the parents of students surveyed did not drink, and that 59 per cent of the students did not drink. In areas where parents were heavy drinkers, their teen-age children also drank heavily. In cases where the mother was the drinker and the father the abstainer, the children used greater quantities of alcohol. Here are some statistics:

In homes where only the mother drank once a week, 3.4 per cent of the children drank. Where the mother drank twice a week, 4.6 per cent of the children drank; and where the mother drank nearly every day, 5.8 per cent of the children drank.

In homes where only the father drank once a week, 3 per cent of the children drank. Where the father drank twice a week, 1.5 per cent of the children drank; and where the father drank nearly every day, only .08 per cent of the children drank.

Thus the great influence mothers have on the conduct of their children is demonstrated when these statistics are studied and compared.

Although there is drinking in some Mormon homes, this survey clearly shows that where students are affiliated with the Mormon Church, in which drinking is tabooed and education is strongly in favor of abstinence, student drinking is less than in other religious groups which do not place the same emphasis on abstinence. Home influence, religious guidance, and educational training can and should be made strong early to combat and lessen the consumption of alcoholic beverages by teen-agers.

"They are too young to know better," is an expression frequently used by adults to excuse themselves from their responsibilities as parents, spiritual advisers, and teachers. But when physical, moral, and spiritual principles are violated by teen-agers and blamed on their lack of understanding, the blame may very easily fall instead upon adult shoulders because of the lack of understanding by adults of their responsibilities to young people.

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**WATCH OUT!**

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*(Continued from page 9)*

"To the women, don't sell shoes—sell lovely feet."

"Don't sell the steak, sell the sizzle."

"Don't sell Calvert's or Seagram's, sell distinction, prestige, popularity."

He contends that a product must appeal to our feelings, "deep in the psychological recesses of the mind."

Here is an example of the Dichter advertising method as it appeared in a *Life* magazine advertisement, June 29, 1959:

"Calvert has more power to please . . . because it's the whisky only the hand of skill can blend." (Of course, his hand is blended with her hand as she looks adoringly at her captain.) Quoting again from the ad: "A good day's sail behind you . . . Calvert Reserve in your glass . . . and a world of pleasure is yours. Even friends are more fun with Calvert. It's a happy blending of the full strength you want in whisky . . . the easy-going taste you've always looked for. Try Calvert Reserve yourself tonight. No other whisky has so much power to please. Calvert Reserve."

One of the most startling of the tests used by market probers is the Szondi test. The assumption of this test is that everyone is a little "crazy." This test was used recently on a group of whisky drinkers. The subject being probed is shown a series of cards bearing the pictures of people. He is asked to pick the picture of the one person he would most like to sit beside on a train trip, also the picture of the person he would least like to sit beside. What the subject is not told is that the people shown on the cards are all thoroughly disordered. Each suffers severely from one of a group of psychiatric disorders—hysterical, paranoid, manic.

It is assumed that the person being probed will sense a rapport with some people more than with others, and that in choosing a riding companion, he will choose the person suffering acutely from the same emotional state which affects him mildly.

This test was used to try to find out why people drink whisky by diagnosing the personality of the heavy drinker. The subjects were tested before they had a drink, and then after they had taken three drinks. The research director conducting the test relates: "A change takes place in the drinker's personality that would make your hair stand on end." His conclusion is that a man wouldn't drink heavily unless he experienced a change in personality that was satisfying to himself.

When the once-obscure Mogen David wine company was looking for a way to perk up wine sales, motivation research provided the answer. Psychiatrists and other probers listened to people talk at random about wine and found that many related it to family-centered or festive occasions. Some talked in an almost homesick way about wine and the "good old days" that they claimed went with it.

A hard-hitting copy platform was erected, based on these homey associations. The campaign tied home and mother into the selling theme. One line of copy read: "The good old days—the home sweet home wine—the wine that grandma used to make."

As a result of these carefully "motivated" slogans, the sales of Mogen David wine doubled within a year, and soon the company was budgeting \$2,000,000 for advertising—the biggest ad campaign in the entire wine industry history.

During the mid-fifties, many different companies took a look at their products' sex appeal. Whisky, gin, and beer, for example, had traditionally been garbed in two-fisted male vestments in keeping with the assumed sex of the buyer. It was discovered, however, that more than half the people buying liquor were women rather than men. Advertising writers felt the liquor industry could do a much better job by appealing to women. The industry was told to do something to "make the average liquor store a more attractive place to shop,"

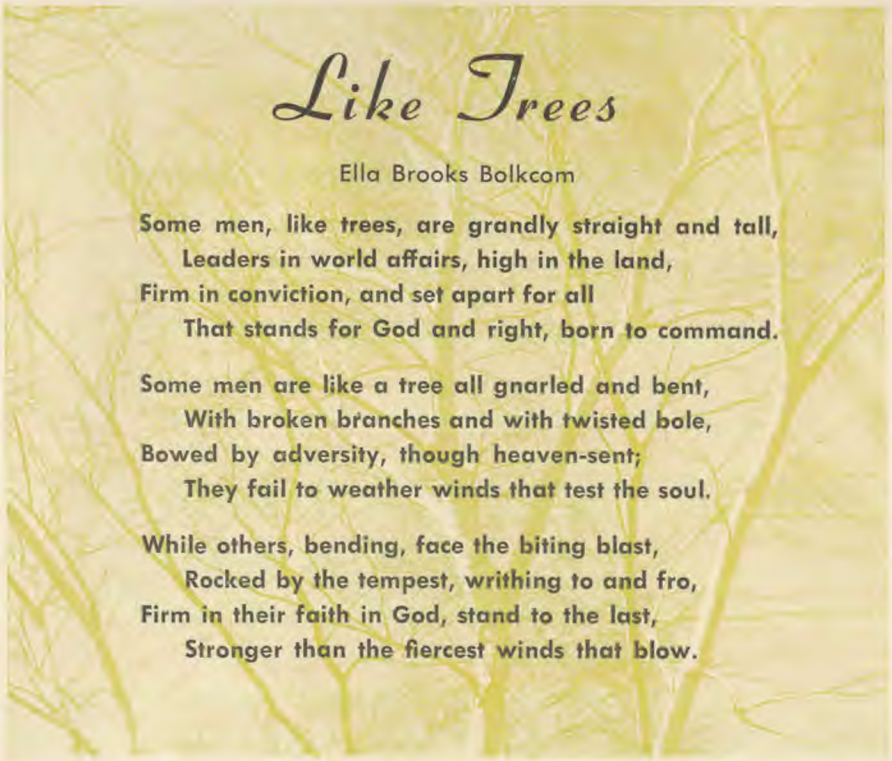
with festive windows and well-styled interior. In catering merely to men, the liquor dealers had neglected decor, and women found liquor stores as unattractive as a leftover highball.

Beer brewers discovered also that the average beer buyer was a woman, between twenty-five and thirty-five years old, and began using female-oriented ads, nice packaging and displays. Beer cans took on new sex appeal. Pabst began stressing fashion as a selling lure, showing stylish young people of both sexes drinking beer.

Another company brought out a new, slim beer can tailored to feminine appeal. This, too, was supposed to be a "high style" approach to women buyers. This company burbled: "We believe that the innate preference of women for grace, beauty, and style carries over to the purchase of beer."

The psychological experts emphasized the necessity of a combination of highly masculine figures, vigor and potency, the appeal to sex and the appeal to both sexes, the appeal to intellect and to gracious living. These experts then warned the admen: "Quite obviously these meanings cannot be expressed openly. The consumer would reject them quite violently. The difference between a top-flight creative man and the hack is this ability to express powerful meanings indirectly."

The desire of Americans to enhance their status offered an opportunity the depth merchandisers were quick to exploit. The approach needed to be sub-



## *Like Trees*

Ella Brooks Bolcom

**Some men, like trees, are grandly straight and tall,  
Leaders in world affairs, high in the land,  
Firm in conviction, and set apart for all  
That stands for God and right, born to command.**

**Some men are like a tree all gnarled and bent,  
With broken branches and with twisted bole,  
Bowed by adversity, though heaven-sent;  
They fail to weather winds that test the soul.**

**While others, bending, face the biting blast,  
Rocked by the tempest, writhing to and fro,  
Firm in their faith in God, stand to the last,  
Stronger than the fiercest winds that blow.**

# Challenge

## of the Open Frontier

PAUL FREIWIRTH

A WELL-KNOWN New York newspaper columnist entertained a visitor from the Orient in his mid-town penthouse apartment. He pointed proudly to one skyscraper after another, knowing full well how impressed most foreigners are by these mammoth buildings, which are considered in many countries as America's greatest and most important contribution to contemporary civilization.

The columnist was rather startled by the unusual reaction of his philosophically minded visitor, who said, "You know, it was when Egypt began to decline that she began to erect her enormous pyramids," politely letting his American host draw the obvious conclusion.

The really valuable contribution America has made to contemporary civilization lies not in the realm of the material. It has been well expressed by the famous historian James Truslow Adams: "The greatest contribution America made to the world is the American dream."

What lay behind the American dream? It was the challenge of the open frontier. Future historians may well record for posterity that the closing of the frontier began not merely the erection of skyscrapers but wrote *Finis* to a great era.

As this challenge of the open frontier made America great, every individual anxious to enjoy life to the fullest extent needs this same challenge to widen his own horizon and to give him zest for life. Nothing else will so revitalize his inner resources and give him joy and self-confidence, and make life really worth living.

At the registration in a certain school, a nervous first grader was asked for his birth certificate. Having left it at home increased his nervousness, and the poor lad, unable to pronounce the word "certificate" but very anxious to explain his predicament, stammered pitifully, "I'm afraid I forgot my excuse for being born." A great many people

today find life meaningless because they have forgotten their "excuse for being born."

Has life lost all meaning for you? If you are along in years do you perhaps think that because old age is creeping on, there is nothing more to hope for, to achieve, or to work for? Some of the greatest contributions to the welfare of humanity were made by men past the conventional retirement age of sixty-five. It is not the number of years, but the number of interests in life, that is the true indication of one's age.

In a factory some time ago a test was made. In midafternoon the workers were divided into two groups: those who said they had an interesting evening to look forward to, and those who did not. Both groups had been performing the same tasks, but those with something definite to anticipate showed considerably less fatigue than those who would have a boring evening. Much of the prevalent plague labeled "fatigue" is really only boredom, aimlessness, or some other frustration, real or imaginary.

Man is at his happiest when closest to his Creator, and the taking up of some useful and creative work or hobby will convince any doubting Thomas of this truth. Americans have become a nation of recreation sightseers rather than participants, as were their hardy forefathers.

Nothing can be substituted for the satisfaction brought by achievement, and the very craving for this is divinely implanted in man, and satiable only according to heaven's plan. The greatest Man who ever walked on our earth said, "My Father worketh hitherto, and I work." John 5:17. Creative, uplifting labor, sacrificing for others, were His meat and drink.

This pattern of living will provide in the lives of maladjusted persons today the meat which satisfies the deepest hunger of the soul and the drink whose recipient shall not thirst.

tle and deft, since no one cares to admit he is a social striver. Several whisky producers, alert to symbolic designations, began doing some social climbing of their own to make their advertising symbols more appealing to human climbers.

American whisky makers felt the makers of Scotch had gotten the jump on them age-wise during Prohibition, and began bringing out twelve-year-old whiskies with great fanfare, selling at \$13 a fifth. One American company said proudly its product was the oldest, most expensive American whisky and would bring back "the golden age of elegance."

Not to be outdone, another company attempted some social climbing, too, by using backdrops of prime roast beef and lobster to show its product was right with what is thought of as "fine living."

One of the major persuasion campaigns in the mid-fifties was undertaken jointly by a group of brewers who wanted to convince the public that beer was low in calories. Sales reportedly spurted up a bit, but psychologists viewed the campaign with foreboding. Dr. Dichter's institute confirmed some of these fears, when, for a west coast brewer, it was discovered through word association tests what thoughts and pictures came into the minds of people when they saw the words "low calorie." The thoughts which welled up from the subconscious minds of people were such things as "diet," "weight watcher," "fat lady," "punishing self." Throughout were overtones of self-deprivation, unhappiness, and discomfort.

The institute concluded that a low-calorie approach for beer was psychologically contradictory, that calorie consciousness was really a form of psychological penance, and that people go on diets to punish themselves for self-indulgence.

"Low-calorie diets are not supposed to be pleasant, or else they will not fulfill their psychological purpose. Thus, when a beer is advertised as 'low in calories,' the consumer reacts by feeling the beer has poor taste," the institute explained to brewers.

The institute showed the brewers a picture of a hot, fat man, bare to the waist, happily tossing high a bottle of beer. The picture was labeled: "A study in sensory enjoyment. Beer right from the bottle is manly, hearty. This is what the beer consumer wants you to tell him his drink is."

An example of the "snob appeal" combined with sex appeal came out recently in a full-page *Life* magazine advertisement for whisky:

"Knowledgeable people buy Imperial

in half a hundred states. Whisky by Hiram Walker."

That's all the ad says in words, but the picture used with the ad shows pine-apples and leis, white dinner jackets, the dinner gown, two men intent on her, with their glasses of whisky half consumed—knowledgeable people—the snob appeal blended with sex appeal.

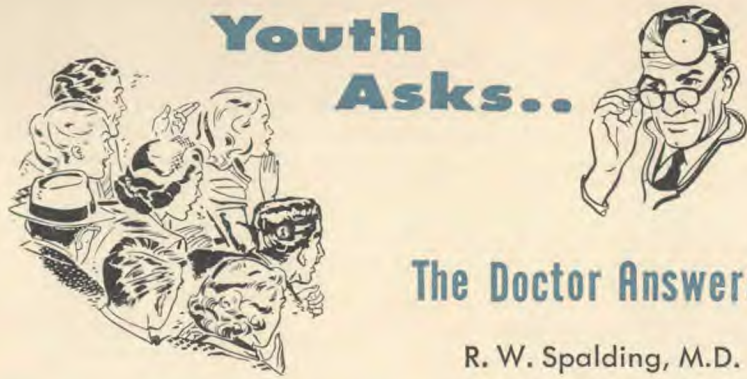
In addition to using every conceivable method of influencing adults, the motivational experts are planning for the future by taking captive the minds of children. One of them has said: "If you expect to be in business for any length of time, think of what it can mean to your firm in profits if you can condition a million or ten million children who will grow up into adults to buy your product as soldiers are trained to advance when they hear the trigger words, 'Forward march.'"

The potency of television in conditioning youngsters to be loyal enthusiasts of a product, whether they are old enough to consume it or not, is indisputable. Children today are learning to sing beer commercials before they learn to sing the "Star-Spangled Banner." Youth Research Institute boasted that even five-year-olds sing beer commercials "over and over again with gusto."

An advertisement in a trade journal alerting merchandisers to the extraordinary ability of television to etch messages on young brains commented: "Where else on earth is brand-consciousness fixed so firmly in the minds of four-year-old tots?" And an editorial in *Spirits*, publication of the Licensed Beverage Industry, stated: "We believe a teen-age moderation program should be adopted with some real strength."

The Vermont State superintendent of alcohol education, John Pasciutti, made a telling point when he declared, "Beer and liquor advertisements are designed to turn youth into machines to manufacture a profit for the Licensed Beverage Industry. The current campaign is not aiming to sell a product, but is aiming to recruit drinkers."

It is terrifyingly evident that the alcoholic beverage industry will not regulate its own advertising policies. It will use every means, legitimate or illegitimate, that can be devised to increase consumption and enhance profits. We have seen advertising that is deceitful, dishonest, hypocritical, and perfidious. Techniques to create customers at an early age are crafty and shrewd. Such developments should lead every thoughtful American to the conclusion that the complete abolition of liquor advertising is the only answer to these manipulators who would enslave the body, mind, and soul of mankind.



## The Doctor Answers

R. W. Spalding, M.D.

Listen invites you to send your questions to Dr. Spalding, c/o Listen Editorial Offices, 6840 Eastern Ave., N.W., Washington 12, D.C.

*What effect do cola and caffeine have on the body? What about soft drinks, tea, etc?*

The cola drinks contain caffeine, the same stimulant which is present in coffee and tea. A bottle of a cola drink will contain about half the amount of caffeine that a cup of tea will contain, and a cup of tea will average about half to three fourths that which a cup of black coffee contains. As caffeine is a cerebral stimulant, it does give a lift. But it's just like borrowing money at the bank—you will soon have to pay it back, and with interest. My advice: don't get into debt!

Soft drinks are harmful to the extent that they fail to furnish the vitamins and minerals necessary for the assimilation of the sugar present in the drink. Sugar is mildly habit-forming, and sugar is definitely irritating to the stomach. Fruit juices are an antidote for both drinking habits—soft drinks and alcoholic drinks. But even the best must be used with moderation.

*Is there a relationship between an appetite for liquor and a spicy flesh diet and intemperate eating?*

Food properly prepared, thoroughly masticated, neither too hot nor too cold when it arrives in the stomach, would ordinarily not be irritating to the lining of the stomach. Spices and condiments are more or less irritating to the gastric or stomach glands. Take mustard, as an example. Preparations of mustard placed on the skin are so highly irritating to the skin, which is designed to protect the body from harm, that in a short time the skin may be blistered. The lining of the stomach is much more delicate and tender! Even too much salt is irritating to healthy tissues!

Repeated irritation of the stomach calls for relief. Alcohol is first irritating, then anesthetizing. Try it on the irritated skin to learn firsthand its ef-

fect upon body tissues. The use of after-shave lotion (largely alcohol) is a daily demonstration of this effect for most men. First the stinging, burning, irritating effect, followed by the soothing, anesthetizing effect.

*Does liquor have as strong a hold as tobacco?*

Alcoholic beverages usually have a more rapid and a more pleasing effect on most people. Alcohol is probably more seductive and deceptive than tobacco in the early stages of habit formation. Its pleasing effects are certainly more subtle and are apt to be of greater immediate consequence.

I have had college students tell me they have stopped smoking without any effort and apparently with no deep conviction that it was doing them any harm, while at the same time they continued to drink alcoholic beverages for their own social pleasure.

For some, the tobacco habit is the strongest; but for a few, alcohol means much more. And when alcohol takes first place in their lives, they are by definition alcoholics. Commonly, we find that most alcoholics are smokers, but there are many more smokers than alcoholics.

*If a child's parent is an alcoholic, does that mean that the child will have this tendency also? Is this always the case?*

If the father is an alcoholic, but the mother is not, and she can and does secure good, nourishing food before and during pregnancy without too great emotional strain and stress developing during this period, the child might be free of this tendency. If poverty and emotional storms were frequent before and after birth, and the diet of mother and child were poor during this period, the tendency of the child toward the development of alcoholism in his own life would be much greater.

## For Your



## Reading and Reference

Haggard, Howard W., M.D., *Devils, Drugs, and Doctors*, Cardinal Giant Edition, New York: Harper and Brothers, 1929.

Not a new book, but still a worthwhile one, this volume tells briefly "the story of the science of healing from medicine man to modern surgeon," as the subtitle phrases it. The 150 illustrations are mostly from originals.

The author, who is well known as editor of the *Quarterly Journal of Studies on Alcohol*, Yale University, has written this book not merely for the doctor, but for the layman, housewife, businessman, or student. Each type of reader can greatly profit from his reading of the book.

Of particular interest to *Listen* readers is the chapter, "A Drug on the Market," which traces the history of drugs and the use of narcotics in general.

On page 97 the author says: "Pain partially counteracts the action of the narcotic drugs. Thus when they are given in the large amounts necessary to relieve the pain of an operation, they may prove poisonous when the operation is over and their effects are no longer neutralized by the pain."

Some persons justify their use of narcotics after the special occasion for their use has passed, and on the basis of that special occasion. If such an excuse were not so often used for the narcotic alcohol, the drinking problem would be somewhat less than it is today.

*Comments on Narcotic Drugs*, An Interim Report of the Joint Committee of the American Bar Association and the American Medical Association on Narcotic Drugs, Washington, D.C.: U.S. Treasury Department.

Reporting to the Federal Bureau of Narcotics, the men represented in this book are authorities in this field: Hale Boggs, author and Congressman; Edward R. Bloomquist, M.D., narcotics expert and author of articles on addiction in the medical profession; Price

Daniel, governor of Texas; William T. McCarthy, judge and authority on narcotics addiction.

Part of the book is devoted to a discussion of the British system of handling addicts as compared with that used in the United States. Though these experts suggest a strengthening of methods and programs for rehabilitating drug addicts, they are critical of the so-called clinic plan, in which low-cost drugs are furnished addicts.

Menninger, Karl A., *Man Against Himself*, New York: Harcourt, Brace and Company, 1938.

This famous psychiatrist from the Midwest, head of the renowned Menninger Clinic in Topeka, Kansas, and director of the department of psychiatry of Bellevue Hospital, New York, discusses self-destruction, "fast or slow, soon or late."

Chapter III, "Alcohol Addiction," says specifically that alcohol has "become an instrument of self-destruction." The author's whole philosophy on this subject is summed up on page 184, at the conclusion of this chapter:

"Alcohol addiction, then, can be considered a form of self-destruction used to avert a greater self-destruction, de-

riving from elements of aggressiveness excited by thwarting, ungratified eroticism, and the feeling of a need for punishment from a sense of guilt related to the aggressiveness. Its further quality is that in a practical sense the self-destruction is accomplished *in spite of* and at the same time *by means of* the very device used by the sufferer to relieve his pain and avert this feared destruction."

This clearly shows the deceptive nature of some of the very things man often uses to better his condition in life or lift him out of the humdrum existence in which he finds himself.

*25th International Congress Against Alcoholism*, Istanbul, 1956, English text, Lausanne, Switzerland: International Bureau Against Alcoholism.

This booklet of eighty-eight pages, mimeographed on both sides and with graphs, tables, and charts, reports the important session three years ago in Istanbul attended by some 300 delegates from forty countries. Speakers at the Congress represented Egypt, Turkey, Iraq, Australia, Yugoslavia, Finland, the Netherlands, Sweden, Italy, Canada, Sudan, Czechoslovakia, Venezuela, England, and the United States.

Scientific and informational, these addresses summarize world views regarding prohibition, rehabilitation, religion, road traffic, education, recreation, medicine, barbiturates, and legislation as these subjects relate to alcohol and its attendant problems.

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### 'CAUSE YOU'RE DEAD

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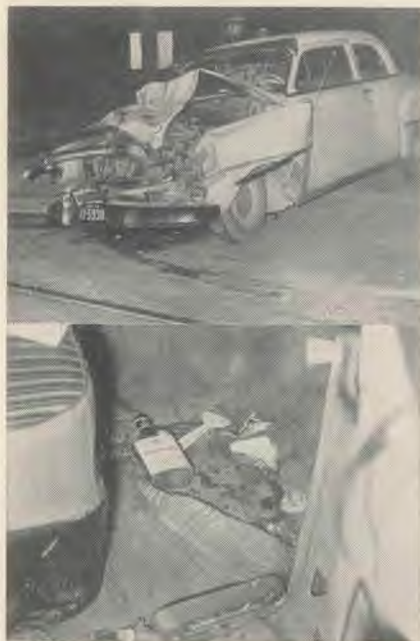
(Continued from page 12)

a woman faints. But you don't worry about that, 'cause you're dead.

The coroner arrives, raises the blanket spread over you, takes a quick look at that ghastly hole in your head. He drops the blanket quickly, mops his brow, and with a muttered "whew," pronounces you dead, from injuries received in the accident.

The ambulance driver pulls on a pair of rubber gloves. He removes the blanket, stuffs your broken, limber hands under your belt to keep them from flopping. He grabs you under the arms, the patrolman grabs your feet, they place you on a stretcher covered with a clean white sheet, and wrap your bloody, dirty body in another clean white sheet. You won't thank them for the sheets, though, 'cause you're dead.

At the funeral home you are wheeled into a little room that has a clean white tile floor and a drain in the center. Over this drain stands a clean white



### Chalk Up Another One!

The woman driving this car was seriously injured when her car collided with a freight train at a Texas crossing about three o'clock in the morning. The two-thirds-empty half-pint bottle was cited by the investigating officer as the real cause.



**Interview by John E. Keplinger  
Chaplain (Captain) United States Army**

I can see no benefit from the use of either alcohol as a beverage or tobacco in any form. This conviction has been one from childhood.

In the Army one sees a good bit of the use of both. After eighteen years as a chaplain, I am convinced stronger than ever that all should abstain from the use of them. Those individuals who boast that they are "men" only fool themselves. Several have told me, "Chaplain, I wish I had never used the stuff." They have become slaves to it rather than being master of themselves.

As a result, we have seen broken homes, unwanted and unfed children, broken physical bodies, loss of position and even jobs. These all add up to failure. Is it any wonder that my convictions strengthen as the years pass with such pictures appearing? I shall never use either.

Chaplain (Lt. Col.)  
United States Army, Retired

*Paul E. Winslow,*

Former teacher, pastor, Paul E. Winslow, retired chaplain, United States Army, has in the line of duty during the past eighteen years served in many parts of the world, including England, Africa, France, Germany, Italy, Korea, and Japan.

metal table, with a marble top. They take the once clean white sheets from around you and throw them into a metal laundry container, then they place you on the cold marble table.

They empty your pockets, put your tattered clothes in a cardboard box to be examined by the investigating patrolman, who will turn these items over to your next of kin. But you are not worried about what happens to your money or belongings, 'cause you're dead.

Their next job is to get you cleaned up, the hole in your head patched, and all the cuts camouflaged, so that the morbid-minded, and your loved ones, can look at you and positively identify you as being you. They give you a bath (traffic accident victims get so bloody and dirty). Whether your bath water is too cold or too hot will be nothing to gripe about. Your griping days are over, 'cause you're dead.

Now, when they have you all pret-

tied up and looking once again like a human being, they place you on another clean stretcher. This one is somewhat longer than the one in the ambulance; it has a clean white sheet on it also. They lift your body onto it and cross your arms over your breast and cover you with another sheet.

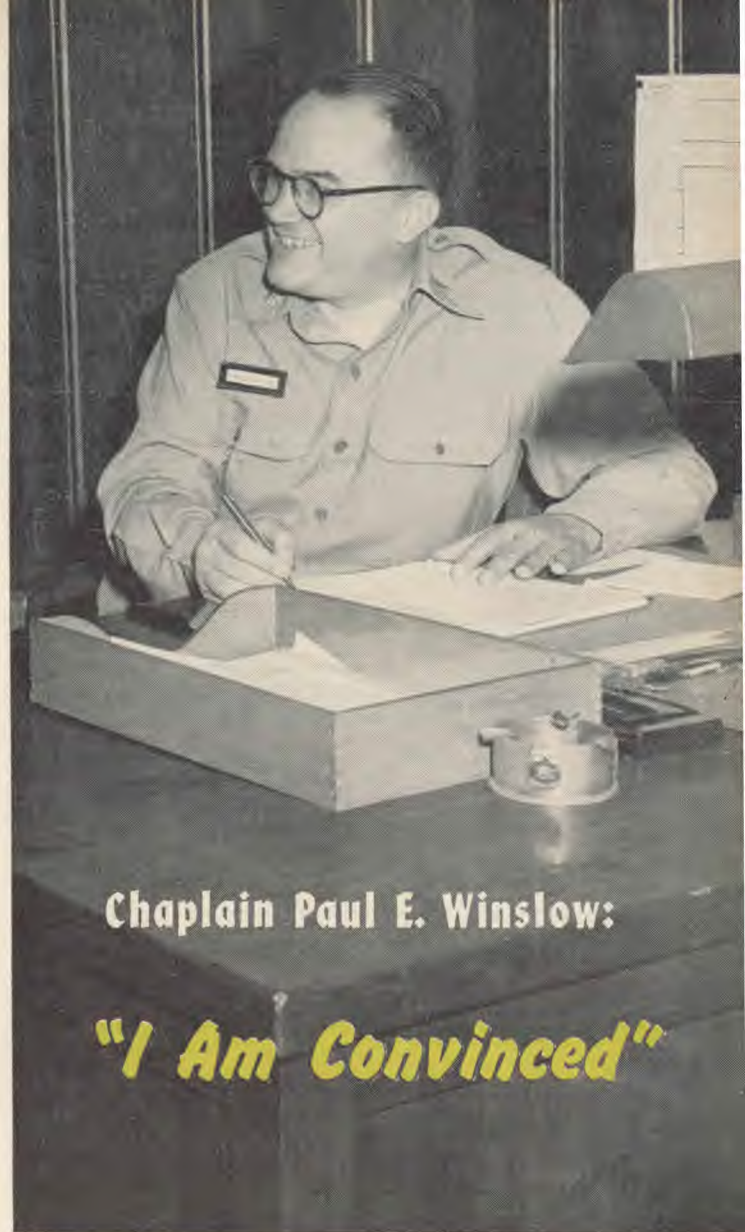
Then they roll you down a long, narrow hall, which is lined with stretchers, with clean white sheets, all ready for the next New Year's fatality. You are placed in a room containing some thirty-five or forty crypts. If you are early, you might get a crypt all by yourself. Of course, you won't feel lonesome alone in a crypt; you're beyond feeling lonesome, or feeling the need of another drink, either, 'cause you're dead. If this is like most holidays, however, you will, in all probability, have to share your crypt with some other New Year's celebrator.

Sometime later, maybe several times, in fact, they will come and move you

again. They will wheel you up to a big glass window, like the windows in the hospital nurseries. Someone wants to look at your body. Maybe it's your wife, son, daughter, mother, father, brother, or sister, or maybe it's one of your friends with whom you were drinking toasts earlier. Someone has to identify you positively.

If it's one of your loved ones, he'll scream and cry, maybe faint and fall to the floor. But you don't worry; you won't run to pick him up, you won't hear his screams and cries, you won't see the look of anguish, pain, and suffering on his face. You won't know it, 'cause you're dead.

This New Year's Eve as you, with your friends and loved ones, watch the old year fade out, read this slowly, read it out loud, so that all can hear you. Watch the New Year come in, then bid friends and loved ones good night, a Happy New Year; then climb into bed, not behind a steering wheel.



**Chaplain Paul E. Winslow:**

**"I Am Convinced"**

## THE BENT OAK

(Continued from page 21)

to the river ford. The white man gave him a bottle of wine in appreciation of his service in time of need.

The young Indian remembered Chief Mishawaka's plea for peace with their neighbors but accepted the wine rather than insult the donor by refusing his gift.

Tonawanda intended to break the bottle on a rock before he reached home. First, however, he tasted the wine. A mile farther on, he took a swallow, then a draught. Nearing his own village, he hid the half-empty bottle in a hollow tree.

As the liquor took effect, he began to whoop and yell. For no apparent reason he crashed his tomahawk against a tree, then another, and another.

Stumbling into his tepee, he stared at Winona as though she were a stranger, pushed her roughly aside, and tossed his tomahawk into the fire.

At the next council meeting Chief Mishawaka was grim. When Tonawanda confessed, the chief said sternly, "Fourteen."

Tonawanda bent his back and pulled his leather shirt up over his head. A stalwart Indian struck his bare back with a hickory rod. Again and again the blows fell. Winona blinked back the tears. Involuntarily she winced each time her husband was struck. She turned her head but couldn't shut out the sounds. After seven blows the warrior gave the rod to Tuscola, who counted out four resounding cracks. A third Indian added three strokes.

A week later the postmaster of the white men's village brought a letter to the chief on Money Creek. It was from the Government Indian agent warning the natives that pioneers in the area had complained of Indian drunkenness and savagery. Chief Mishawaka went to Tonawanda and said emphatically, "No more firewater!"

Tonawanda intended to abide by the revered chief's command, but he had acquired a taste for the forbidden drink. Surreptitiously, he drank from the bottle in the hollow tree. He was careful not to drink too much, but even a small amount made him boastful, then cross. Winona began to fear him. When under the influence of liquor, he had threatened to harm her. At other times he was the kind and gentle person she had married.

When the hidden wine was gone, he obtained more. Once again he was publicly punished. His tribesmen were turning against him, because they feared trouble with the white men. Wigwams

# Tippler's Test



Drinkers in Germany have substituted "Take a Blood Test" for the old motto, "One More for the Road." For twelve cents anyone can discover the alcohol content of his blood before driving in Stuttgart, Germany. If the dial slides past the 1.5 "pro mille" critical point, the advice is to "take a taxi or wait awhile."

in a nearby Indian village had been burned.

Tonawanda's desire for drink had become uncontrollable. Early one evening he stopped at a pioneer cabin to get wine. When the white man refused to give or sell him any, the red man became surly. He insisted on having a drink. In order to get the Indian's gun from him, the frightened pioneer traded a jug of hard cider for the gun.

The thirsty red man gulped from the jug and started home. Passing a lonely log house, he was seized with an urge to kill the pioneer family. Grasping his tomahawk, he gave a blood-curdling war whoop and rushed through the

clearing to the door of the cabin. Crashing it in, he found the house deserted. Maddened by being thwarted, he set fire to the dwelling.

Men of Mishawaka's village heard the war whoop and went to investigate. They were too late to save the house.

At a council meeting Chief Mishawaka ordered Tonawanda ostracized from his tribe for three moons.

While he was away, the aroused pioneers demanded that the entire tribe leave the valley at once.

Sadly the natives prepared for their westward trek.

Winona refused to go without her husband.

A few weeks after her friends had gone, the Indian agent came to Money Creek and ordered her to leave immediately. Winona could wait no longer for Tonawanda, but she prepared a message for him. She bent and weighted the young oak by the tepee, making it point west. Her husband would know which direction she had taken.

When Tonawanda returned from his exile, his village had vanished. No tepee stood on the bluff. No wife welcomed him home. The bent oak told him that Winona had intended to go west.

But by the tree lay Winona's body, where it had fallen when a settler's bullet found its mark.

"Win your popularity by your pleasant personality, your skill in sports, your ability at dramatics or speaking. If you do these things and make friends easily, you will seldom have to worry about being unpopular just because you choose not to drink and smoke."—*Christian Endeavor World.*

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# OPINIONS

## Effects of Alcohol

"Many people believe that alcohol is a stimulant to the nervous system. Actually it is now an accepted fact that it is a depressant and that the apparently stimulating effects are due to its immediate action on the brain. . . . Excessive use of alcohol, especially when combined with too little food intake, causes at first an enlarged liver, called fatty hepatitis, the normal liver tissue being infiltrated with useless fat. If uncorrected by abstinence and good food habits, this may become alcoholic cirrhosis, a condition . . . which, as is well known and justly feared, may be a fatal disease."—Sara M. Jordan, M.D.

## Drinking Women

"The startling increase in juvenile delinquency is largely due to parental failure. The drinking woman today probably deserves more than her statistical share of the blame for juvenile delinquency."—J. Edgar Hoover, FBI director.

## Have Plenty of Fruit Juice

"The hostess . . . should never coax her guests to drink highballs or any other alcoholic drink. . . . The choice of accepting a drink must lie with the guest, . . . and a hostess can help her guests make this decision [by having] plenty of fruit juices and other non-alcoholic beverages on hand at parties."—Marvin A. Block, M.D.

## Alcoholism in California

"Alcoholism is costing up to \$30,000,-000 annually in California, with the cost spread over police activities, welfare, and institutionalization. Half of all Californians arrested in 1958 came in contact with the law because of the use of alcohol, and in some cities the rate is 80 per cent. Nearly one fifth of all admissions to mental hospitals in California are alcoholics."—John R. Philip, Chief, Alcoholic Rehabilitation, California Department of Public Health.

## No Cocktails on Airlines

"Some of the major airlines are right proud of a service which they have and I suppose it appeals to most of their customers, but it falls completely flat with me. This is the



practice of serving cocktails before meals. . . . And if someone suggests tolerance, why make the fellow who does not drink wait an hour and a half for his dinner just so those who want their whisky before eating can have it?"—Roderick Turnbull, editor, "Weekly Star Farmer," Kansas City.

## Pretty Good Evidence

"If you have any doubt as to the percentage of drunk and drinking drivers on the highways at any time, just count the autos you see parked at roadside taverns and clubs. It is fair to assume that all or nearly all of the drivers when they drive away will be under the influence, and often to a considerable degree, potential killers."—From an editorial in "Valley News," Tarrant, Pennsylvania.

## Chink in the Armor

"The most vulnerable chink in the armor of those who argue for alcoholic beverages either as consumers, producers, or purveyors is the chink continually left open by the drinking driver. Arguments in behalf of moderation can sound quite civilized; they collapse in the face of a fatal accident caused by a moderate drinker at the wheel."—"Christian Science Monitor" editorial, Aug. 10, 1959.

## How to Grow Old

"The quickest way to grow old is to become a drunkard. The ages of confirmed alcoholics studied in the city jail is astonishing. They are young in years but old in appearance."—Robert Kark, M.D., University of Illinois.

## You Can't Get Away From a Drunk

"There are so many 'champagne flights' across the U.S.A. that the air lanes bubble. Many airlines contend that liquor, either free or paid for by the passenger, is 'an added service that the public demands.' Nonsense! I'm all for those good old days. Never mind the pie in the sky; just get it dry by-and-by."—Inez Robb, newspaper columnist.

## Wisdom From the Russian Bear

"Far from being a manifestation of heroism, drinking is a sign of weakness and lack of will power."—Quotation from speech by Russian Premier Khrushchev to workers at the Kirov factory in Leningrad.

## Steady Increase

"It appears to us that there has been a steady and progressive increase in sexual promiscuity during the past five years. Both drinking and rock and roll are contributant to this among teenagers. It is not uncommon for high-school and college students to come into classes with their breaths reeking of stale alcoholic beverages after a big night."—Dr. Nicholas J. Fiumara, vice-president of the American Venereal Disease Association.

# Champions

## are Made...



**GRETA ANDERSEN**  
Champion Swimmer

"I never knew a real champion of anything who indulged in liquor. Liquor and championships just don't go together. If you are to keep your body in good condition with proper exercise and the right foods, you must avoid things you know are harmful."

*Greta Andersen*

by Blendena Sonnichsen

At eighteen Greta Andersen, of San Pedro, California, was a crippled girl on crutches, a victim of arthritis, which robbed her of the use of both legs. A decade later, she is one of the world's outstanding woman athletes.

How did it happen? A combination of determination and faith that "God and nature were both on my side" brought victory to Greta, not only over her crippling disease, but also in the sports world. She is an Olympic Gold Medal swimming star; she swam the English Channel in 1957 and 1958, breaking records both times. In August of 1959 Greta conquered the Channel again.

Greta began swimming to regain the use of her legs, going on a well-planned health program to which she holds strictly today to maintain the physical condition necessary for a champion. She recognizes the importance of health to success in any field, knowing that as champions are made by good habits, they are as surely destroyed by bad habits.