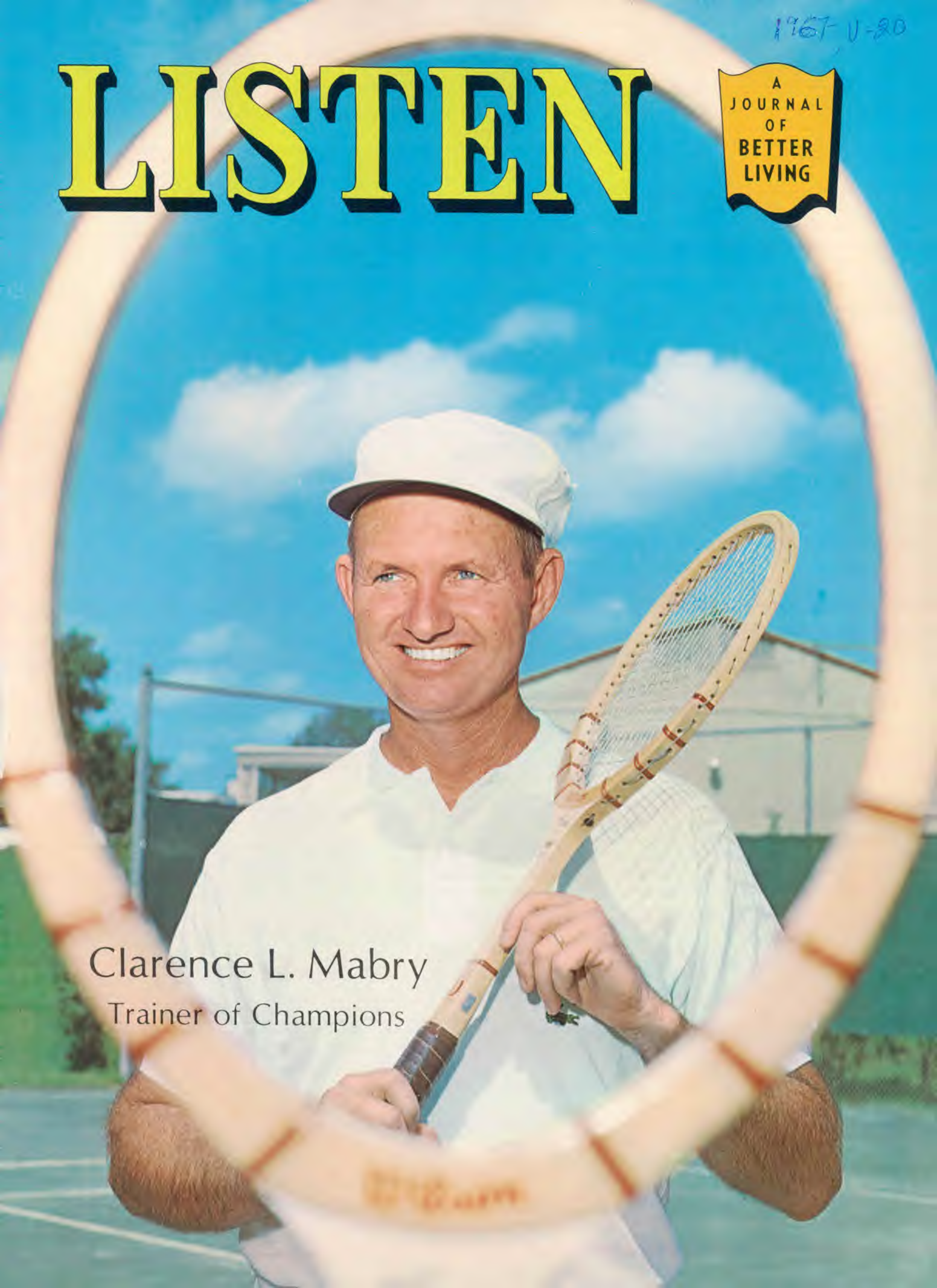


1967 V-20

# LISTEN

A  
JOURNAL  
OF  
BETTER  
LIVING



Clarence L. Mabry  
Trainer of Champions

## Women and Liquor Ads

Some time ago there was a commandment in advertising circles, Thou shalt not use women in liquor ads.

Then came the feeling on Madison Avenue, and evidently among the general populace, How stupid! Women are drinking the stuff; they go to taverns and cocktail parlors, and even buy it outright in the stores.

Gradually, the rule was relaxed. Women appeared in liquor ads, rather slyly at first. Perhaps they were sneaking into the background of the ad, yet with a winning smile. Little by little they came forward. Furtively they picked up a glass and held it. Then they began pouring for guests, or for the boyfriend, or for their family.

Time marches on, until now. Today even advertising men, hardened to the off-color approach or the blatant use of double-talk in promotional campaigns, are cringing at the extent and the manner in which women are being used in liquor ads. They are now saying that, as William D. Tyler editorializes in *Advertising Age*, "It finally turned out that the liquor fathers had known us better than we knew ourselves," and that the ruling wasn't "as idiotic as we, in our superior wisdom, had thought."

Then he refers to a series of ads, a "progression of bad taste," which he says, "proved we couldn't be trusted."

And the more examples he cites in current advertising, the more nauseated he becomes until finally he exclaims, "This is the kind of stuff that makes you a little ashamed to be in the business. It's cheap, it's tasteless, it's irresponsible, and it even lacks the one quality that sometimes excuses off-color advertising. That is, the exercise of talent."

No truer statement ever was made than his summary in his editorial title, "It seems that women and liquor don't mix."

Tragic it is, however, that it takes so long for some folks to wake up to this fact.

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# LISTEN

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### ... in this issue

- 2 Women and Liquor Ads *Editorial*
- 3 Living the Full Life *by J. DeWitt Fox, M.D., F.A.C.S.*
- 4 Snowfall (Poem) *by Alice Mackenzie Swaim*
- 5 Write a Letter—My Duty as a Citizen *by Frank Howard Richardson, M.D.*
- 6 Why Writers Die Young *by Herbert Ford*
- 8 Why? *by L. D. McGladrey*
- 9 Reciprocation (Poem) *by Mildred Grenier*
- 10 Clarence Mabry—Trainer of Champions *by Francis A. Soper*
- 12 A Stranger *by R. C. Foster*
- 13 Smoking and Drinking
- 14 Party Pick-ups *by Blossom Engen*
- 15 **COLOR STREAK SPECIAL**  
*Listen's newspaper in condensed form*
- 20 Astronaut Richard F. Gordon, Jr.

### ... in the next issue

- ★ Are we "Reaping the Whirlwind"? For what reason?
- ★ John Wilkes Booth killed President Lincoln in 1865. A direct descendant of the Booth family tells the inside story of the "Death of a President."
- ★ "Learning About Alcohol" outlines in easy fashion fundamental facts about this prevalent drug.

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What is the secret of overcoming bad habits and of opening new vistas of positive living?



A PATIENT suffering with back pain, worry, and troubles came to my office for relief. After operating upon a ruptured disk in her back and relieving the physical cause of her pain, I still had to cope with her worry problem, her tendency to be hypercritical of herself and others. She had a loving husband, a fine home, a family who loved her dearly; yet she was miserable inside.

On the same day another patient, a heavy-drinking alcoholic, and his wife, who smoked two packs a day, came in to consult regarding headaches. They too needed mental relief.

Still a third was a mother with a youngster who was giving her "fits," she said. She would "blow her top" whenever the child left things on the floor. She had pain "in the neck."

Each patient called for a different type of medical treatment, but all needed a mental medicine which could not be prescribed from a bottle. Each had the same malady from which millions suffer: mental malaise. Negative thinking, it is called by some; pessimism by others; lack of faith by the theologian; or faulty habits of thinking by the psychiatrist.

Whatever it is called, there is an explanation for why worry and tension, negative thinking, and a lack of love within the life cause symptoms of serious bodily illness. Psychosomatic symptoms we call them, which means simply *psyche* (mind) and *soma* (body) ailments. What affects the mind has its physical effect mirrored in organs such as the stomach, the heart and blood vessels, the intestines, and the muscles. And such maladies as peptic ulcer, hypertension, constipation, and muscle tension and spasm often stem from mental tension and turmoil.

Add to this the escapes which men use to overcome this mental unrest, and you have a train of excesses which leads to habituation and more serious problems. Simple nervous tension may cause one to smoke heavily, or drink alcohol until alcoholism follows; drugs may seem necessary to quiet the nerves, but soon habituation may cause continued use of sedatives or sleeping pills. Add to this the exciting new drug LSD and the older amphetamine, and you find many people drifting into habits which can lead to great bodily harm. The final chapter may be actual narcotics addiction, with heroin, cocaine, or some other deadly drug.

What is the answer to this mental unrest? Can a smoker stop? Can alcoholics be rehabilitated? Can narcotics addicts be reclaimed? Yes. It may not be easy, but it can be done.

# LIVING THE FULL LIFE



*J. DeWitt Fox, M.D., F.A.C.S.*

The program on paper is simple. In reality it may also be simple. But certain definite commitments must be made by the sufferer. Once he joins the PPP Club, the "Power Punch to Problems Club," he will find immediate help at his fingertips. The threefold powers of the mind at your beck and call are these: (1) positive power (willpower), (2) prayer power, and (3) pleasure power.

Before any change in your life can occur, you must first be convinced that it is going to be more profitable and healthful to make a change than to go on the way you are.

*Positive power* is yours when you turn the switch and say, "I'm going to put my will on the side of right. I choose to change." You have no more negative thinking and worry. Irritations and intolerance are things of the past. You have no more feelings of guilt for doing what you know is not right—to yourself or another. You are going to square your life with what you know it should be.

Positive thinking is more than merely a saying. It is wiping worry out with action. It is being a smiler in the face of tragedy. It is being a fighter and not a quitter. It is determination with grease on its hands as well as in its elbows. It is making life a song, but also a project in which you bury yourself in enthusiastic effort.

Let's take a quick look inside your brain. What happens when you move to the positive side? Deep within your brain is a subconscious mind. Called the "thalamus," it means the "inner chamber." It controls your bodily functions automatically. You have no power over it, except by your selection of happy or sour thoughts.

When you are happy and outgoing and loving, your automatic nervous system works perfectly. There is no hypertension, or peptic ulcer, or muscle aches and pains.

But start thinking negatively; begin to worry and tense up. Then that subconscious control center jams as though you poured sand into the gears of an intricate computer. Now there may appear any of the whole gamut of psycho-

somatic illnesses—migraine, hypertension, dizziness, nervousness, insomnia, peptic ulcer.

In short, a happy outlook on life not only prolongs life, it makes life worth living. So resolve to think positively, and positive power can be yours.

When you are at ease with yourself within, with your neighbor, and with your God, there is no feeling of tension, no nervousness. There is no need to smoke, or to drink to relax, or to take pills for sleep. Your mind is mellow, your body buoyant, your spirit sweet.

But what if you have the sudden urge to smoke again, or drink, or resort to drugs? Then you call on the second power at your fingertips.

*Prayer power* is simply opening the wireless to God. It is putting a power greater than yourself at your disposal. It is a lovely feeling to know that you have security every minute of the day but a thought away.

You need not stop to kneel or even bow your head. John Glenn prayed in his space capsule; many a submariner's prayer ascends through water to God. You can have God enter the "inner chamber" of your mind if you open the door in faith, believing that He has power to save you. "Ask, and it shall be given you; seek, and ye shall find; knock, and it shall be opened unto you," is the promise of God in the Scriptures. There is nothing negative in those words—no maybes, ifs, ands, or buts. Straightforward, positive, definite answers to your problems are assured if you but ask.

God is a father, a friend, a brother. He is not an angry deity who chastises us for our sins by causing us sorrow and pain. Our sufferings are often the consequences of our wrongdoing, but our Maker is doing all He can to heal us as we cooperate with Him.

*Pleasure power* is the great release and result of the subconscious mind which is in tune with God, your neighbors, and yourself. With such a happy arrangement relaxation, security, confidence, and love shine from your life. You have no need for artificial props such as cigarettes, a cocktail, or even a cup of coffee or a tranquilizer pill.

The inner peace which will be yours will give pleasure and power that all can see. Your friends will comment on the new joy shining from your face, the sparkle in your eyes, the spring in your step. Love is the great power which conquers all. Once it starts to work, you no longer greedily grasp at life; you no longer selfishly strive; you now give!

Once the message of love has reached your heart, you will want to share your life with others. An alcoholic will no doubt lose himself in Alcoholics Anonymous. A heavy smoker will desire to help others protect their heart and lungs against the damaging effects of smoking. In every aspect of life you *give of yourself* rather than *grasp for yourself*.

You may ask, How do I get this great triple power? By believing, by being positive, by prayer, by loving yourself, your neighbor, and your God. As you look at the life of Christ, you find but one golden thread running through it—love. Then if you will read 1 Corinthians 13, you will find that love is unselfishness, it is humility, it is all the great things of life for which you and I long.

But before we can enjoy it, we must first crack the ice barrier of our own heart and chip away the hard shell. We must come out, ready to give and to serve, before we can receive and enjoy the love of others and ourselves.

May that infinite joy and inner peace ever be yours!



## Snowfall

Alice Mackenzie Swaim

In feathered flakes the snow began to fall,  
All loveliness and light, great silver stars,  
A shining silent tide flowing over all  
The fields and gardens and grayed pasture bars.  
It outlined shapes of trees and shrubs and hedges,  
Tinted the slopes with violet and blue,  
Lay heaping on doorsills and window ledges,  
Enchanting the drab world that last night knew.

And when the last slow flake had drifted down,  
The light wind dropped, and the midmorning sun  
Touched every curve with miracle, a crown,  
Sparkling like crystal, as snow stars, one by one,  
Caught light and held it, momentarily clear,  
Promised renewal for the coming year.



## WRITE A LETTER-- MY DUTY AS A CITIZEN

WHAT ought I, as a loyal American citizen, do about the increasing use of alcohol in this country of ours?

A clipping from the July 18, 1965, issue of *Parade* magazine states that a poll concerning the problems of Americans ranks alcoholism as near the top. At least a third of those questioned knew a friend or a relative who has a drinking problem. In California, for example, there are 880,000 alcoholics, according to a legislative report. Similar reports come from across the country.

By encouraging the nonuse of alcohol, I have always taken it for granted that I was doing my duty on this question.

Recently, however, I have gained a new, different slant on what I consider my duty in this matter. If I do not let those who can do something about the problem know how I feel, what has merely maintaining an attitude accomplished?

I realize now that it is surely up to me to let some officials know my convictions as a citizen. I'm a physician in private practice. At first I wondered what difference it would make to any public official how I felt about alcohol. Would he not feel I was intruding?

To my complete surprise, I found that this was not the case. How did I discover this? By writing to a public servant and expressing myself.

My first approach was to a member of my state legislature. I did not know how he would react, but I soon found out when I received the following reply:

### North Carolina General Assembly

House of Representatives  
Raleigh, North Carolina

Dear Dr. Richardson:

*Thank you very much for your letter regarding a bill which would legalize the sale of alcohol-by-the-drink in the state.*

*As I have stated many times before, I am against any legislation that would legalize the sale of whiskey-by-the-drink in North Carolina. I will oppose it if and when it is introduced.*

*Thank you again for your letter. It is good to know that the folk at home are interested and concerned with what is going on in the General Assembly.*

Sincerely yours,

Greatly encouraged by this evidence that my letter was not regarded as an impertinence, I decided to try aiming a little higher.

I wrote the governor of my state, asking him to use his influence against two bills that were to be introduced in the next session of our legislature. One was to permit liquor-by-the-drink in our largest city. The other was to permit the starting of a distillery in this state, which has been prohibited in the past.

I had never corresponded personally with any public official of gubernatorial rank before, so you can imagine my satisfaction when the following letter arrived in my mail:

### State of North Carolina

Executive Department  
Raleigh

Dear Dr. Richardson:

*Thank you for your letter, supporting my position on by-the-drink liquor sales and the operation of a distillery in North Carolina.*

*As I have said, I believe our present ABC system is working satisfactorily, and I would not recommend any change that would take away any of its authority.*

*The sale of liquor-by-the-drink and legal distilleries would be a step toward increasing whiskey in North Carolina. I feel it would not be proper.*

*With best wishes, I am*

Sincerely yours,

So even the governor of my state didn't resent my letting him know my personal feeling. What would now be my next step?

I have decided to write my Representative in the lower house of Congress, when a liquor issue comes up before Congress. Next, I am going to approach one or both of my Senators, and then the next highest official. Whenever any opportunity affords for me to express my convictions regarding liquor, I feel it is my duty to do so.

Now, a suggestion to anyone reading this: Why not let someone you have helped elect to public office know how you feel about some aspect of the liquor problem that may be under discussion in your area? You may have an even more satisfying experience than mine. Why not try the experiment?

Many eminent authors give up the ghost because of their spirits!

Herbert Ford



JACK LONDON—eucalyptus trees, stately rows of them, form his epitaph.



UPTON SINCLAIR—looked the problems of writing in the eye and set out to conquer them.



F. SCOTT FITZGERALD—he was in Brussels without knowing how or when he happened to get there.

ON THE greening hillocks of the famed Valley of the Moon northward from San Francisco, the westerly breezes moan softly through ordered rows of eucalyptus trees.

Those stately timbered rows form the epitaph of a writer who, although already marked by greatness, made himself a cripple and died when his career should have been at its peak.

He was Jack London, seaman, tramp, gold seeker, militant socialist, newspaper correspondent, and writer of a number of novels, short stories, and other tales which won for him an endearing spot in the corporate American heart.

London planted the eucalyptus trees—some 100,000 of them—

when he came to live in the Valley of the Moon, following the sale of his ship, *The Snark*, on which he had planned a world cruise during World War I. The pastoral quietude of the beautiful California valley should have inspired London to his greatest writing, but he had a sword at his throat every time he faced the typewriter keys.

"Jack London would sit at his typewriter," says a friend, "and the only idea he could think of was the bottle in the cabinet on the other side of the room. He would go there and get a drink, and immediately the ideas would flow. . . . But they were of ever-deteriorating quality."

His last novels, *Burning Daylight* and *The Valley of the Moon*, were almost non-London, they were so poor in quality.

In the fall of 1916, beside the growing young trees on his beloved valley ranch, Jack London swallowed the contents of two bottles containing lethal doses and thus ended a career that seemed destined for unlimited greatness. He was only forty years old.

If his death had been unique among notable writers, it could be dismissed quickly as a

WHY

WRITERS

DIE

YOUNG

freakish thing that rarely happens. But London is joined by Sinclair Lewis, by Hart Crane, by George Sterling, by Theodore Dreiser, by Klaus Mann, and by a host of others whose careers pointing toward greatness were cut short because they turned ever more often to alcohol to find relief from the realities that constantly dog writers.

It is a lonely, uncertain world in which the professional writer lives. If he is good, really good like Jack London was, he collects a host of friends and an economic liberty which allows him to set up shop on a fancy cabin cruiser in some exotic port in a never-never land "away from it all."

But no matter how good he is, the public will not let him live merely on his reputation. He must beat his way back to his typewriter and pound away feverishly, hoping that from its keys will come a literary meteor which will streak across the sky to make his editor and his publisher shout for joy.

The loneliness, the constant facing of truth in front of the typewriter keys, the wild adulation when a manuscript turns into a best seller, the dull thud of the fall when the fickle public has forgotten and moves on to another literary star—these are some of the special problems writers face. Some approach them with courage, knowing that this is the way it is with much of life. Others, caught up too much in their own works of fiction perhaps, do not face the problems. They look for crutches, for different kinds of fictions, which will help them escape from the harshness of life.

Sinclair Lewis, author of such acclaimed novels as *Main Street*, *Babbitt*, *Dodsworth*, and *Arrowsmith*, took the escape route. "Red" Lewis wrote his last novel in Europe and, according to Dr. Perry Miller, professor of American literature at Harvard University, began drinking again as soon as the writing was completed. Already in a poor state of health because of the uncontrolled drinking, Lewis paid little heed to his Florentine doctor who told him he should not imbibe. Says Dr. Miller in the April, 1951, issue of *Atlantic Monthly*: "I suppose hundreds of people in three decades have seen Sinclair Lewis drunk; no doubt he made a vast public spectacle of himself. I cannot say what kept him going through the years of creativity; I do know that at the end of it, his back to the wall, facing himself drunk or sober, he did not flinch. There was something positively reckless about it. He was not drinking because he was miserable and wanted solace; neither was he what you would call a drunkard. He

ERNEST HEMINGWAY—a career pointing toward greatness cut short.



THOMAS WOLFE—he wrote to match his height.



SINCLAIR LEWIS—had creative drive that seemed to be positively reckless.



was no disenchanted, alcoholic Scott Fitzgerald, drinking compulsively. There may not have been much joy in what Red was doing, but there was still plenty of defiance."

Defiant or not, drunkard or not, Red Lewis died short of further greatness which might easily have come had he not sought an alcoholic crutch for escape from whatever it was he chose not to face.

The "crutch" writers of the past century alone constitute a tragic study in lost talent; for, had they not sought their alcohol and drugs, some of them might have provided a new era of thought for society in those years in which their talent was cut short.

Stephen Crane, born in Newark, New Jersey, in 1871, who wrote *The Red Badge of Courage*, an immortal depiction of an army at war, was a "crutch" writer. Born of a minister father, he worked for five years in his teens turning out a few promising bits of journalism, and then he finally did a complete novel at twenty-one. When he was twenty-four, he had completed *The Red Badge of Courage* and had done a number of impressive newspaper articles.

Although it brought him less than a hundred dollars, this book made Crane a celebrity and got him a travel assignment to Mexico. Being a celebrity, though, brought its problems. Soon there were reports that narcotics had been found in Crane's room. He began to write furiously and to live even more so. His complexion grew sallow, his eyes feverish. He was said to be a drug addict. He turned to poetry, kept at his feverish habits of living, and contracted tuberculosis. By 1900, at twenty-nine, Stephen Crane was dead.

"He was," said a critic a few years ago, "the one American prose writer between Thoreau and Hemingway whose sensitivity to physical sensation is so acute that he makes you feel, as only Hemingway and Faulkner do now, that he has earned his own style every inch of the way. The ordeal of the American land is in his prose; his sentences have the thunderclap of a man hitting the earth."

F. Scott Fitzgerald was another "crutch" writer. The spokesman of the "Age of Confusion" whom one writer calls "the self-confused and self-doomed voice of his generation," Fitzgerald was born in 1896 and died at forty-four in 1940. A Princeton student at seventeen, he had a world of possibilities until he started mixing his stories with alcohol.

During the 1920's his drinking was almost uninterrupted.

"He was beginning to be drunk for periods of a week or ten days, and to sober up in places like Brussels without any notion of how he had got there or where he had been," writes Arthur Mizener.

In 1932, struggling to free himself from alcohol, he "drank unsteadily and worked doggedly at adaptations of other men's creations." His drinking grew worse, and in November, 1940, a heart attack struck him. A month later he died.

Though possessing great talent, Fitzgerald couldn't mix the exacting disciplines of the writer into a profitable and enjoyable occupation. In one five-year period alone he earned nearly \$115,000, but "he could not live within an income beyond the dream of most writers."

Paul Verlaine, who started drinking heavily at eighteen, was called one of the "purest of poets." But he was a "crutch" writer all the way. So was Marcel Proust who wrote *In Search of Time Lost*, often called one of the greatest stories of the twentieth century. He lived on a diet of pain relievers and stimulants and had to take narcotics in order to rest.

Thomas Wolfe, a most promising literary figure, died at thirty-eight because, says Pamela Hansford, "he wrote to match his height, he roared to match it, he ate and drank to match it." One of the outstanding writers on the American literary scene in the 1930's, Wolfe was attempting to recover from one of his bouts of drinking when he became seriously ill in July, 1938. Two months later he died.

Without alcohol and the warp that it gave his otherwise promising work, what might Thomas Wolfe have contributed in original thought to the America about which he loved so much to write?

But if it has had its "crutch" writers, writing has also had those who looked the problems of the writer in the eye and conquered them. Herman Melville was one such writer, as were the Russians Fyodor Dostoevsky and Leo Tolstoy. Mark Twain needed no drug crutches to elevate himself to literary heights, nor did Upton Sinclair, writer of nearly eighty books. Sinclair's power-packed *Cup of Fury*, incidentally, is a startling catalog of what liquor did to many of his literary friends.

Writing is a lonely art, and for the writer there are crutches everywhere waiting to be picked up. But the writer who wants to contribute most to the society about which he writes doesn't pick them up.

TO A NEWSMAN they are known as the five W's and H— who, what, when, where, why, and how. They are life's most basic questions. They constitute the underlying principles of all knowledge, the stock-in-trade of the inquisitive mind, the forerunners of progress. None of these questions penetrates deeper into ultimate reality than the question, Why?

When that query is raised in relation to the problems of alcohol, the question is asked, Why do people use it? A quick and ready answer is at times given by those who label alcoholism as a disease. A victim of this disease, they say, is no longer in control but rather under a compulsion to drink. That is the nature of the alcoholic's malady, his usual behavior. We must then come to understand him in terms of the dynamics of abnormal behavior, behavior not rooted in rational ideas, but springing from feelings rising from the subconscious.

### We All Want to Escape

It is a mistake to assume that the alcoholic is basically a different kind of person from the rest of us. We at times forget that we all belong to the same human race and that many of the same underlying psychological principles motivate us as motivate the alcoholic. And let us ever recall that there are other destructive addictions besides alcoholism, and that none of us is free from all forms of compulsive behavior.


To any or all frustrating experiences created by environment, man responds with hostile feelings, resentments, anxieties, fears, and tensions. Something has to be done about them. Aldous Huxley points this out when he says, "Most people live lives so miserable, poor, and unpleasant that the ever-present desire to escape, even if only for a few moments, is always and ever will be present. These desires to escape lead us to dancing and oratory, carnivals and saturnalia, smoking and drinking—to some hole in the wall. These patterns are not to be overcome by preachments or prohibitions. The only plausible answer seems to be to help persons exchange their old harmful habits for new and less harmful ones."

Problem drinkers, and to a lesser degree other drinkers as well, use alcohol as a means of escape into that hole in the wall. The satisfaction derived from that escape must never be forgotten nor underestimated as we seek to understand why people drink.

### The Trap Snaps Shut

Temptations to drink catch man at the level of the subconscious where his defense mechanism is not on the alert. He often does not know what his real motivations are. All he is conscious of is that he can relieve physical pains and mental anxieties by the use of alcohol. He wants relief and comes to depend upon alcohol to get it.

Both liquor advertising and social pressures



A study in  
motivation—  
the reason  
why we all  
head for  
"that hole  
in the wall."

*L. D. McGladrey*

**WHY?**

conspire against the drinker at the points of his greatest weakness. They do not create the basic needs; they exploit them. The ego cries out for gratification. Advertising says, "Be a man of distinction. Drink our brand of whiskey." Social pressure adds, "Grow up, be mature, be sophisticated, drink along with us." The person drinks, his ego gets a boost, he feels that he is king of the universe. Alcohol has temporarily solved his problem.

Man desires an emotional security which life denies him. Hidden persuaders of advertising lure him into thinking that he can find that security through use of a beverage that is old in tradition and established through use. Social customs of drinking reinforce that thought. He drinks and for the time being feels emotionally secure.

Fate continually threatens man's basic desire for self-preservation. Cold wars and economic uncertainties, diseases and accidents, hostile forces and inner tensions make him think life is tumbling in on him. He observes that drinkers are oblivious to such thoughts. He drinks with them and forgets his fears. Alcohol seems to work like a charm.

A person longs for social acceptance but gets the cold shoulder. He feels lonely and socially ill at ease. Advertising suggests the conviviality of drinking with friends. This intensifies his desire to belong. As he drinks he becomes the life of the party, one of the crowd. He communicates. Thus a need has been fulfilled and an emotional problem solved. Naturally he repeats the performance.

Sexual feelings demand release but social taboos interfere. Many a person drinks to forget his inhibitions and to set aside the guilt feelings which follow. Advertising depends greatly upon exploiting sex motives. Sex is an integral part of tavern and nightclub life and of much social drinking. Alcohol releases inhibitions, and drinking continues.

Status seekers envy the people above them on the social and economic ladder, and by drinking with them hope to attain similar status. Advertising appeals to this motive, and social custom in many areas demands, "If you want to belong to the snob club, come and drink with us." As the person drinks, he feels that he has arrived. Thus alcohol has a strong motivational appeal to him. But after drinking continues over a period of time, desire changes into a compulsion.

### When Desire Becomes Compulsion

Have you ever been really thirsty? I have once, not for alcohol, but for water. Before the days of intravenous feeding, I had surgery, followed by severe complications. After three days without water I became extremely dehydrated. Finally I could have some water, a spoonful at a time, once every hour. For twenty-four hours a day



I watched the clock and called the nurse every hour on the hour for my precious spoonful of water. Had more been available I would have gulped it down, as an alcoholic gulps his liquor.

Have you ever been lonely or homesick? If so, you may have some understanding of the alcoholic who is often described as the "loneliest man in town." In his loneliness he can communicate with others only when he is intoxicated. He feels he must continue his drinking to have friends.

Do you know what real fear is, a fear which paralyzes your actions? Such is the fear many alcoholics experience when so paralyzed that they can get going again only by taking another drink. They can fight back only when given a boost of courage by alcohol. This anesthetic gives them what they need.

Have you ever seen how ferociously a trapped animal will fight? We use the word "trapped" to describe alcoholics too. The alcoholic feels that life has put him in a corner from which there is no escape, so he fights back. Or have you heard how an animal caught in a trap may gnaw off a leg to get free? When we catch a fish on a hook, the fish frantically lunges from side to side in a life-and-death struggle. Alcoholics admit they are "hooked" by a habit. Often their struggle to get free is no more rational than that of the fish. It is difficult to realize how powerful a hold alcohol has on its victim and how desperate the struggle is to get free.

### Do We Really Know Ourselves?

How does a man come to such a place? Here is a man who is a periodic drinker. While sober he first begins to think about a drink; then desire builds up from hour to hour and day to day. He indulges in the "stinking thinking" so characteristic of his kind. He makes an attempt to fight it, paces the floor, sweats it out, becomes mentally depressed, and finally reaches the breaking point and goes out to "lay one on." One such person testified, "When I get the desire to drink, I would walk a mile on hands and knees—I would commit any crime to get it." Is it reasonable to think that you can keep alcohol away from that man?

When psychiatrists say alcoholics use alcohol as an escape mechanism, in reality they are saying, such drinkers are cowards. Every time a person says, "I need a drink," whether he knows it or not, actually he is admitting, "I am a coward. Life is more than I can take. I can't live with myself. I choose to run away by taking a drink." Perhaps it is cruelly blunt to say so, but it is another way of saying that an alcoholic is an immature personality. We should interpret drinking as a symbol, not of adulthood, but of immaturity and cowardice.

Right here each of us should take another look at himself. Have we ever hidden behind excuses and alibis to preserve our own ego? Have we done strange things to inflate it? What rationalizations do we use to achieve emotional security? Are we always wise in the manner in which we fight back to preserve ourselves against the threats life imposes upon us? What do we do for social acceptance, and have we ever been led astray by going along with the crowd? What methods do we use in our status seeking? How well do we control our feelings or emotions when we are thwarted and frustrated?

### When We Are Well-adjusted

There are millions of people who voluntarily abstain from the use of alcoholic beverages. They need no such crutch on which to lean. They find constructive means for facing their problems. The real "man of distinction" is the one who distinguishes himself by his achievements and his self-control.

Even when the chips are down and life has done its worst to him, he courageously faces every circumstance. If we can teach man to cope with his fears, to quit trying to prove anything to himself or others by his drinking, and to cease the futile attempt to run away from reality by use of alcohol, we will have done much for the prevention of alcohol problems.

Actually what is meant here is a good, basic mental health program. Having looked into the abnormalities of the addict, we should turn our attention to the opposite, the healthy personality. Dr. James A. Knight in his book, *A Psychiatrist Looks at Religion and Health*, graphically describes the latter in these words: "Mentally healthy people feel comfortable about themselves. They are not bowled over by their emotions. They have a careful blending of independence and de-

## RECIPROCATION

*Mildred Grenier*

When he took time to  
Help the man up the mountain,  
Lo, he scaled it too.

pendence, aggression and passivity. They feel able to deal with most situations which come their way. They have a tolerant, easygoing attitude toward themselves, an ability to experience both pleasure and pain—not one or none, but both. They possess a grown-up conscience.

"They feel right and comfortable about other people. They are able to give love and receive love. They have personal relationships that are satisfying and lasting. They feel a sense of responsibility to their neighbors and fellowmen. They do not have too great a resentment to authority.

"They are able to meet the demands of life. They face reality as honestly and cheerfully as possible. They have the ability to meet competition. They shape their environment wherever possible; they adjust to it whenever necessary. They adhere to the concept of the prayer, 'God grant me the serenity to accept those things I cannot change, the courage to change the things I can, and the wisdom to know the difference.' They accept responsibilities. They do something about their problems as they arise. They appreciate and use long-term values. They use healthy defense mechanisms. They maintain good work and sex attitudes.

"The mentally healthy person continues to grow, develop, and mature. He is in the process of being born as long as he is alive, for he considers the gift of life the most precious chance he has and seeks continuously to use this gift effectively."

With full cognizance of the destructive powers of motivation, let us concentrate on the even more powerful constructive motivations which enable man to rise above time and circumstance. Let our ultimate goal be that of developing a society of people who have common sense, physical and mental health, and a strong and meaningful religious faith so that they neither need nor want alcoholic beverages.

# Clarence Mabry...

A MILER flashes to a new record. A high diver executes a difficult one-and-a-half somersault with two twists. A baseball pitcher throws his curve with pinpoint control to strike out the last opposing batter. A pole vaulter arches gracefully up to a new height. A football quarterback tosses a winning touchdown pass with only five seconds remaining in the game.

These tingling times in sports give the spectators a tremendous thrill. Ripples run up and down their spines as athletes perform these feats with such deceptive ease.

But little does the roaring crowd think, in such exciting moments of achievement, of the long, tedious training and persistent practice the athlete has endured in order to reach this winning form or of the skilled coaching that has gone into it. Behind every champion is someone who has made that championship possible.

Perhaps in no other sport can more suspense or excitement be generated than in a closely matched tennis game. Championship tennis, with its rapid succession of powerful serves, backhand returns, ground strokes, accurate lobs, finishing smashes, can be a symphony of action. Perhaps, too, there is no other sport in which careful coaching is more needful or its lack more evident.

Those who know tennis and the tennis stars of recent years in the United States also know the name of Clarence L. Mabry. As coach at Trinity University, Texas, he prepares tennis stars for national and world competition and has seen many of his best students climb to the top of the tennis ladder.

Coach Mabry likes to start training boys at an early age. During the summer months he coaches at the San Antonio Country Club, working with as many as two hundred or more boys of all ages. Some of these go on to Trinity, where they continue under his coaching program.

He started early in the game himself, playing as a youngster in Alice, Texas, where he won his high school championship. Here he began to look at tennis, not so much as a game or even as a sport, but as a program of self-discipline. His coach drilled him on the basic rule, "You can't control the ball until you control yourself." Now in his own coaching he works on the same principle.

Not that he makes tennis a dreary drag—far from it. Though he observes every flaw and encourages a player to profit by each misplay, he is quick to recognize a good play, not hesitating to say so when the ball is well placed or the player executes good footwork.

At least half of those who learn the game of tennis play it merely as personal recreation, without any thought of entering tournament competition. Some who get into competition live primarily to win. However a person may look at tennis, there are basic ideals of life to be learned from the game. Many young boys, without adequate opportunities at home, can learn



**OUR COVER**—World tennis champions usually are quite well acquainted with the courts at Trinity University and with the smiling but no-foolishness coach who seems to be everywhere on the courts at once. Many of these top players were formerly his pupils.

This month's *Listen* cover is by Hal Swiggett of San Antonio.

valuable principles from tennis. Here they find the need for doing the best they can, and they put all their energies into achieving specific goals. Many boys actually succeed in developing their own lives as they develop with the game.

Often individual effort has to be combined with team effort. In such cases a boy must sublimate his own personality and work only for the benefit of the team, placing team pride before self-pride. But essentially tennis is personal, quite intensely so. For this reason a player's game generally shows the type of personality he has. He may develop aggressiveness and confidence, and thus open new doors for personal achievement.

The guidance Coach Mabry endeavors to give his players is not merely for perfecting their stance or directing their shots. He aims at instilling lessons and ideals that they will need to learn for good living. The boys feel this more than the mere impact of words. For example, they must control their tempers. This must come early. A good athlete is sensitive, like a good racehorse, but he must learn that sportsmanship is essential.

Interview by Francis A. Soper

# Trainer of Champions



The coach (upper left) and "boys": Chuck McKinley (front); Rod Susman, Bobby Joyner (center); Frank Froehling.



Coach Mabry (left) beams as Dr. James Laurie, Trinity president, presents the school's athletic award to Chuck McKinley, world tennis champion. Dr. Jess Carnes looks on.

Youthful players—the "little McKinleys"—learn much from the varsity team.

Chuck McKinley was the first world tennis champion to be crowned while still in college. Now many try to follow his pattern, striving toward his achievements. Older players feel their obligation to the younger generation, and so endeavor to guide them into right habits. They remember that every move they make is being observed and imitated.

Coach Mabry encourages the regularity of good habits in his players so that their influence may extend into every phase of their living. However, he feels that tennis is not everything in life. It is only a means to an end. In connection with the game, regular study habits are emphasized as well as appetite control. He places activities in the following order of importance:

1. Get your education.
2. Take care of yourself.
3. Play tennis.

He presents his program on an entirely voluntary basis. The

players choose their own direction, while he holds the ideal of real achievement constantly before them.

In the attainment of this high standard, there is naturally no place for smoking or drinking. There simply are more important things to do.

As far as drinking is concerned, the coach says that a good tennis player recognizes that such a habit can never help him, so why gamble with the possibility of its hurting him? Why endanger all of his careful training and conditioning?

In addition, there is a heritage to be guarded—the record and achievement of those who have gone before. Their way has been paved by those who have obeyed the rules and have succeeded. This is the example set by the champions.

Says Coach Mabry: Drinking affects the eyesight, the reflexes, the allover timing, all of which are extremely important in the game of tennis. Some highly trained players who are in top condition may not show the immediate effect of a little casual drinking on occasion, but it will show up eventually. Even a little drinking could well make the difference between the top and next to the top, between championship and second best. It is not necessary to drink in order to be a champion, so don't gamble. Coach Mabry knows some players who do drink. These may have achieved some goals temporarily, but their consistency in performance is never great, and their decline after reaching their peak is very rapid.

The coach observes that smoking shortens the wind quicker than anything else. Players who smoke come onto the court and huff and puff, looking soon as if they have been choking for fifteen minutes.

Coach Mabry doesn't tell his players, "Don't you smoke," "Don't do something else"; but they come to learn that they can't afford the risk. He says, instead, "Do this," or "Do that." In other words, react positively, think positively.

Tennis beginners learn these things early, including the need to sacrifice for an ideal or for a goal to be achieved. There may seem to be no particular reason to avoid that extra piece of pie or to go to bed early, except as it contributes to eventual victory. This in itself is important. This shows why sacrifices need to be made. This enables the tennis player eventually to get "on the bus to Corpus and then on to Wimbledon."

An accomplished athlete should be both great and good. He is an example not only of physical prowess but also of heart work. A champion reacts like a man. He must be mature. Though his eye is on the ball his overall vision extends into the future.

This is what Coach Mabry believes; this is what he teaches his small boys as they begin their tennis; this is what he instills into his players as they grow into champions. Little wonder that as a trainer of champions he is unexcelled.

*"I felt I knew her best of all."*



*R. C. Foster*

ILLUSTRATION BY JAMES CONVERSE

## A STRANGER

I CLOSED the ambulance door and walked briskly toward the emergency room. My partner stayed behind to back the ambulance up to the loading platform and bring the gurney to emergency.

As I entered the antiseptic world of emergency, I looked around; and the only person there was a young girl, possibly seventeen, who appeared to be in a deep sleep.

The door swung inward and a nurse came in, followed by my partner pushing the chrome-plated gurney with its bright-red blanket. The nurse pointed toward the girl.

"There's your patient, en route to General Hospital prison ward."

"Prison ward? What's she done?"

"Attempted suicide," she sighed. "She took an overdose of barbiturates, went to a bar, and eventually passed out. The police picked her up. She is about four months pregnant and appears to be using narcotics. She gave us a bad time and refuses to give her name or anyone to contact. No property or identification."

Looking at the sleeping girl closely I remarked, "She looks about seventeen years old."

"A pretty old seventeen," replied the nurse dryly.

We transferred the girl to the gurney and rolled her to the back doors of our big maroon Cadillac. We loaded her in and began our journey.

I had instructions to keep the girl awake. I gently but

forcefully slapped her face until she became irritated and woke up. I raised her to a sitting position, holding her up with my arm.

"Oh-h-h," she croaked, "my throat and stomach hurt."

"I don't wonder. You just had your stomach pumped, and that's rough."

"I'm having such cramps. Can't you give me something for the pain?"

"Afraid not. We're not doctors, and we don't carry medications. I'm sorry."

She remained silent and began drifting off to sleep. I forced her awake, and every few moments she would double up with cramps. Finally she spoke.

"May I have a cigarette?"

"Sure. I'll light one for you."

Accepting the lit cigarette, she asked my name.

"I'll make a trade with you. We'll swap first names. Mine's Dick."

She looked at me for a moment, then seeing my wink, she smiled.

"I like you, Dick. Feel like talking to someone, and you seem to be a nice guy." She started crying.

I let her cry it out and then bathed her face with a damp, cool cloth.

"My dad left us a long time ago," she began. "Mother worked and raised my younger brother and me. A couple

# Smoking and Driving



of years ago mother was involved in an accident that left her paralyzed from the waist down. I quit school and went to work in a café. With my wages and her state compensation, we got along fairly well."

She stopped, asking if she might lie down awhile.

"OK, as long as you stay awake," I said.

"I met a lad named Tony," she continued. "He was a dresser and seemed to have money to burn. I kind of liked him on first sight. He asked me out several times.

"He took me to places and bought me gifts of clothing and little trinkets. One thing led to another, and we finally started living together.

"We talked about marriage at first, but it soon angered him when I mentioned it. I was so fond of him that I would do anything he said. I found out that he was using drugs and was a pusher. I guess it was only a matter of time before I started using drugs too. It was only for kicks, but one day I woke up and knew I was hooked.

"Then Tony quit giving me the stuff, saying he could not afford to support two habits." Here she paused, then asked, "You must be married, aren't you, Dick?"

"No," I answered. "I was, but it ended a year ago."

"Too bad. If I had met someone like you, I'd never have let you get away!"

"Say, you never did tell me your name," I reminded.

"Oh, I'm sorry; it's Jane, and I'm from San Fernando."

"Well, Jane, feel like finishing?"

"I bought my own dope until I couldn't afford it any longer. Tony suggested I could make a lot of money another way. At first I refused, but the need for dope is so very strong that I finally agreed and became a prostitute.

"I didn't know much, and it wasn't long before I found myself pregnant. Tony was furious, and when I asked him to marry me, he laughed. He told me to get out. He drove me out, just like that!" She cried again.

"I guess I went to pieces. All the misery I'd put up with because I loved him so much. I couldn't tell Mom. It would have killed her." She broke down and really sobbed.

When she quieted down, I said, "I'm not qualified to give anyone advice, but I don't believe killing yourself is the answer to your problems. I'm sure your mother would rather hear from you what happened than to hear it from someone else. Now the police will tell her, and that is going to hurt."

She took my hand, clutching it tightly, "Dick, will you do me a favor? If I give you my mother's address, will you go and tell her the whole sad story? Please, Dick, before anyone else does."

I was on the verge of saying No, but somehow this girl had reached me and pierced my code of not getting involved in my patients' lives. The utter look of desperation convinced me that she wanted and needed help.

"All right. I'll go and see her as soon as I get off duty."

She threw her arms round my neck and cried. They were tears of gratitude and relief. "Dick, what decent man would want me now?" she murmured.

"No more of that! There are lots of guys, nice ones too, who would give you and the baby a chance. You're still a very pretty girl."

She stopped crying, and a puzzled frown wrinkled her smooth forehead. "May I borrow your comb?"

Before we reached the hospital, Jane had promised to cooperate with the police, but not to give up her former

IN RECENT efforts to pinpoint the cause of the traffic toll on our highways, self-styled experts have blasted car design as being the major cause. Now comes another look at some of the common things the driver may not realize.

Cigarette smoking, closed windows, and drivers' medical ignorance play important but subtle physiological roles in road accidents, according to one of the world's greatest authorities on accidents and what to do about them.

In addressing the World Health Organization, Dr. Ross A. McFarland of Harvard University says that accident prevention depends largely on controlling "certain environmental variables to which the driver is exposed," including temperature, humidity, ventilation, noise, vibration, and gas. Just opening the windows makes a big difference.

"Poor ventilation causes lethargy and sleepiness," he emphasizes. "Ideally about one cubic yard of fresh air should be supplied each person, at speeds of eighteen to fifty feet per second."

Turning to carbon monoxide (CO), he says, "Small amounts are absorbed rapidly by the bloodstream, resulting in an oxygen deficiency that may at first not be noticed by the driver. The initial reaction to CO consists of lowered attention, difficulty in concentrating, slight muscular incoordination, sleepiness, and lethargy. One of the earliest demonstrable effects is to reduce the sensitivity of the eye under low illumination, as in driving at night."

Heavy smokers have been found to have from 4 to 8 percent carboxyhemoglobin (CO) poisoning in their blood, corresponding to the oxygen shortage at an altitude of 7,000 feet. If additional CO enters the car from the exhaust system, a state of oxygen deficiency may result, "with serious implications for road safety."

Exposure to as small a concentration as 100 parts of CO per million in the air, though having no noticeable effects for several hours, "should not be permitted over long periods."

Thus, in a day when high speeds and long stretches of road demand constant attention, even such a common habit as smoking may make the difference between life and death.

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friends. I told her I would bring her mother in a few days.

The last words she spoke to me were, "I trust you, and will remember you always. But I probably won't see you again."

"You're wrong. I'll be back."

I kept my promise to see her mother. We had a long talk, and I think she had a much better understanding of her daughter when I left.

The next morning her mother called me at the office and told me that Jane had killed herself during the night. It was a shock, for I thought I had left the girl with new hope.

It was a beautiful funeral, and although only a small group of family and friends attended, it seemed adequate.

Although I was a stranger among them, I felt I knew her best of all.



# PARTY PICK-UPS

LIKE to travel, but find this the wrong season of the year? You're in luck tonight. You and your guests can go north, south, east, or west and not leave the hearth fire's warmth of your living room. We're featuring fun and favorite foods in a—

## REGIONAL ROMP OF THE U.S.A.

Food will be a bit complicated but, aside from the baked Alaska, it requires little last-minute preparation.

### MENU

North Dakota German Spaetzle With Lentils  
Louisiana Yam Casserole  
California Salad  
Cape Cod Cranberry Sparkle  
Y'all's Spoon Bread  
Baked Alaska

### DECORATIONS

Use your food setting for decoration for this buffet meal. If your serving table is large enough, section off areas with crepe-paper strips, and add a clever, appropriate accessory with each dish. For example, with the spaetzle cluster several heads of dried wheat (available from the local florist); with the yams, place a diminutive Southern belle; with the salad arrange Mickey Mouse or some other Disneyland attraction. The Cape Cod cranberry sparkle might be surrounded with netting and shells, the spoon bread flanked with a miniature ten-gallon Stetson, and the baked Alaska later guarded by a construction-paper totem pole.

### GAMES

Using a strictly American timing device, play the following game: Place ten kernels of popcorn in a hot popcorn popper. Assign a letter of the alphabet to the first player and have him give all the names of towns he can think of beginning with the letter before the corn stops popping. Do a similar repeat with each guest.

Avail yourself of the Perry Como record, "Deleware" (RCA Camden LP N3PP 5359), and use it for the basis of a quiz on state names. Perhaps you can play it and then ask the questions and have your guests provide the answers to "What did Deleware?" or "Why did California?" or "Where has Oragone?" You may be able to improve on the original!

Table games such as Touring will be the point this evening. A musical singalong of universal favorites from the United States might complete your evening.

### North Dakota German Spaetzle With Lentils (six servings)

1 cup flour (approximately)	1/4 teaspoon salt
1/2 cup water	2 beaten eggs
1 egg	2 tablespoons oil
1/2 teaspoon salt	1 cup uncooked lentils
Boiling salted water	1 medium onion
	Water to cook (about 3 cups)

Beat egg, add salt and water. Stir in flour. (Necessary amount of flour will vary with size of egg.) Make batter a bit thinner than a drop biscuit. Drop marble-size bits into boiling salted water. Simmer 15 minutes. Drain and allow to cool. Cook lentils with onion; salt. Just before serving, place oil in 8-inch frying pan. Have two eggs beaten. Arrange spaetzle evenly over the pan. Pour over the salted beaten eggs. Lower heat and allow to cook until the egg is set. About 1/2 cup lentils and a ball of spaetzle comprise a serving.

### Louisiana Yam Casserole (six servings)

3 cups sliced, canned or freshly cooked yams (adding citric acid to the cooking water prevents darkening)  
1 orange, unpeeled, sliced, and quartered  
1 small jar currant jelly  
2 tablespoons margarine or butter  
1 cup miniature marshmallows

Arrange yams and orange bits in a casserole. Cover with jelly and dot with butter. Bake at 350 degrees for 20 minutes. Sprinkle marshmallows over the top and bake until lightly browned (about 5 minutes).

### California Salad (six servings)

1 package lime gelatin  
1/2 cup water  
1/2 cup juice drained from crushed pineapple  
1 small can crushed pineapple, drained  
1/2 teaspoon salt  
2 tablespoons lemon juice  
1/2 cup mayonnaise  
3/4 cup whipping cream  
1 medium-sized ripe avocado, diced

Dissolve gelatin in boiling juice and water. Add salt and lemon juice. Cool until it begins to thicken. Fold in pineapple, mayonnaise, avocado, and whipped cream. Return to refrigerator until firm.

### Cape Cod Cranberry Sparkle (a little over two quarts)

1 pint cranberry juice  
2 cups apple juice  
1 (24-ounce) bottle ginger ale

Combine chilled ingredients just before serving.

### Y'all's Spoon Bread (six servings)

1 cup boiling water  
1/2 cup white cornmeal  
1/2 teaspoon salt  
1 1/2 teaspoons baking powder  
1 tablespoon soft butter  
2 eggs, well beaten

Pour boiling water over cornmeal. Beat in remaining ingredients. Pour into buttered one-quart casserole or baking dish. Bake just until set, about 20 to 25 minutes at 400 degrees. This bread you will probably eat with your fork.

## LSD "Trips" May Not Have Return Tickets

### Chinese Learn by Example, Not Precept

Although New York's Chinatown is crowded and impoverished, juvenile delinquency has never been a problem. The reason, says Dr. Richard T. Sollenberger, Mount Holyoke College psychologist, can be found in the unique Chinese method of rearing children.

Chinese mothers are far more lenient in weaning and training infants than are their American counterparts, he reports, but Chinese parents do not tolerate aggression in their children. These factors, plus very stable families and an emphasis on social control, deter young people in Chinatown from delinquency.

In describing family stability in Chinatown, Dr. Sollenberger says, "The degree of harmony and integration within the families of these children is very striking." Divorce is a rarity.

Also, children are included in family and social gatherings. They are taught how to act by example, rather than through directions from parents.

But the one area of behavior most rigidly controlled, says Dr. Sollenberger, is aggression. Three fourths of the mothers said they did not want their children to fight with others under any conditions.

There is an unusual amount of social control operating for these children. The Chinese have many relatives, and as one informant put it, "As you walk around the streets of Chinatown, you have a hundred cousins watching you."



In spite of unattractive conditions, children in Chinatown seldom grow up to a life of delinquency and trouble with the law.



By contemplating a mandala, Oriental religious symbol representing the universe, LSD users claim they are able to reach a "higher level" of consciousness.

### Cause of Cancer

Drinking whiskey straight is a greater mouth-cancer risk than smoking a pipe or cigar, according to Dr. Jens. J. Pindborg of Denmark's Royal Medical College.

"Smoking a pipe or cigars increases the risk, but not as much as hard liquor," he says. "If you take six shots of whiskey a day, it will increase ten times the risk of mouth cancer."

### Tension -- Useful Tool

Tension is a useful tool because it helps a person meet challenges, reports Mrs. Marguerite L. Duvall, a family-life specialist at Pennsylvania State University.

However, Mrs. Duvall warns, if life is constantly difficult and a person is always worried and upset, he may break under the strain.

One response to tension may be to ignore the pressures, she points out. Someone under too many tranquilizers doesn't see the problem and may not respond to what are normal demands of the situation.

Mrs. Duvall says the ideal situation is one in which a person becomes tense when he needs extra energy, an extra-sharp mind, or to cope with a problem. Then he should relax once the challenge is over.

by Bernard Caughey

LSD, lysergic acid diethylamide, once was merely a college fad. But it graduated from college, spread out quickly, and has taken on the dimensions of a national obsession.

There's a new LSD subculture or religion, whose disciples—or "acid heads"—consider the hallucinogenic drug a "swinging" sacrament. With it, all things are possible.

LSD has become such a problem that Dr. James L. Goddard's Food and Drug Administration (FDA) is training undercover agents to combat illicit manufacture, sale, and use of the mind-destroying drug. The underworld also is reported ready to move into the LSD market if the usual supplies are cut off.

A user does not become physically addicted to LSD, as do narcotic users. But experts believe LSD "acid heads" can become psychologically addicted.

"They become addicted in a much subtler way," says Allan Y. Cohen, who was one of the first experimenters with LSD, but who is now intensely anti-LSD. "They know that when they merely swallow a sugar cube—or lick an LSD-coated envelope flap—everything will become pleasant. It becomes a mental crutch.

"Even stable persons get hooked on LSD, since while they're on a trip, they seem to experience things more real than life," Cohen says.

The real danger is for borderline cases, persons who are latent psychotics. For them LSD can provide that little shove which ends up in the nearest psychiatric ward.

But despite Federal, state, and local crackdowns, LSD is readily available—and it's relatively inexpensive.

LSD is black-marketed for between \$2 and \$5 a dose—large enough to send a user on an eight-to-sixteen-hour "trip." It is hard to track down, since it is colorless,

(Continued on page 16)

### In This NEWS

★ Your mind is a "honey of a computer." See page 16.

★ Want the facts? There's a new facts column on page 17.

★ Psychotic illness resembles LSD effect. See page 18.



UNITED PRESS INTERNATIONAL

The beauty of a chambered nautilus shows up in this picture taken by radio-graphic techniques. Clearly visible are the delicate spiral and the almost mathe-matical symmetry of the shell.



**Wine No Medicine**

"There is no evidence of medicinal effects of wine."

So says the Surgeon General of the United States Public Health Service, Dr. William H. Stewart.

In testimony before a House appropriations subcommittee, he debunked a story about Roseto, Pennsylvania, a community of Americans of Italian descent who enjoy wine and were reported to have a rate of heart disease notably lower than the general population. The story is being used by California wine makers to promote the use of wine.

"There is no evidence to show wine will cure heart disease," said Dr. Stewart. And in reply to questioning he further commented, "It will not cure alcoholism."

**Brain as Computer**

The human brain is a "honey of a computer," says John H. Meier, professor of psychology at Colorado College.

"It has several billion circuits; it can operate four hours on the energy from a single peanut; it is completely mobile; it occupies less than a cubic foot of space; and it is produced by unskilled labor."

**Fungus Causes Emphysema**

All cigarette tobaccos have been found to contain a highly poisonous fungal growth that causes emphysema in mice.

Dr. Joseph Forgacs of the Good Samaritan Hospital, Suffern, New York, and Clemson University pathologist, Dr. W. T. Carll of Pontiac, S.C., examined random samples of 252 tobaccos from various brands of cigarettes and fifty each from cigars and pipe mixtures, and found two major fungal isolates.

The Surgeon General's Smoking and Health Report discussed various constituents of cigarette smoke as possible causes of lung disorders, but mycotoxins have not previously been studied in this connection.

**No New Drug Unless Patient Says "Yes"**

A requirement for physicians to obtain the written consent of patients for the use of investigational drugs has been spelled out by the Food and Drug Administration.

Dr. James L. Goddard, Commissioner of FDA, explains that information given by doctors to patients must include the purpose of the drug, the duration and method of use, hazards expected, alternative therapy available, if any, and possible effects on the patient's health.

The FDA guidelines explain exceptions that may not be "feasible" as being limited to cases where the patient cannot communicate or is otherwise unable to give his informed consent, his representative is not available, and it is necessary to use the drug without delay. Also if, in the doctor's judgment, the information would seriously affect the sick person's condition.

**Can Science Wait Till Man Becomes Perfect?**

The possibility that harm can come from scientific discoveries cannot be used as an excuse to delay research until man is a more moral being, declares Dr. Curt Stern, of the University of California. Man should not be denied the possibilities of new discoveries on this genetic variability because there is the possibility of misuse of the findings.

He says that as heredity can produce mental illness, it can also bring about mental superiority.

"We are different in the genes we receive at conception, different in health and disease, intelligence, and personality traits," he reported. "Differences in the environment in which children are brought up are not the only factors which influence their intelligence potential."

**"Trips" Without Return Tickets**

*(Continued from page 15)*

odorless, and tasteless and all traces of it disappear from the body within thirty to forty-five minutes after it is taken.

LSD "pushers"—known as "the man" among acid heads—are ingenious. Besides secreting LSD in sugar cubes and on envelope flaps, they also mix it with water and soak up the solution with handkerchiefs. The handkerchiefs then are dried and cut into chunks for chewing.

Estimates vary on how extensively LSD is being used.

Some claim that 65 percent of all college students will use LSD at least once during their four academic years.

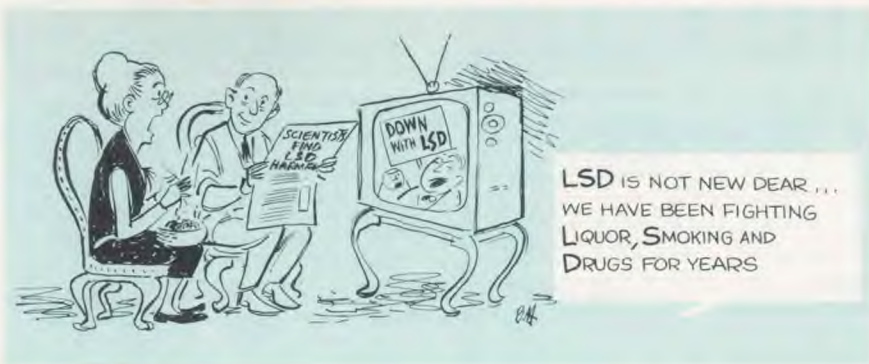
• Steady users in New York City increased from 5,000 to 10,000 in the last year, says Dr. William Frosch of New York University Medical Center and Bellevue Hospital.

"Bad trips can be disastrous. Sometimes they're one way, with no return ticket. Suicide is a real possibility," Cohen emphasizes.

"Under LSD a person is infinitely suggestible. Any idea he puts into his mind immediately gets magnified. But the real trouble starts when the person begins to believe 'this is it. This is the real world.'"







## Eye Electricity

Early warning of disease that will affect vision can be obtained by measuring the minute electrical currents produced by the eye, it has been found after several years of research at the Institute of Ophthalmology in London.

The eye tests are similar to cardiogram recordings, but electrical signals produced by the eye are more complicated than those from the heart.

The tests record "messages" received by the brain from the eye, and especially from a sensitive spot at the back of the eye that is concerned with detailed vision. The

records are then fed into a computer and analyzed.

From the results it is possible to tell if the blood supply to the eye is adequate, if the nerve cells are damaged, and if the eye's chemistry is normal. The technique is also useful if surgical repair to the eye is being considered.

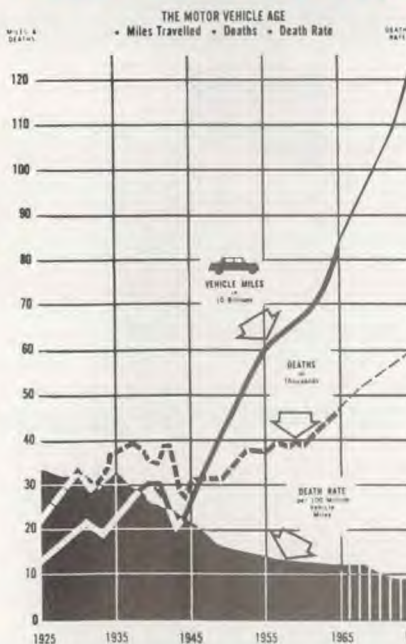


EMOTIONAL STRAIN IS DANGEROUS TO MENTAL HEALTH! TRUE  FALSE



**Nonsense.** This is like saying that exercise will ruin a person's physical health. Too much strain can be harmful, especially with those already weak, but stresses and strains are the ways in which the "muscles" of the personality get their exercise. Most people, including children, need not have undue protection. They should have training in meeting stresses constructively.

## More Dead People



Every thirteen minutes in the United States some man, woman, or child is killed in traffic. Every eighteen seconds someone is injured seriously enough to be disabled beyond the day of the accident. Financial losses pile up at a rate of \$15,000 per second, around the clock.

The graph shows the estimates projected to 1975, when accident exposure will be 50 percent greater than now.

## Suicide Is Youth Threat

Suicide is a greater threat to college students than to any other population group in the United States.

Although the number of collegiates who kill themselves is actually low, suicide ranks second as a cause of death in this group as a whole.

Dr. Stanley F. Yolles, director of the National Institute of Mental Health, in revealed nationwide statistics, says, "It is therefore obvious that an effective national suicide prevention program must be extremely sensitive to the needs of young people in adjusting to the stresses of adult living."

- Babies born in the United States in 1965 have a life expectancy of 70.2 years. (Public Health Service)

- During 1965 candy sales reached a record height for the tenth year in succession, totaling 3.47 billion pounds, valued at \$1.43 billion. Per capita consumption was 18.2 pounds. (Commerce Department)

- In the last eighteen years the percentage of drinkers in America has risen from 65 to 71 percent. Since 1954 the percentage of alcoholics admitted to mental institutions is up 18 percent. (Rutgers University)

- Babies take second place only to beer drinkers in the bottle and jar business. It takes five billion new bottles to keep pace with beer users —only three billion for babies. (The Glass Manufacturers Institute)

- At least 17,100 persons were killed by excessive speed during 1965, and some 1,554,000 injured sufficiently to be hospitalized. (National Automobile Club)

- That personality traits are as important as biological ones in predisposing a man to heart disease is shown by a study of 3,000 men among whom were 133 who suffered heart attacks. Ninety-four of these were classified as excessively aggressive, ambitious, competitive, and concerned with deadlines. (American Psychological Association)

- The United States crime rate rose 5 percent in 1965. Serious crimes have gone up 46 percent since 1960 while the population has grown only 8 percent. Arrests of persons under eighteen have jumped 47 percent while that age group has increased only 17 percent. (FBI)

- Some 600 billion pounds of fluid milk were consumed in the United States during 1965.

- As many as 800 addicted babies are born in New York City each year to mothers who are drug addicts. (Dr. Alonzo S. Yerby, New York City hospitals commissioner)

- It is estimated that in 1966 there were 51,000 fatalities on United States roads, resulting from 15 million accidents. (UPI)

- Half of 1,100 American teen-age girls surveyed by *Seventeen* magazine said they know someone using drugs, while 5.5 percent admitted having tried drugs themselves.

# ARE YOU PUZZLED?

Frieda M. Lease

## States in Words

State abbreviations are often hidden in words. "Locate" these states by completing the words defined.

- |                     |                           |
|---------------------|---------------------------|
| 1. MISS _____       | letters incorrect in word |
| 2. _____ PA _____   | comrade                   |
| 3. _____ ALA _____  | wage                      |
| 4. WASH _____       | a metal ring              |
| 5. _____ ORE _____  | to grade                  |
| 6. DEL _____        | representative            |
| 7. WIS _____        | knowledge                 |
| 8. MINN _____       | small fish                |
| 9. _____ FLA _____  | to expand                 |
| 10. _____ MO _____  | call by authority         |
| 11. ILL _____       | to make clear by designs  |
| 12. _____ ARK _____ | noticeable                |
| 13. COLO _____      | officer                   |
| 14. _____ GA _____  | stone                     |
| 15. CONN _____      | joined                    |
| 16. _____ IND _____ | burned coal               |
| 17. KAN _____       | leaping animal            |
| 18. _____ LA _____  | bring under control       |
| 19. _____ ME _____  | keep in mind              |
| 20. MASS _____      | large and bold            |
| 21. _____ KY _____  | irritable                 |
| 22. MONT _____      | division of a year        |

## Drug Use Followed Quickly by Illness

The psychedelic experiences of an LSD user, a religious mystic, or an artist, are "closely related" to the mental changes that precede acute psychosis, report two eminent psychiatrists. But, whether this period of vision and expanded awareness bodes good or ill for the individual is determined by personal factors in the individual.

Drs. Malcolm B. Bowers and Daniel X. Freedman of Yale University base their hypothesis on

descriptions of the onset of psychosis given by hospital patients over a two-year period. In every one of eight cases the patients described an experience comparable to that of an LSD user, or an exceptionally creative individual.

One twenty-one-year-old patient, for instance, reported he "had a great awareness of life, truth, and God."

"I went to church," he said, "and suddenly all parts of the service made sense. My senses were sharpened."

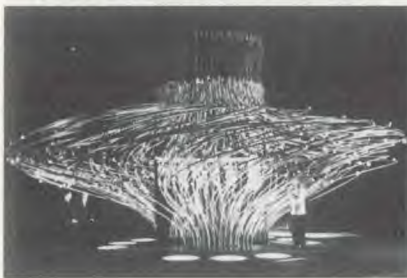
Another said, "Thoughts spun around in my head and everything—objects, sounds, events—took on special meaning for me. I felt like I was putting the pieces of a puzzle together."

A third patient described a "revelation" in which sights and sounds possessed a keenness that he had never experienced before. He felt an unusual sense of empathy with his friend.

Still another stated, "I began to experience goodness and love for the first time." Life for him had taken on an "intense benevolent quality."

All these experiences, however, were followed quickly by illness, ranging from catatonic psychosis to severe agitation and acute paranoid psychosis.

## Inside a Gene



Looking like a cross between a flying saucer and a piece of modern sculpture, this is a giant model of a single gene as exhibited by the Upjohn Company. More than a quarter of a million times life-size, the huge model shows for the first time on a three-dimensional scale some of the once mysterious genetic processes which go on within the chromosomes of the cells of all living organisms.

## Alcoholic Women

A cold, dominant mother followed by a cold, dominant husband emerged as the consistent pattern in the lives of sixty-nine alcoholic women, as studied by Dr. Howard P. Wood and Edward L. Duffy of Lankenau Hospital in Philadelphia. The women were of that group of "invisible" alcoholic women "who drink at home, live respectable lives, and are a problem only to their families and themselves."

Half the patients had alcoholic fathers, while more than three fourths of them said their mothers were dominant in the family, describing them as "rigid, perfectionistic, emotionally distant, and unable to give love in the way the daughter needed it."

The father, though warmer, was unable to protect his daughter from the dominant mother.

"Our patients grew up submissive and passively resentful, always lacking self-confidence," reports Drs. Wood and Duffy. "Every one developed feelings of worthlessness and inadequacy which utterly negated her generally superior beauty, talent, and intelligence."



BOB BROWN



**PROBLEM:** The mysterious ping-pong ball.

**NEEDED:** A table-tennis ball with a string attached, and a stream of water from a faucet. The string may be attached to the ping-pong ball with a few drops of candle wax.

**DO THIS:** Hold the string, and let the ball touch the moving stream of water. The ball will cling to the stream even when the string is moved outward to a considerable angle.

**HERE'S WHY:** This is a variation of the Bernoulli effect in which the lateral pressure of moving air is less than that of the still air around it. Here the pressure of the water which is moving around one side of the ball is less than that of the still air on the opposite side. As the ball attempts to move away from the water the air will push it back.

- ANSWERS TO QUIZ:** 1. MISSpelled; 2. com-  
 Panyon; 3. salary; 4. WASHer; 5. score;  
 6. Delegate; 7. WISdom; 8. MINNnow; 9.  
 inflate; 10. sumMON; 11. illustRate; 12.  
 remArkable; 13. COLONel; 14. gate; 15.  
 CONNected; 16. cINDer; 17. KANgaroo;  
 18. regulate; 19. remeMber; 20. MASSive;  
 21. cranK; 22. MONTH.

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M. CORNIOLA



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# Astronaut Richard F. Gordon, Jr.



"YOU wouldn't believe it. I have India in the left window, Borneo under our nose, and you are right at the right window. The world is round."

So came radio word to controllers at Carnarvon, Australia, from Gemini 11 as it approached its maximum altitude of 850 miles, the highest man had ever risen into space.

Riding the high-flying spacecraft as copilot was Richard F. Gordon, Jr., described by those who know him well as "the most determined" of the forty-eight United States astronauts.

In a profession where competition is fierce, Commander Gordon seems at home. His whole life has been characterized by a vigorous pursuit of success. He is a man "completely disciplined."

## "COMPLETELY DISCIPLINED"

As a part of a final check on his equipment, Richard F. Gordon goes over the wide-angle Hasselblad 70 mm. camera he used in his space photography.

Always careful in dietary habits, Astronaut Gordon eats breakfast before the blast-off of Gemini 11.



"Whatever Dick does, Dick wants to win," say his close associates. "He is a very poor loser. I don't mean he's un-sportsmanlike, but he lets you know he hated to lose."

Thirty-eight years old, he has packed as much into his young years as many do in eighty.

Speed became his hallmark when in 1961 as a test pilot he won the Bendix Trophy race from Los Angeles to New York, flying the distance in 2 hours, 47 minutes, at an average speed of 869.74 miles an hour.

He applied to become an astronaut, but on technicalities was not accepted at first. "I never had any doubts about it," he later said. "I knew I was qualified and knew they would accept me."

Careful about his personal habits, the Gemini pilot subordinates everything to his first love—space flight.

In the three years since he became an astronaut (October, 1963), he has gained only five pounds. He is 5 feet, 7 inches tall and weighs 155 pounds. He keeps his weight in hand by vigorous exercises and games.

Father of four sons and two daughters, Commander Gordon requires for them the same emphasis on success as for himself.

Richard, the eldest, finished third in a swimming meet. "You haven't done your best," Dad said. "You will enroll in swimming classes."

If space success is built on a life completely disciplined, as Astronaut Gordon demonstrates, how much more would life on this earth mean to the average person if such discipline would be manifest in his own life!

