

# LISTEN

A  
JOURNAL  
OF  
BETTER  
LIVING



*Mamie Joe Northcutt*  
STEWARDESS, AMERICAN AIRLINES

*Here We Grow Again!*

During its eighteen years of life *Listen* has been known for surprises. Now we pull another, by doubling our frequency. In other words, we are now a monthly, beginning with this issue—January, 1966—twelve colorful issues a year!

In 1948 *Listen* began life as a quarterly, and after ten years added a couple of issues a year, appearing every second month. That was just the start, though, pointing to the monthly, now a reality, after only seven years.

During this past year *Listen* has been publishing a twice-per-month newspaper, the *Listen News*. Will this be continued? Indeed! This newspaper now becomes part of *Listen* itself, a vital feature of the magazine, yet retaining the quality of a newspaper. As it has all during 1965, *Listen News* will keep on with its current news coverage, its teen-age features, its inspiration to help smokers and drinkers, its rib-tickling cartoons, its latest pictures and reports from the world of science and medicine.

But this is not all the story yet!

Under consideration are yet more thrilling improvements. In some issues of *Listen*, perhaps on a regular basis after a time, we envision the possibility of health education inserts—four- or eight-page additions to the magazine, each insert entirely devoted to one health subject.

How to take care of your heart, proper care for your lungs, the non-drinking man's diet, controlling your emotions, teen-age questions most often asked, the why of venereal diseases, the right use of tension, what you should know about narcotics—these are some of the possible subjects.

As to covers, *Listen* has long been known for colorful personality covers of well-known people. This "roll of honor" will keep up, with more interesting people than ever. Once in a while, we think, an art cover will help make *Listen* even more attractive, virtually irresistible! If such covers become a part of *Listen*, they would be painted by some of the nation's best artists.

To be frank with you, however, these additional giant strides forward for *Listen* depend to a great extent on how popular *Listen* becomes now. The faster our family of readers increases, the sooner these extras can be offered. So here's to a big family, and fast!

# LISTEN

JOURNAL OF BETTER LIVING

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# Keep an Eye on Yourself

## IT WILL CHANGE YOUR LIFE.

One good reason I never get “cockeyed” on a New Year’s Eve is that I keep my most important date of the year right after breakfast on New Year’s morning.

It’s a date with someone I think a great deal of—me.

At home, alone in my study, I review what has happened to me during the previous year. Then I set up my goals for the coming year, together with a simple schedule showing exactly how I plan to achieve those goals.

Now don’t misunderstand me. If you like to make whoopee on New Year’s Eve, don’t let me spoil your fun. But it’s a good idea to give yourself an annual checkup *on some specific day of the year*, when you are reasonably sure that nothing will interfere.

The first question to ask on this date with yourself is: “What do I want most?” You’ll find that as soon as you try to put your desires in writing, your ideas will become clearer and your wishes more certain of fulfillment.

No matter who you are—whether you’re young and just getting started, whether you’re middle-aged but don’t look it, or whether you’re in your later years and don’t feel it—you’ll be agreeably surprised at your personal growth, increased income, greater happiness and satisfaction when you begin to take time out to define specifically what you are after and how you are going to get it.

Charlie Harmon, a struggling young salesman of advertising specialties, married, and with a new baby in the family, needed more money. He did a lot of groaning about his job but was vague about what he ought to do about it. Not until Charlie’s birthday came along and he felt a year older did he finally make up his mind to become an advertising manager.

His first step was to enroll in a local advertising club course and to expose himself to opportunities in the advertising agency field. Within a year, he landed a job in an agency production department, thanks to the sponsorship of a man taking the same course.

On his next birthday, Charlie decided to broaden his experience and add to his salable background by applying for an assistant account executive’s job in the same agency. Charlie got the job at a modest increase in salary.

On a later birthday, he decided to add still further to



*Irwin Ross, Ph.D.*

PHOTO BY D. TANK

his experience by selling advertising space, and one of the magazine salesmen who called on Charlie at the agency lined up the job. He doubled his income in two years.

During the next four years, he did such an outstanding job in servicing a large Midwestern advertiser for the magazine he was selling that he was invited to come in as advertising manager. He’s been going strong ever since, thanks largely to his annual checkups.

A young mother in her early thirties was beginning to feel stale and fed up with the routine of running a home; she wanted to broaden her horizons. I suggested that she make a date with herself once a year on her



*Dr. Irwin Ross, Chicago-born psychologist, was educated at Western Reserve and the University of Chicago. His present research specialty is carbon dioxide therapy in treating nervous disorders.*

*His lucid writing style and vigorous factual approach help to introduce this first issue of the new "Listen" monthly.*

wedding anniversary, to see whether she couldn't plan some way out.

On her first date, she decided to reactivate some of her old skills as a research worker. She got a job as part-time house-to-house interviewer for a national fact-finding organization. For two or three hours each weekday she made calls in her own neighborhood, and the little money she made for herself was welcome.

On her second annual checkup she decided to devote one hour each evening, after the children were in bed, to her growing interests in writing. Soon her everyday experiences with her own children became grist for her typewriter, and it wasn't long until she sold an article to a woman's magazine.

She never complains anymore about being fed up with her housework. With her outside interests, she has become a more attractive wife and mother.

An office manager who retired at sixty-five was bored stiff, puttering around the house with nothing to do. For the first time in his life he made a date with himself on his birthday and decided to start a little printing business of his own.

His first step was to buy a secondhand mimeograph machine and solicit small jobs in his own community. Soon he acquired a handpress and began to do small handbill jobs for retailers in the community. Now he's doing a nice business.

But, more important, he enjoys the thrill of being useful. And he controls his own little business.

How about yourself?

Are you satisfied with what you have accomplished during the past year? What is the most important thing you wish to achieve during the coming year?

If you are under thirty-five, your main vocational objective for the immediate years ahead is probably to build a salable background. How much money you make in the early years is not nearly so important as *whom* you are working for and whether you are acquiring *cashable* experience. In your spare time, extend your contacts and improve your job abilities through part-time study so that you will be ready for the next job ahead when the break comes your way.

If you are between the ages of thirty-five and fifty-five, your main vocational objective is to cash in on your experience, for if you don't cash in during your peak earning years, you probably never will. Ask yourself, "In what kind of job can I make the most *profitable* use of what I've done and what I've learned up to now?" Avocationally, search for some interesting activity that will develop into your own business after fifty-five.

If you are over fifty-five and not your own boss, you have no time to lose. Get into some kind of a small, agreeable business which you own, lock, stock, and barrel, so that no one can fire you.

No matter what you decide to accomplish during the coming year, it is important to remember that people can help you. Recall how you landed your present job, the most-satisfactory-in-the-long-run dates you have had, the person you married, the sales you made, the clubs you belong to, or any kind of successful relations with others. You will find in nearly every case that you were sponsored by someone who had faith in you.

As soon as we realize that our potential use of sponsorship is directly dependent upon the number of people who have confidence in us, we are impressed anew with the desirability of achieving as many such relationships as possible.

No matter what your objectives are, as soon as you form the habit of planning the accomplishment of each objective by listing the names of those who might be able to help you achieve your purpose, this habit automatically provides you with the necessary stimulus to extend and to develop your contacts, by having luncheon with old friends and with new friends instead of eating every day with the people you work with, or by taking a more active part in business or professional organizations or community affairs. Certainly the more people you serve in one way or another, the more people will serve you.

In due time your annual plans become a vivid, historical chronicle which reveals the evolution of your whole philosophy of life— (Turn to page 18)



## New Year Bells

Bess Berry Carr

The bells are sounding loud and clear,  
Triumphant bells founding a glad new year;  
Small bells are blending in merry chime,  
Stately bells lending a pleasant rhyme,  
Founding a glad new year.

New bells are twanging in every ear;  
Old bells are clanging afar and near;  
Iron bells wrangling from cot to throne,  
Copper bells jangling in piercing tone,  
Clanging afar and near.

Great bells are ringing out strife and fear;  
Joy bells are bringing new hope and cheer;  
Silver bells filling the world with song,  
Golden bells thrilling, as notes prolong,  
Bringing new hope and cheer.



Talented, personable, attractive, skilled, perceptive—all describe Mamie Joe Northcutt, of Frankston, Texas, stewardess for American Airlines.

Born on March 23 (no year admitted), she went to high school in her hometown, and to Tyler Junior College, where she received the much-coveted honor of being selected as duchess of the Tyler ("Rose Capital of the World") Rose Festival. As duchess, she presented the annual bouquet of roses at ceremonies in the Cotton Bowl at Dallas.

Mamie Joe was a member of the Apache Belles drill team in 1961, a group representing the Houston Oilers that year, appearing on television programs and in several states. She designed the costumes two years for *Les Masques (The Masks)*, a Tyler drama group, and served as bride consultant on floral arrangements at Blossom Shop of Dallas.

Her biggest day, though, came as she graduated from Stewardess College on March 7, 1962, and took to flying. It is obvious when one talks to her that, though she is often up in the air, she has her feet on the ground. Mamie is a girl with ideals, who knows where she is going and has a good idea how she will get there.

# Mamie Joe Northcutt

## STEWARDESS

Interview by Marjorie Grant Burns

Photography by Ed Benedict

"YOUNG women couriers," they first were called some thirty-six years ago when eight nurses became part of the flight crews on a scheduled air route from California to Chicago.

In those days the stewardesses were expected, among other things, to load and unload baggage, check tickets, serve food, carry train schedules in case the plane was grounded, and keep the passengers from tossing their cigar butts out the windows, or by mistake opening the door leading outside from the washroom.

Stewardesses today need also to be well-trained. Their six-week intensive training course, exemplified by the curriculum at American Airlines Stewardess College, at Fort Worth, Texas, covers some 100 different subjects, such as meteorology, aircraft familiarization, first aid, personal styling and grooming, and conversation.

American Airlines employs some 1,800 stewardesses, each one during her average of twenty-seven months of service flying 180,000 miles, walking 300 miles up and down plane aisles, serving 7,700 meals aloft, making 3,500 landings and takeoffs, and then resigning in order to be married, as 85 percent of them do.

Perhaps no professional group today is as carefully and thoroughly trained to be of service as are airline stewardesses. Their skills, along with their happy smiles and natty uniforms, indeed help make air travel something to look forward to and the ever-shortening time of today's jet hops even shorter.



Symbolically polishing the American Airlines wings, Mamie Joe becomes a full-fledged stewardess upon graduation at the "Kiwi Monument," presented to the Stewardess College by the Kiwis (after the flightless New Zealand bird), girls who have "lost their wings" through marriage.

Handy with cameras, Dallas photographer Ed Benedict took *Listen's* cover of Mamie Joe at Love Field.

Ed's main interest, other than his wife Ruby and their three children (Brenda, fourteen, Charles, ten, and Chadwick, six), is raising orchids, of which he has some 2,000 specimens in his 14' x 26' greenhouse. At odd times he collects coins or goes fishing and hunting.





Mamie

Joe Northcutt



"I guess my first want in a man is for one who is intelligent. I want to be able to look up to him. He should be religious in a sense, considerate of others, and one who loves animals and children.

"I need a man who loves music, and one who can be tranquil—one who will enjoy spending time alone together.

"I love simple things. When I'm ready to marry I want to provide a home that has as much happiness as possible, a place my husband will love to come home to—not just a place of last resort."



"College people are the people of the future. Every young person should try to finish college or should get a diploma in some accepted trade or vocational school."



"As a woman I want to be feminine, gracious, compassionate, intelligent. I don't want to pretend. I want to be genuine, real.

"When I think of my ideal as a woman, I always think of my mother. She is always gracious and puts everyone at ease. More than that, no matter where she goes or what she does she always remembers she is a lady. That's the way I want to be."



"A girl gets her standards from her parents. She will find ideals there that will make her a lovely, sought-after woman."



"I love to have fun, but I have learned one has to set limits. Teen-agers need to remember that they are a bundle of emotions. It's like setting off a whole package of firecrackers all at once. If you put yourself where a situation can get out of control, it will do just that."



"Can one maintain standards and still have fun? Listen, pal, you just better! Oh, I know. Kids will laugh at you, especially at college, but they don't mean it. They have respect for you even though they claim they can't have standards themselves."



"Every girl should live on her own for a year or two before she gets married. Most girls think getting married is like going steady. It's lots more than that. You take so many things for granted when you live at home. When you have to do for yourself and pay bills, life suddenly becomes very real.

"About my pet blouse: It was always ready for me, but my first efforts to iron it—that brought some pause, believe me!"



"Airlines are very gracious in trying to please their passengers, but most stewardesses dislike serving drinks.

"Personally, I do not drink, for I feel that drinking has never solved a single problem. It only makes them. Nor have I found it necessary to drink to have fun, or even to be accepted, for that matter. I can 'belong' just as well without it.

"And I simply cannot feel that smoking would add to my grace as a lady. It could not possibly improve my breath, and now we all know it harms one's health."



"Stewardess College for American Airlines can do more to train a girl in six weeks than most colleges do in two years. They teach you to serve others, which is the greatest lesson anyone can learn. I have also learned to have confidence in myself."



"I love hobbies. My dad can do anything with his hands. I guess I learned to use my hands from him. I play the piano, knit, sew, design a little, and make dolls. My present passion is redoing a piece of beautiful old furniture. I love the happy hours one can spend at such a job, and the beautiful results you get if you do each step right."



"Every time a girl goes with a boy she should stop, and look. I mean, really look. And when you do this, sometimes the boy seems so small. You couldn't want him less. Since love is blind, you had better take that look before you get blind."



"My folk tried to prepare me for life, and I've tried to help prepare my kid sis. I think of this so much when I get back to my room at home. But after all the telling, you must still decide for yourself. No one can decide for you."



"At home I was taught that there is a God. But when you get way up there, and you sit a moment, watching the sun float up out of miles of beautiful clouds, and you see the world begin to light up, suddenly, somehow, God is there. You feel it. You know there has to be Someone greater than you."

"Somehow, when you fly, it helps your heart to know and to believe in God."

"I believe in prayer. It is like little wishes that take flight to God. Once we were told our landing gear wouldn't hold. Suddenly my mind took a leap. This is it. I kept praying, 'Please, God, let me live until I get my passengers off.' The gear held, and we got down safely. I think lots of prayers were answered that day."

## HOW TO READ

# Liquor Ads

I've been reading liquor ads lately. They fascinate me because they present such a picture of our life and times.

Alcohol advertisements have a definite job to do. They are the vehicle with which liquor manufacturers hope to capture your attention and lure you into purchasing their product.

Naturally the liquor industry follows several related approaches to win consumer dollars. One of the most obvious is the attempt to link alcoholic beverages to personal status. And, having satisfactorily proved that liquor *is* status, and that a man should be judged by the alcohol he consumes, the ads then go on to urge you to *buy* status.

Various ads rely upon a string of specific words which appear and reappear in nearly every ad, regardless of the brand being promoted. Used to conjure up a specific portrait, some of these are such enticing words as "distinctive," "quality," "aged," "formula," "imported," "connoisseur," "exclusive," "unique," "good taste."

Here are a few examples (*italics added*):

J & B Rare Scotch Whisky: "Pennies more in cost. Worlds apart in *quality*."

San Miguel Beer: "*Imported*. Try it and discover why San Miguel is . . . a favorite of *connoisseurs* the world over."

Gilbey's: "An *exclusive* London Dry gin formula. It produces *unique* gin crispness."

Seagram's: "Speak to people of *good taste*, and they'll tell you there is no other whiskey like it."

De Kuyper Cordials: "People with a *taste* for fine things—are made from authentic Dutch *formulas*."

Beefeater: "The *imported* one."

Black and White: "Two Scotches of *exceptional character*."

OFC: "For those who desire a Canadian *distinguished* for its maturity."

The implication behind these words is, of course, that people of good taste, people of distinction, people who appreciate the best, will try the product advertised. Alcohol thus becomes a status symbol.

The liquor industry uses pictures to reinforce the mes-

sage. Most ads show men dressed in evening clothes. Canes, white dinner jackets, high hats, and tails appear everywhere. Similarly, the women are bedecked in diamond tiaras, mink and ermine stoles, and long evening gowns.

Liquor ads offer other inducements, too. A large number of advertisements concentrate on the background of history. Identification with a respected heritage from the past is the keynote here.

Cointreau: "For *generations* the crowning touch."

De Kuyper: "Made from . . . formulas originated by the 270-year-old firm."

Gilbey's: "Born in London in 1857."

J & B: "A product of the *two-centuries-old* house of Justerini & Brooks whose patrons have included, along with the *immortal Charles Dickens*, many of history's great."

Courvoisier: "The *brandy of Napoleon*." "Unchanging in quality."

Alcohol advertisements make still other bids. Every host and hostess attempts to make a good impression upon the guests. There is often the feeling of being judged by one's home, one's food, and one's entertainment.

Recognizing this desire to excel, the liquor industry uses it to boost its sales. Advertisements assure you that you can achieve perfection in an area where you may falter most.

Here are a few examples:

Dubonnet: "Just chill and serve—and you're the perfect host or hostess."

Cointreau: "The crowning touch to a perfect dinner. . . . Magically enhances the flavor of gourmet dishes, too!"

De Kuyper: "A compliment to the good taste of every hostess."

Many advertisements use an open, direct approach by announcing that their product *is* status.

In the May, 1965, issue of *Cue* magazine, for example, Bombay ran this ad: "If this wasn't a great-tasting gin, we'd be silly advertising *in this magazine*." The assumption here is, of course, that *Cue* magazine attracts only readers of impeccable taste.

Here are more examples:

Seagram's: "Known *by the company* it keeps." "Speak to these *people of good taste* and they'll tell you there is no other whiskey like it."

OFC: "*People with pull* just won't touch anything but Imported OFC."

Imperial: "*Knowledgeable* people buy Imperial."

In brief, alcohol advertisements offer the public an image of status and elegance in return for purchasing and using their products. With words and pictures, the industry paints an enticing portrait of a land inhabited by the well-dressed, intelligent, sophisticated, rich elite.

Unfortunately, the real world seldom resembles this rosy picture. The ads do not show any people after they have used the product. The sophisticated cocktail parties, the smiling faces, the beautiful people in the advertisements give

(Turn to page 18)



## How to Develop Cancer Quicker

### Facts Are Needed to Impress Youth

Straight facts will do the work! At least, they seem to do it in Pennsylvania.

In this state, lessons on the effects of smoking are incorporated in health-education classes required in elementary, junior high, and senior high schools.

When asked if this smoking information changed their health habits, 54 percent of students answering the question said Yes. Moreover, 84 percent said that the information would deter them from smoking in the future.

In a survey reported by T. T. Abel, director, section on physical and health education, Pittsburgh Public Schools, and covering 20,926 students from grades seven through twelve, it was found that 74 percent didn't smoke.

The report of the Surgeon General's advisory committee on smoking stated in 1964 that "at the twelfth-grade level, between 40 to 55 percent of the children have been found to be smokers."

Mr. Abel believes that the facts on smoking as presented in Pennsylvania schools are a key factor in attaining the comparatively high rate of nonsmokers.



Any person concerned with his health today will think carefully about the cumulative effect of the two habits of drinking and smoking.

### Women Want "Equality"

Determined to earn equal drinking rights with men in San Francisco's all-male saloons, Women for Equal Eating picketed the 42 Club. After only half an hour, the owner Milos (Mike) Stika surrendered, and allowed the warring women to enter the "men-only" bar any day after 3 p.m.

Previously the girls tried a drink-in, but Stika wouldn't capitulate until the "drinkettes" laid siege to his castle.



When facts are presented to students in the classroom, they then can make an "informed decision" as far as their habits are concerned.

When a person both smokes and drinks, this is but adding insult to injury!

Data on 598 cases of mouth and throat cancers in three New York hospitals and an equal number of matched "control" cases without cancer, show that heavy drinking is twice as prevalent among the cancer cases.

The same relationship was found with the use of tobacco. However, there was a higher incidence of heavy drinking in cancer cases than among controls even when the two groups were matched for tobacco use, indicating an independent effect of alcohol.

Smoking and drinking tend to be related habits, and when practiced together seem to increase the chances for development of cancer.

Liver cirrhosis, most of which is related to drinking, was found in 19 percent of the cancer cases and in only 9 percent of the controls. Heavy drinking and smoking were practiced by 43 and 25 percent respectively of the cancer cases, and in only 20 and 12 percent respectively of the controls.

### Double Trouble

These findings have come from a study conducted by Dr. Milton Terris, professor of preventive medicine at New York Medical College.

He summarizes the potentials indicated in the study as follows:

1. Alcohol itself, or something in alcoholic beverages, can cause cancer in tissues it touches.
2. Alcohol makes tissues more sensitive to the action of tobacco smoke and other cancer-causing agents.
3. Localized tissue deficiencies associated with alcoholism might predispose a person to cancer.

## In This NEWS

★ Doctors said to be "world's worst patients." See page 10.

★ Here's your chance to express your opinion. See "Question of the Month." page 11.

★ Disease may come from the soil. See page 12.

## Doctor Drinkers Are Harder to Cure

Doctors who are alcoholics have a far lower cure rate than other alcoholics, says a physician member of International Doctors in Alcoholics Anonymous.

This doctor—who remains anonymous, as do all AA members—quit drinking eight years ago, and has since that time been working through AA to help some of his professional colleagues.

"About 75 percent of alcoholics coming voluntarily to AA for help are successful in stopping drinking," he said in a "Medical Tribune" interview. "But with doctors this drops to less than 50 percent."

He estimated that in the United States there are 5,000 to 10,000 problem drinkers in the medical profession. In some cities the AA doctors have their own groups of from six to twenty.

Physicians, he said, are "the world's worst patients," experiencing difficulty in accepting the fact that "this can happen to me," and being inclined to feel that they have capabilities and willpower unlike that of the average person; so, if they are alcoholic, they refuse to acknowledge their problem and instead merely try to "cut down" on drinking rather than quitting.

## "Tiger Box" May Be Set Up in Wash., D.C.

Some 40,000 arrests for drunkenness were made last year in the District of Columbia. Frequent arrests of alcoholics accounted for the bulk of this high total.

During one week later in the year, three men arrested for being drunk died while in police custody.

Because of this situation, attention has been focused on the fact that community agencies who will work with alcoholics when they are sober, cannot accept these same people when they are intoxicated.

To remedy the problem, District health officials are proposing a unique fifty-bed detoxication unit where alcoholics can be taken when they are actually drunk until they are sobered up.

Certain overseas countries, such as Poland and Japan, have such facilities, usually referred to as sobering-up stations.

The Japanese call a drunk "otora-san," meaning "Honorable Mr. Tiger," and they literally put the tigers in the tank!

In Japan there are 150 sobering-up stations, called "torabako," which means "tiger box." Last year 128,999 drunks slept it off at these stations.

Japanese police are authorized by act of the Diet to take action against drunks who behave in a disorderly manner in public, or to interfere in family squabbles touched off by alcohol.

"Tiger box" cases are not counted as arrests because the tigers are generally released the next morning to return home or to their work.

### Is God to Blame?

When asked why God allows so many plane and automobile crashes, and why He doesn't stop them, Billy Graham came up with this answer:

"Far from causing or 'permitting'

automobile accidents, God has given us the means to prevent them. He has given us eyes to read the danger signals. He has given us a sense of judgment. He has given us hands to steer with, and feet to operate the brakes with.

"He has given us the skill to make the finest cars in the world, and yet we continue to kill over 45,000 people every year on our highways.

"We all know that alcohol and gasoline won't mix, and yet liquor is a factor in a large number of the fatal accidents in our land.

"We all know that safe driving requires a level head, and yet many of us get in our cars in an angry, unreasonable mood, and drive with numbed brains, and refuse to use our God-given faculties.

"We will go on perishing in traffic; but, for the life of me, I don't see how anyone can blame God."



### Smoking and Sex

A striking association between the number of cigarettes smoked and the sexual activity of teen-agers has been found in a study by the Central Council for Health and Education, London.

"Practically all the girls who smoked more than twenty a day, and half the boys who smoked this number, were sexually experienced," according to the report.

The percentages for teen-agers as a whole across Britain were 12 percent for the girls and 20 percent for the boys.

### Anatomy of a New Disease

Emphysema is a word that has literally leaped into health talk in recent years.

It is the name of a lung disease that today is a major cause of disability and death among men in the middle and older age group.

In 1962 it was given as the primary cause of death on 12,350 death certificates. In 1952, it was so listed on only 1,914 certificates.

It outstripped all other respiratory diseases in claims for permanent and total disability allowed by the Social Security Administration in 1962. It was exceeded only by heart disease and schizophrenia as the most often reported single diagnosis in disability benefits granted.

Smoking is closely related to emphysema. An overwhelmingly high percentage of men who develop the disease smoke cigarettes.

## "Us Smokers Would Rather FIGHT Than Switch!"



### New Freedom Is Needed

The war on poverty will be a failure unless the Government wages a war on alcoholism, says the Rev. Andrew L. Gunn, Methodist pastor in Gaithersburg, Maryland, near Washington, D.C.

With an estimated 10 percent of the population "dependent" on alcohol, and half this number alcoholics, "we are going to need a new freedom—freedom from alcoholism," he declares.



Listen News is now incorporated as a regular part of Listen. Each month the News will be a part of the magazine. The letters in this column show typical reaction from many readers of the News, a reaction we trust will continue during the days to come.

#### Packs a Punch

"Have just got through reading my copy of the News, and I am thrilled with it. Every one of its short, succinct news items packs a punch. The pages are eye-catching with their touches of color, their pictures and news copy interspersed. The cartoons are great!"

Myrtle Tabler  
Syracuse, New York

#### Positive "Advertising"

"Let me take this opportunity to congratulate you on the Listen News. Today when there is so much negative advertising by the tobacco companies and breweries, it's refreshing to see some positive 'advertising.'"

Gene Ahrens  
New Milford, New Jersey

### Here's a Way to Make Diabetes Incurable

"We know that some hard drinkers don't get ulcers but that a good many of them do—and that the ulcers heal more surely and quickly if there's no drinking.

"The same goes for diabetes. Drinking may, in some cases, contribute to the onset of diabetes, but people can get diabetes without ever having been drinkers.

"But this we can say for certain: Alcohol is rapidly converted by the body into certain by-products; and it can injure the liver, which has much to do with the way the body handles sugar.

"Diabetes is a disease which prevents the body from making use of sugar at a normal level.

"Therefore the treatment for diabetes is strictly a matter of keeping sugar down to the amount which the body can use. Insulin and other medications help; diet is necessary to keep the total amount within allowable limits.

"Otherwise the sugar level builds up and up. Wounds won't heal properly; circulation is impaired; blindness can develop; diabetic coma and death are the ultimate risk.

"Now since alcohol can raise or lower the sugar level, control of the disease is made more difficult. Heavy drinking makes it impossible (and I do not use that word lightly) to control diabetes."—Joseph G. Molner, M.D.



Yes, they certainly can. Laws can compel people to act in certain ways and thereby affect their experiences. These changed experiences, in turn, may affect attitudes. On the other hand, there are some things that laws cannot do. If laws are to be successful, they must be supplemented by effective educational measures. Laws that are widely resented may often prove unenforceable. Law and education must work together, hand in hand.

# QUESTION OF THE MONTH

I don't want to offend people, but I would prefer their not smoking in my home. To keep the peace, however, should I provide ashtrays for them, and endure their smoking?

Do you have an opinion, or an answer? Write your reply, briefly and to the point, to the Editor, Listen, 6840 Eastern Avenue, N.W., Washington, D.C. 20012.

### Special Study Set for Chronic Cases

The Ford Foundation has made a grant of \$680,000 to the American Bar Foundation to study the national cost of criminal-law administration, the disposition of chronic-drunk cases, and aspects of legal representation in criminal cases.

The study is to continue six years. The phase covering police-case inebriates, known to absorb a large part of police energies, is designed to provide an incentive for wider attention to the problem and determine alternate approaches.

### Whiskey May Go Fishing

Whiskey making may become a "fishy" business.

Distillers Corp.-Seagrams, Ltd., of Montreal, is considering possible entry into a large-scale fishing operation.

Land has been purchased near Yarmouth, Nova Scotia, in case the project is approved.

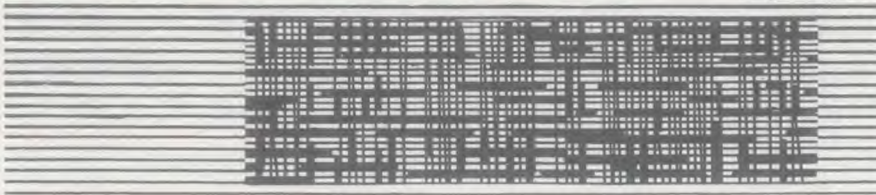
"I'M SWITCHING YOU TO THE SOBER MAN'S DIET."



# ARE YOU PUZZLED?

Manne Slawin

Singer features



"Test your eye Q." To read this, slant the page down in line with your eye. You will find a good safety message.

## Parties Are a Big Hazard for Drivers

Parties are a major road hazard, according to a study by the Traffic Injury Research Foundation of Canada.

Some 50 percent of all traffic-accident injuries—excluding those to pedestrians—occur when automobiles are being driven to or from social functions, the study shows.

This study is part of a major research program carried on by the Foundation in cooperation with five large Canadian hospitals in an overall effort to combat "a disease of epidemic proportions."

The study further indicates that only 3 percent of the victims were using their cars for business purposes at the time of an accident.

## It Pays to Quit!

Some persons who find it rough going to quit smoking take refuge in the claim that they have gone too far anyway and might as well keep on.

This excuse seems to fall like a house of cards before evidence being uncovered that, after all, it does pay to stop smoking.

On the record is the finding by Dr. Oscar Auerbach, of the Veterans Hospital at East Orange, New Jersey, that the number of abnormal cells found in the bronchial mucosa of ex-cigarette smokers decreased proportionately to the number of years after the cessation of smoking, a finding that suggests that squamous metaplasia of the respiratory tract is reversible in the absence of any further irritation.

Further bolstering this is a new study by Drs. T. Timothy Crocker and Dale L. Tipton, of the University of California San Francisco Medical Center, demonstrating that tobacco-induced squamous metaplasia of the respiratory tract of experimental animals is reversible.

In fact, the experiment went so far as to show the rate of recovery, indicating the lungs can bounce back if given a fair chance.

## It Goes to the Tongue

Maxeda von Hesse, speech coach for corporation executives, advises speechmakers to avoid alcoholic beverages.

"Never drink before a speech," she says. "Alcohol enters the bloodstream, and the first muscle it affects is the tongue."

—Quoted in *Business Management*.

## Disease May Develop From the Ground Up

Diseases suffered by human beings may be influenced by the trace elements in the soil where these people live.

Helen L. Cannon, of the United States Geological Survey, says that there are marked differences in the incidences of cancer and heart disease which may be attributable, at least to some extent, to plants and soils, and their variations in high content of arsenic, nitrates, boron, manganese, chromium, titanium, and lead.

As an example, soil study shows that communities with high disease rates in New York State and in Maryland have higher rates of these elements than a low-incidence in New Mexico, which area, however, is rich in strontium.

Dr. Robert Pinsent, research adviser to the British College of General Practitioners, tells of pockets or clusters of cases of the nerve-muscle disease, multiple sclerosis, in parts of Devonshire in Britain.

Though these have not yet been related to specific soil deficiency, or overabundance, of any particular trace element, the suspicion is great that such factors may be involved.

### British Study

This British study involves a population of 24,000 in the Tamar Valley, dividing Cornwall from Kent, and a group of 20,000 in Stoke-on-Trent in the Midlands.

The Tamar River cuts through rock from which for generations copper, zinc, lead, tin, and arsenic have been mined. The ore processing produces a subtle but constant fallout of arsenic.

Crops grown in the area have been found to be high in mineral content. The inhabitants therefore are exposed to a wide range of substances.

Stoke-on-Trent, where large pottery plants are located, is in a clay region scarce in trace elements.



BOB BROWN



**PROBLEM:** Heat conduction and the flame.

**NEEDED:** A lighted candle and a piece of copper wire.

**DO THIS:** Wind a spiral on the end of the wire as shown, and lower the spiral over the flame. Nothing happens; the flame has plenty of room to get air, and continues to burn.

Wind the loop smaller, and try again. Always leave room for air to reach the flame. However, when the loop is small the flame goes out. **HERE'S WHY:** The copper conducts so much heat away from the flame so quickly that there is not enough heat left to vaporize the wax and maintain the kindling temperature.

## Grotesque Seatmate



Used as a display in the annual safety parade in Washington, D.C., this "drinker" and his bony seatmate graphically showed what may happen when the bottle is involved in driving.

In fact, this very thing did happen to at least 25,000 people in the United States this past year as the result of drinking and driving.

## DUANE VALENTY

*Comic Art Carney, when in deep trouble, learned to use the solution given to him by a trusted friend.*



# “Just Ask”

How clearly can a man think when his mind is befuddled with alcohol?

Art Carney remembers some of those times when his thinking was far from clear—but he could pray.

“When I reached my lowest point, I heard these words reminding me, ‘Just ask, “Lord Jesus, help me,” and He will—if you really mean it.’ I learned to mean it.”

The words which came back to him through the haze of despair were the words of a man he had idolized as a boy and loved as a man, and they were the turning point for him more than once, helping him find his way out.

“I don’t talk much about religion,” Art says. “I think too many people in our business talk too much about religion and politics. Religion and politics are my own personal business, like my home.”

A quiet man, Art Carney is a great favorite with audiences and with actors and is known for his diversity of talents. As a comic he has no equal. He has played straight man with most of the famous comics, but he has also distinguished himself as a fine actor, appearing to top notices on such dramatic television programs as “Studio One,” “Kraft Theater,” “Danger,” and “Suspense.”

Art Carney was born in Mount Vernon, New York, in 1918. During school days he was often reprimanded for doing impersonations of anyone and everyone from the school principal to Beethoven.

After graduation his talents won him a touring engagement with the Horace Heidt band, doing impersonations, novelty songs, and announcing.

Art turned to radio in 1942 and learned acting skills in daytime serials, mysteries, spot recordings, and kid shows—mostly character and dialect parts. His expanding career was interrupted by service in the Army in France.

As an infantryman he prayed often, he says. There was one historic day on the Normandy Beach when, just as he set up his machine gun, he was struck by flying shrapnel. It was a time when he “just asked” for help and got it, although the leg wound hospitalized him for nine months.

Discharged from the Army in 1945, he returned to radio work. In 1947 a radio show with Morey Amsterdam turned into a television program and led directly to his association with Jackie Gleason and many other well-known names.

Carney lives with his wife Jean and their three children in a comfortable home he bought in Bronxville. He is not much like the usual concept of an actor, being approachable and completely without affectation.

A family friend, now long gone, gave him much to think about when he was growing up.

“My parents were unstinting in their love for us, but Philip Richardson added a new dimension to that love. He was at the heart of my world. Once when I tried to tell him so, he said: ‘I’m not the center of your universe, or any universe—God is.’”

An enduring sense of trust in God was born of his friendship with “Rich,” and this trust remained with Art Carney not only as an infantryman in the thick of battle, but during the difficult days of trying to gain a footing in show business, and in battling the problem of alcohol.

“He was there, out of sight, when I drank. When I grew older and had responsibility, the remorse was worse than the hangover. I told myself I was headed for that endless lost weekend. I tried to quit. It wasn’t easy, believe me.”

His friend “Rich” had told him to “just ask,” and he would remember this again and again when he needed help desperately.

“I tried hard not to drink. I didn’t beat the temptation every time, but whenever I said, ‘Lord Jesus, help me,’ and really meant it, I won, and the drink lost.”

What is the faith he lives by?

He will tell you in a few simple words—words that were also bequeathed to him by the man who taught him to become humble enough to “just ask” for needed help.

The words: “God and time will take care of it.”

Arthur William Matthew Carney has found, from his own rich experience, that these words are true and dependable.

## The pilot who mixes drinking with his flying may

A LITTLE plane was out night flying near Tucson, Arizona, not long ago. An FAA flight service station in the vicinity had trouble in contacting the pilot by radio. The pilot finally reported that he was lost and that he could not see his instruments because his panel lights were not working.

He was assisted to a nearby airport by another pilot who found him with the help of radar. After three unsuccessful attempts, he finally landed his plane, but was unable to park it. The obliging pilot who had rescued him parked the plane, but found that the instrument lights worked perfectly—when they were turned on.

This incident cost the pilot his license and a trip to jail to await charges brought by the local sheriff's office. A medical examination confirmed that he had been flying while drunk.

He was lucky. For, whether beginner or experienced aviator, the facts indicate that most pilots who drink and fly are likely to fly no more!

For years it has been drinking driving about which the public has been warned, but now the problem has soared sky-high into the region of drinking-flying.

Recently uncovered by the Federal Aviation Agency, this new menace may prove even more dangerous than at first thought, for when the drinking pilot comes back to earth from his pleasure flight, he may easily end up in a flight into eternity.

Before he retired as FAA Administrator, Najeeb Halaby portrayed the problem before a House appropriations subcommittee, pointing out that autopsies, conducted after the crashes of 150 private planes in 1963, revealed that at least one third of the pilots were under the influence of alcohol.

"We thought that the average pilot, with the amount of experience he had had and the respect he had for the elements, simply would not drink before flying," he said.

Mr. Halaby emphasized that he was talking about private pilots, not commercial airline pilots. "The airline pilots do not drink," he stated.

However, in the 477 accidents during 1963 which took the lives of 899 private pilots and passengers, approximately 300 died because of alcohol in the cockpit. And 1964 statistics indicate that the drinking-flying problem is getting worse instead of better, for 40 per-



Najeeb E. Halaby, retired  
Federal Aviation Agency  
administrator.



Dr. Homer L. Reighard,  
deputy air surgeon of the  
Federal Aviation Agency.

cent of the pilots examined following fatal crashes showed a positive blood-alcohol level.

And of this number, 23 percent were found to have been legally intoxicated, with a blood-alcohol level exceeding .15 percent.

When asked if there is some way to police airplanes to prevent alcohol-impaired pilots from killing themselves and their passengers, Halaby said that the FAA is currently considering tougher regulations. The current rule says that pilots must not fly under the influence of alcohol, but a new regulation would prohibit any pilot from going up within eight hours after consuming alcohol.

Halaby suggests that education could be of some help, noting that many people believe "you can have a couple of drinks without affecting your ability to fly. In fact," he continues, "there is a legend in the flying world that one or two drinks might even make you a better flyer. This is absolutely not true."

To combat this new problem, the first thing is to understand the situation, Halaby states. "Are the pilots drinking in flight? Is the drinking causing the accidents? The first evidence is that it is. The next thing is to see that the regulations are fitted to the problem, and the third thing to do is to enforce them," he said.

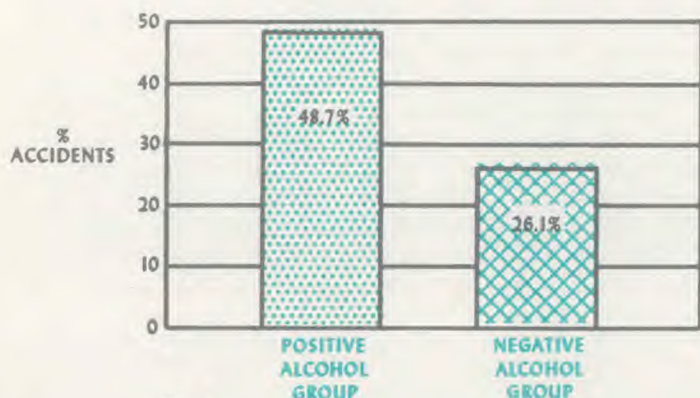


Fig. 1.

Fig. 1. In a review of thirty-nine 1963 cases involving alcohol, it was found that 48.7 percent crashed within eighteen minutes after takeoff.

Fig. 2. All types of general aviation activities (non-air carrier) were represented in the alcohol positive group. This figure shows a comparison of the percentage of business and commercial flying alcohol-involved accidents during 1963.

Fig. 3. The relationship of the positive alcohol group with weather factors and time of day is depicted here. This figure reveals that the positive alcohol group has a night-accident rate twice that of the general aviation fatal accident group.

Graphs from AEROSPACE MEDICINE, Vol. 35, No. 5.

*find in harsh reality that he is taking a —*

Statistics compiled since 1957 with the help of private physicians who serve as FAA aviation medical examiners have caused the FAA to watch closely the role of alcohol in general aviation accidents.

Take the case of the thirty-two-year-old merchant seaman, a student pilot with eighty-five hours of flying experience. After drinking in a bar for some time, the pilot took a passenger and buzzed their home area in Philadelphia. About fifteen minutes later the plane winged a power line, killing both men. The autopsy indicated the pilot to be intoxicated.

The thirty-eight-year-old airfield operator was more experienced than the merchant seaman. He had acquired some 400 hours of flying time, but his timing was bad when he took off from Lee Airport in Edgewater, Maryland. First, it was 1 a.m., and, second, he was drunk. But he was able to coax three cohorts to take a brief jaunt with him into the night. And that was where the four ended up—in the night—following a fatal nose dive into the ground shortly after takeoff. The pilot's alcohol reading showed .25 percent.

The illustrations could go on, for such accidents are taking place every year. But Dr. Homer Reighard, deputy air surgeon of the FAA, probably summed up their meaning best when he said, "Drinking and flying just don't make sense."

Several important facts to be remembered about drinking and flying are:

1. A pilot's flying ability is affected by only one fourth the amount of alcohol it takes to impair an automobile driver's ability.
2. The effects of high altitudes add to alcohol's intoxicating effects.
3. Night-flying and instrument-flying abilities are affected first.

# FLIGHT INTO ETERNITY



4. Drinking even small amounts, especially in combination with aspirin or tranquilizers, is very dangerous.

Although little importance was given to the role of alcohol in general aviation accidents before 1960, the Federal Aviation Agency has since uncovered a dire problem. More testing will be done. More studies made.

As the famed aviation writer Martin Caidin has said, "If all this means little or nothing to you—including the fact that altitude transforms a little alcohol into the equivalent of a binge—then to avoid something of a legal tangle after you have departed our midst, it would be advisable to be sure that your will has been properly made out."

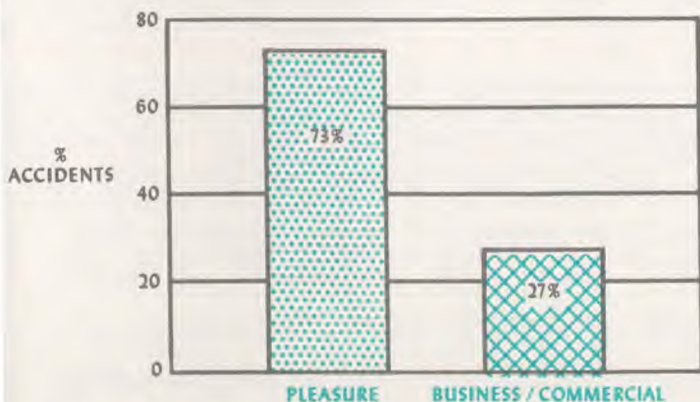


Fig. 2. General aviation fatal accidents by type of flying.

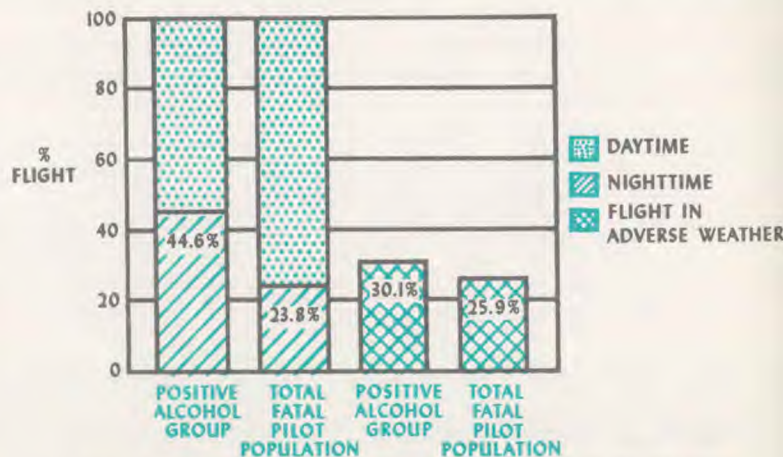


Fig. 3. General aviation fatal accidents. Conditions of flight.

In this nuclear age even the  
atoms are proving that--



PHOTO BY D. TANK

**D**O YOU nurse an ambition to take up crime as a career? If so, there are a few facts you ought to know. First, you are going to get caught, in which case the others won't matter. In fact, the brains and precision instruments of science are so effective that you would be doomed before you even started. The color of a man's hair, his likes and dislikes, a toothpick he might drop, or the way he eats his soup could shout like thunder his guilt.

Take, for example, the kidnapping racket. Since 1932 there have been 517 major kidnap cases on which the FBI has worked. According to a recent report, only two of this number remain unsolved.

On July 4, 1956, a month-old baby was taken from his carriage in Westbury, Long Island, and a note demanding \$2,000 ransom money was left. Using the handwriting as a clue, the detectives compared it with the signed names of thousands of men applying for jobs, of those entering the Armed Services, or with the signatures of registered aliens. They checked fingerprint signatures, legal documents, voting registration forms, auto license records, and other documents.

After comparing the writing with more than 2,000,000 signatures, they ran across one by Angelo John La Marca. They exclaimed, "That's the man!" And his fate was sealed.

No criminal is smart enough to foresee every contingency that could lead to apprehension. Take, for example, Bruno Hauptman, who made away with the Lindbergh baby. Having demanded that the ransom money be paid in gold certificates, he had no way of knowing that shortly



An FBI specialist tests a knife to determine the presence of blood. The heel of a suspect's shoe is compared with that of a cast made at the scene of a crime.

## "THE WAY OF

thereafter the United States would go off the gold standard and call in all gold certificates. Hauptman hoped, by spending one here and one there, he would escape detection, even though he knew that the serial numbers of the notes had been recorded. After all gold certificates were supposed to have been turned in, every one that showed up in a transaction attracted more than usual attention. He finally spent the one that sent him to the electric chair.

The FBI is not a single surefire detective like Sherlock Holmes who always gets his man. The Bureau is a regular crime laboratory composed of scientists in practically every field of crime detection. It has experts in soils, chemicals, fingerprinting, botany, medicine, dentistry, X rays, handwriting, and many others.

So efficient is modern crime detection that the hit-and-run driver has hardly any chance to get by with the accident he was too cowardly or too frightened to report. Especially, if the resources of the FBI are put to work. Some years ago reports showed that the city of Detroit apprehended 80 percent of her hit-and-run killers, Evansville, 94 percent, and Dayton, 134 out of 135.

Among other methods of apprehending such killers, there is the electronic microscope that magnifies a clue object or particle 100,000 times. The FBI-trained detective collects tiny specks of paint, glass, metal, or grains of dirt, picked up at the scene of the accident, puts them under this microscope, and compares them with minute particles taken from the cars under suspicion.

Practically every new scientific development helps, in some way, to solve crimes. Some authorities believe that nuclear science will someday be one of the best answers yet to the sleuthhound's prayer. For example, a hooded gunman who had robbed a few business houses of their available cash, was apprehended by a few loose hairs in the hood he discarded. The hairs were compared by nuclear methods with hairs taken from the suspect's head. It takes





Safe insulation is removed from the shoes of a burglary suspect for examination in the FBI laboratory. Technicians conduct a tire-tread examination and a search of the shoe-print file. ▶



## THE TRANSGRESSOR IS HARD"

an exacting test to identify two sets of hairs as belonging to the same person.

Nuclear scientists say that light refraction, sturdiness, and elasticity of hair can be used as criteria in establishing hair similarity. A difference of .0045 in value of hair refraction, for example, means that the hairs do not belong to the same person. A difference of 40 grams in the stress needed to break two hairs would mean they belong to different persons.

Recently the FBI turned up a cache of narcotic drugs in a New York hideout. They shipped it to the Atomic Energy Commission's facilities in Oak Ridge. Small amounts in a container were lowered by a string into an atomic pile and bombarded with nuclear particles. After withdrawing it, submicroscopic trace elements were compared with similarly activated samples from several chemical companies. They finally found that samples from the confiscated lot matched those of one specific company. By tracing it from there, detectives were able to pin the drug to their suspect.

Nuclear tests were recently used to locate the operator of a moonshine still found in Florida. Flecks of soot and dirt on the boots of a suspect were sent to the Oak Ridge laboratory in Tennessee along with samples of soot and soil from the still site. The comparison tests showed that they matched and led to the suspect's conviction.

By the same token nuclear science is expected to be used in the solution of many other crimes, including hit-and-run killings.

A burglar's footprints left at the scene of pilfering can be cast in plastic. A special powder, sprinkled around the scene of a theft or crime, can bring out invisible fingerprints. By sticking scotch tape on the disclosed print, an impression can be gained and used by detectives in tracing the criminal.

To show how impossible it is for a so-called perfect crime to resist detection, take Joe Ellis. He entered the home of Bessie Brewer, who tried to help every down-and-

out who came her way. After eating a bountiful meal, Joe brutally murdered her and took \$200 she had stowed away in the house. He put several miles between him and the scene of his crime before the body was discovered.

While he was waiting at a service station to hitchhike a ride, and listening to the radio, the program was suddenly interrupted to notify police about the Brewer murder. Joe was paralyzed with fright as the radio described with relentless accuracy the man who had committed the crime. It gave almost exactly his age, height, weight, color of hair, and even said he was wearing a blue coat under a yellow mackinaw, that he was a morphine addict and fleeing north.

Joe took off to a nearby thicket, where he was found and put out of circulation for thirty years. A discarded shirt left at the scene gave detectives the clue for the almost exact description of the perpetrator. A strand of hair found on it was examined under an ultraviolet light. It showed him to be a morphine addict. The growth rings in the hair disclosed his approximate age. A perspiration stain on the shirt examined chemically showed he had nervous tendencies. Examination of a strand of thread showed he wore a blue coat. Several strands of yellow disclosed the corduroy mackinaw. The shirt's measurements revealed his approximate height and weight.

The so-called perfect crime has not yet been committed and never will be. If a criminal could devise such a crime, he would be smart enough to make more money in an honest profession.

One reason some of us get the idea that only a few criminals are brought to justice is the time lapse between the commission of a crime and conviction of the criminal. When a criminal is finally convicted—maybe months or years after the crime—the original news value of the crime which was played up heavily when first committed, has died down, and you and I may not hear that he has paid the penalty. But of one thing the transgressor may be certain—sooner or later his sins will find him out.



## Note From History

### The Loosened Tongue

Ernie Holyer

Heavy emigrant travel on the Oregon Trail greatly upset the plains Indians' livelihood as their game were diverted and large stretches of grass were cropped close. To appease the tribes, the 1851 Fort Laramie treaty between the United States Government and the plains Indians was brought into effect. This treaty ensured peace and security for covered wagons rolling westward, until the situation changed drastically three years later.

On August 18, 1854, a Mormon emigrant's cow was killed by Indians encamped several miles from Fort Laramie. The incident was reported at the fort, and young Second Lieutenant L. Grattan set out, accompanied by twenty-nine soldiers and armed with two cannon, to capture the culprits.

Grattan and his interpreter, Lucien Auguste, boldly planted themselves in the center of Brule Chief Bear's encampment to clear up the matter. The interpreter, an Indian hater, was drunk. Disregarding the importance of his diplomatic mission, he shouted threats and insults at the chief and his braves.

As a result, Chief Bear turned away from the parley. As he did so, he was shot at and severely wounded by the soldiers. A battle ensued, in the course of which all thirty soldiers were killed. The angered Indians went wild. Mutilated portions of the loud-mouthed interpreter and his fellow soldiers could still be seen in the hot sand a month later.

The previously friendly Indians, having lost their chief and looking for revenge, caused much trouble and bloodshed in the years that followed. Many innocent people lost their lives simply because one alcoholic couldn't restrain his tongue, and because one inexperienced young officer didn't recognize the threat such a person presents to his fellowmen.

along for the wonderful joy of the ride.

Look around you and you will find that the happiest and most successful people you know do not blunder into achievement. They plan it, step by step, in advance.

So make a date with yourself and chart your course successward!

## Grounds for a Hangover

Many people say they can't get along without their coffee break. They are absolutely right!

If a coffee addict doesn't get his cup, he's asking for a headache, a "caffeine withdrawal headache," that is, according to Dr. William Schmidt, head of the Department of Medicine at the University of Florida.

"People who don't get their coffee when they usually drink it," he says, "develop a dull, throbbing headache which gets worse when they sit up. It's something like a hangover."

## LIQUOR ADS

(Continued from page 8)

no hint of the real world of alcohol.

As the ads say, a man *can* be judged by alcohol, but all too often this becomes a negative distinction instead of the elegance and lure of what the ads portray.

Indeed, as the ads imply, there is a definite link between the consumption of alcoholic beverages and a man's social position. However, this, too, tends toward the undesirable and inferior. Alcohol frequently does not boost status, it lowers status.

The only real way to read liquor ads is to recognize that there is another side to the coin. Keep this in mind the next time you read those inspiring words about "quality," "good taste," and "distinction," and as you marvel at the beautiful women and the handsome men in the pictures.

## KEEP AN EYE ON YOURSELF

(Continued from page 4)

what you believe is important and what you most desire. Once you know what you believe in and exactly what you want, achievement is certain, for you'll find that you think, eat, sleep, and dream the fulfillment of your desires. All you have to do is to let your mind operate while you rest and enjoy yourself.

When I first sat down to write my

plans on New Year's Day a few years ago, I filled seventeen pages. Last New Year's Day, my plans for the current year were so specific that I was able to write them in a few sentences. My overall life plan has remained the same for eighteen years.

As I write this little article, it is certainly no effort for me. It is something I decided to do last January first. It is something I want to do so much, something I believe in so deeply, that I can't help writing it, and my pencil glides along so easily it's fun. I merely go



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# Randy Matson-

"Superman" is the title applied to Randy Matson, and appropriately so.

This amazing track star so completely overwhelms all others in the physical skill demanded for the shot put that he still cannot be comprehended by the experts.

He has raised the world shot put record to 70 feet 7 inches, a distance that staggers track people. The best distance his prime competitors, the Russians, could achieve in 1965 was 62 feet. Randy did 65 feet 2 inches in a track meet at Wichita, Kansas, and brushed it aside as "just a bad night."

This shy, mild-mannered superman is only twenty years old, but towers 6 feet 6½ inches, weighing 250 pounds. "My appetite," he says, "isn't really good for someone my size. I have to take food supplements between meals to gain weight."

He has never smoked or taken a drink, simply not considering he has time and need for such things.

In his home high school (Pampa, Texas) he was so good in track, basketball, and football that he received at least 100 college scholarship offers, eventually choosing to attend Texas A. and M.

The experts who know say his 70-7 is probably the greatest achievement in the history of track and field.

*Shot-  
Put*  
*"Super-  
man"*

