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Disappearance of Integrity From Way of Life Seems To Be Modern Way of Living

What's Happened to Integrity?

"Men occasionally stumble over the truth," said Winston Churchill, "but most pick themselves up and hurry off as if nothing had happened."

Today, we do more than stumble. We seem to kick truth out of the way as an annoying obstacle.

What's happened to integrity? Has it been exiled to Squalerville? To say a man was "square" used to be a high compliment; he was honest, principled, fair. We know what that adjective means today: old-fashioned, not with it, not hip. Has integrity gone that way, too?

Playwright Robert Anderson, in "Silent Night, Lonely Night," refers to today's prevalent "commandment." And he defines it: "Don't get caught."

Would these, then, be the precepts of the new "practical integrity?"

That a deed is right or wrong depending on whether we can get away with it?

That if there's "a little larceny in everyone," then a lot of larceny puts us that far ahead?

That the real sin is stupidity—being stupid enough to get caught?

Lies Were Paid For

The TV quiz scandal last fall, brought a curious reaction from some people. After all, it was just entertainment, they said. Just good, unclean fun. And look at the ratings!

But when you think of it, this was the first time that lies, bought and paid for, were delivered into millions of our homes with scheduled regularity. Dishonesty was merchandised into our living rooms. Fascinating people from all walks of life, whom we had come to look upon with admiration and fondness, turned out to be "fixed."

You'd think the last thing that would be for sale would be the integrity of a brilliant college English instructor.

But Europe apparently wasn't shocked. A returning observer commented, "The Europeans weren't a bit surprised. They think we're amoral anyway. They think all we stand for is success, entertainment, and materialism."

Within a month of the quiz scandal, New Yorkers learned that butcher shops had cheated them of several million dollars through a "club" arrangement with city market inspectors. Butchers paid the inspectors a \$50 a month dues.

Membership in the club, explained investigations Commissioner Louis I. Kaplan, "entitled butchers to rig their scales, sell inferior grades of meat as top grade and have summonses—if they somehow happened to get any—'fixed.'"

Gasoline Cheaters

Two weeks after that came a checkup on New York gasoline stations. Of 315 inspected, one out of five was found cheating. Pumps had been gimmicked to give short measure, and "regular" gas was being piped into "premium"

Water Conversion Done in 14 Ways

Denver (Science Service)—There are about 14 known processes for converting salt or brackish water into fresh water, a Yale university engineer reported here.

These processes may be classified under two general headings, he said. The first includes the processes that separate water from a residual brine, while the second comprises processes that separate the salt from a residual brine.

Dr. Barnett F. Dodge told the University of Denver Chapter of the Society of the Sigma Xi, national organization for the encouragement of scientific research, that the first group includes single effect evaporation using heat from fuels, multiple effect evaporation using heat from fuels, vapor-compression evaporation, solar evaporation, evaporation based on temperature differences in the ocean, critical-pressure evaporation, direct freezing, indirect freezing, solvent extraction and absorption, osmosis, and osmotic process.

The second group, he said, includes ion exchange and electrolysis.

SURGEON DIES

St. Petersburg, Fla.—(UPI)—Dr. William C. Sharpe, 78, noted surgeon who specialized in surgery to correct brain ailments in children, died Tuesday.

New Frontiers In Living

by Howard Whitman

pumps and sold at premium prices.

The city was just regaining its balance when two of its Bar Associations charged that "a sizable number of attorneys" were involved in an ambulance chasing ring in connivance with "hospital and police connections, automobile repairmen and doctors."

Then came "payola."

In a group of teen-agers gathered in defense of their disc jockey idol, who had just been fired, one 16-year-old piped up: "Everybody takes bribes. I know it in every business."

The youngsters seemed to resent the exposure of payola as an intrusion upon a way of life which, to them, had only one moral yardstick: everybody's doing it.

Dr. Richard H. Walters, psychologist at Toronto University, suggests that in North American society we have an "unexpressed code of behavior."

As he puts it, "Society verbalizes one code but lives another."

Bad Drives Out Good

In such a conflict of standards it is unfortunately the lower standards which gradually take over. As with currency, there its a Gresham's Law operative here: the bad standards tend to drive the good out of circulation.

A survey among college students by Marvin L. Henricks, of Indiana Central College, indicated that 57 per cent had, at one time or another, cheated on exams. With "college seniors, the figure was 75 per cent.

It was not so much moral "badness" which accounted for these findings, Henricks

commented, as it was the general acceptance of a new morality in which cheating was more or less permissible. He concluded:

Students are a part of a system in which the attainment of knowledge had become secondary to the completion of a prescribed course which our culture demands.

Examinations are a part of the process. One passes or does not depending on his ability to beat the testing system. The system becomes a kind of a game in which the professor has certain techniques and devices and the student has countermeasures. Cheating has been used as one of these.

Perhaps the most disturbing result of the survey was that only 13 per cent of the students felt that the cheater was "basically dishonest" and less than 20 per cent felt any deep resentment against cheaters.

Bad standards, apparently, had driven out the good.

'Utter Contempt'

In Juvenile Court in Atlantic City, N. J., four teenage girls stubbornly refused to tell the judge which one of them had committed a \$10 theft. One of them was guilty; this was not questioned. But the girls stood before Judge Leonard and preferred to go to reform school, all four of them, rather than name the culprit.

They called it loyalty. They had taken "a loyalty oath" not to snitch on each other, they said.

Judge Leonard called it "utter contempt."

Actually what he was witnessing was a sample of the new morality—twisted, dis-

torted, misdirected. The same has brought youngsters out to cheer for racketeers outside courthouses in New York, to demonstrate in the streets for cheats and criminals, to make heroes out of murderers.

In a fashionable commuters' community in Westchester County, N. Y., a newspaper vendor at the railroad station had to take hidden movies of the customers at his "honor system" news stand to prevent petty thievery. His coin box was missing \$12 a week.

A Contest On

He posted this notice on the station bulletin board:

"I have found that on the 7-43 (commuter train) I have several silent partners in the newspaper business. One is a woman. Among them they take an average of \$12 each week, which has been my average shortage for many months. We observed and filmed them from a hole in the ceiling above the table. Shall we have an early show some morning or do I rate reimbursement?"

The vendor said he wouldn't take anybody to court—"I don't think I'll have to if they have any pride."

Today there's a contest between two kinds of pride: pride in our own personal integrity, and pride in what we can get away with. These are the two standards. In a world that is moving toward a challenging new kind of survival of the fittest, which standard will be ours?

We are in greater danger, warns the Rev. Ralph W. Sockman of New York, from "our laxity in morals than from our temporary lag in the missiles race."

We need to put integrity back into orbit.

Tomorrow: How to Live in Abundance Without Choking. (Distributed by The Register and Tribune Syndicate)

Oregon Dental Record Said One Of Nation's Worst

Portland—Oregon's dental health record is one of the nation's worst, and there is little immediate prospect of any significant improvement.

That is the gist of a report—details of which were revealed this week in Portland—being prepared by the State Board of Health for the U.S. Department of Health, Education and Welfare.

The health board statement charges that 87 per cent of all six-year-olds and 95 per cent of all children from 6-16 years of age suffer from some degree of tooth decay.

Twice National Average

The state rate for decay, missing or filled teeth among 16-year-olds was listed at almost twice the national average.

"At this age," the report says, "less than one per cent of Oregon children are free of tooth decay."

The critical report was prepared by Dr. David Witter, health board dental director, who has conducted numerous surveys of dental problems throughout the state during the past several years.

"Every study that has been conducted in recent years shows an extremely high incidence of dental disorders," he said.

Despite the size of Oregon's problem, Dr. Witter said,

"While dental caries (tooth decay) is the greatest problem in dental health, little attention has been given to other phases of the problem," he continued. These were listed as tissue and gum disorders, cancer of the mouth, industrial dental health problems, needs of state institutions, dental problems of older persons, and malformations such as cleft lip and palate.

Preventive Measures

only 33 of the state's 207 communities with more than 100 population have "an identifiable dental health program."

He emphasized that the high incidence of tooth decay "can be reduced through preventive measures" for most children. Chief among these measures is fluoridation of public water supplies, which he said "will reduce the incidence of tooth decay as much as two-thirds."

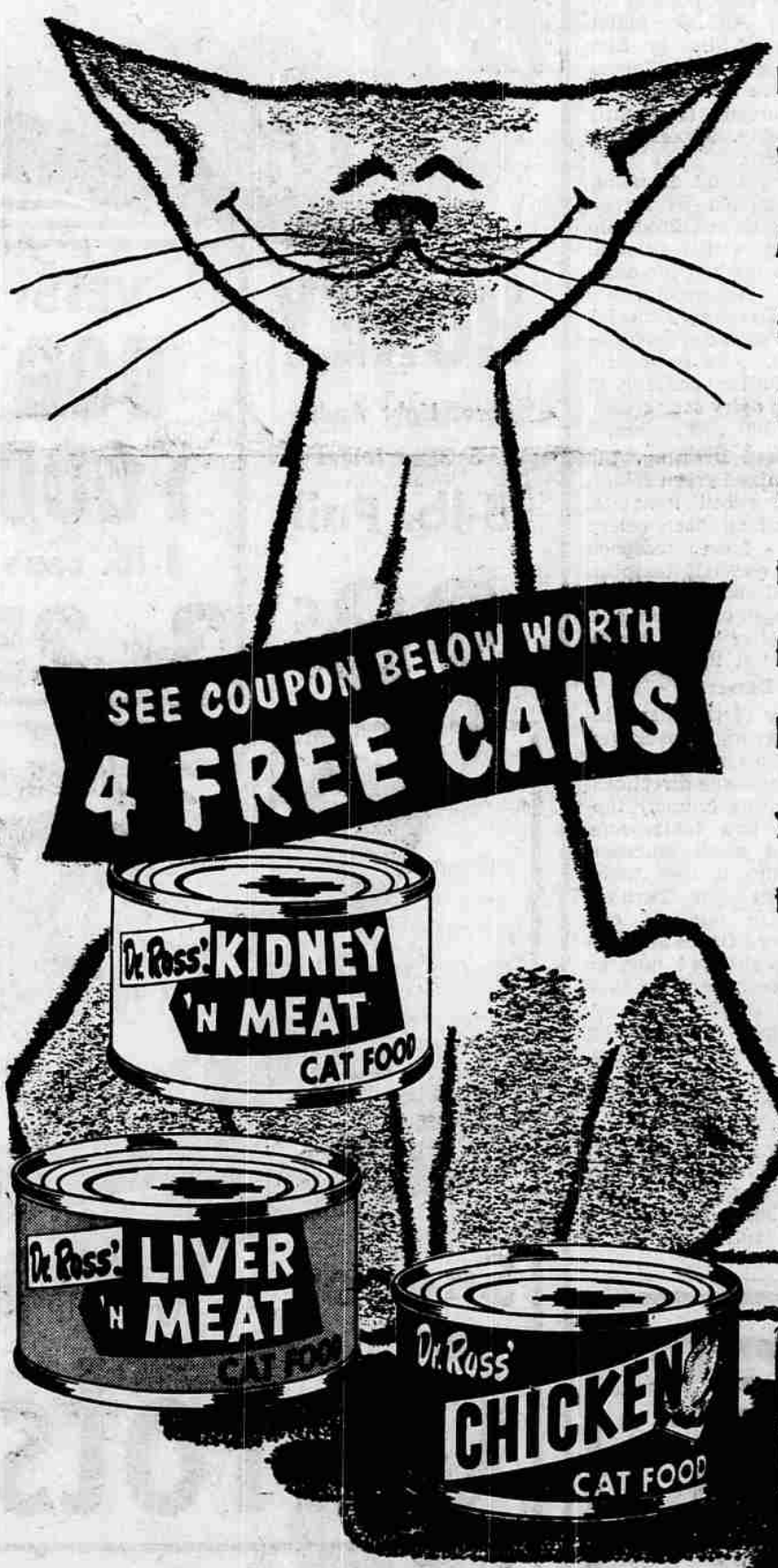
At the present time, 18



FOOD SALES REACH
Food store sales in 1959 reached a record high. Sales were \$53.6 billion. A recent study shows that 92.3 per cent of household food buyers get food shopping information from the food ads in their daily newspapers.



5 NEW CAT FOODS made to pamper your cat



Five completely new cat foods... Kidney 'n Meat, Liver 'n Meat, Chicken, Meaty Mix and Chopped Fish. They're not just flavors they're the real thing. These five Dr. Ross products have been pre-tested and chosen by cats themselves to be their favorite diet. Rotate these five favorites and your cat will never tire of his diet. Yes, they're made to pamper your cat and come in the popular one-time feeding size, too.

Dr. Ross'

the West's largest selling quality pet foods!

MAIL THIS COUPON to Dr. Ross'

Include any 4 labels from the new Dr. Ross' 6 oz. cat foods you have purchased and you will receive a coupon good for 4 FREE CANS (your choice) of any of the 5 new Dr. Ross' cat foods. This coupon not redeemable at your grocer.

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MAIL TO: ROSS FOOD CO., 817 E. 18th St., Los Angeles 21, California

VOID AFTER MAY 31, 1960



BRAND NEW—ask your grocer for these 5 new Dr. Ross cat foods

FOOD FAIR!

Corner of 4th and Front Street

TENDER STEER		49¢	
BEEF ROAST		Blade Cuts	
Sirloin Steak	lb. 69¢	Morrell's Sliced Bologna	lb. 39¢
Lean Meaty		Morrell's Pork Sausage	3 lbs. 1.00
Pork Steak	lb. 49¢		
FRYERS		each	98¢
LARGE PLUMP—READY CUT			

Detergent FAB
Lg. Pkg. 29¢

Toilet Tissue Silk
4-Roll Pkg. 29¢

DOG FOOD Vets
12 15-oz. tins \$1

PUREX
Gal. Jug 49¢

Garden Fresh Lettuce
Each 10¢

PEACHES
Bagley—Salad Pieces
5 No. 2½ tins \$1.00

MIRACLE WHIP
Salad Dressing
Quart Jar 49¢

MARGARINE
Holiday
7 1-lb. pkgs. \$1.00

Red Ripe Tomatoes
Pkg. of Four 29¢

CAKE MIX Pillsbury
Loaf Size 10¢

MACARONI Sunrise Cut
2 14-oz. pkgs. 19¢

COFFEE Folgers Instant
10-oz. Jar \$1.29

Standby JAM Straw. or Grape
4 12-oz. jars \$1

Fresh Crisp Carrots
2 lb. cello pkgs. 19¢

OPEN SUNDAY — PRICES GOOD THROUGH WEDNESDAY