



ANNIVERSARY CELEBRATED — Surrounded by a bevy of beauties, comedian Jimmy Durante is in his glory during a star-studded celebration of his 70 years in show business at the Gaiety Club in New York. The party also celebrated Durante's recording of his first album, "September Song." (UPI)

Drinking Habits—III

Scientists Coin 'Half Man' Name For Drinking Business Executive

Editor's note: This is the third of five dispatches on America's drinking habits. It describes business drinking and how it grew.

By HARRY FERGUSON WASHINGTON (UPI)—Business drinking has become so prevalent in the United States that scientists have coined a name for a certain type of executive—"the half man."

In a study of business drinking habits Alcoholism Anonymous defines the half man as "an individual who does not get too drunk to function at all but who can operate only at half speed with his morning hangover and his four-martini lunch."

Many "half men" drink because it is part of their job to entertain customers and build good will for the firm. The nation recently became highly conscious of such men from the motion picture "Days of Wine and Roses," the story of a public relations man who went sliding down the toboggan toward alcoholism and took his wife along.

by lunch time when he departs to meet a friend. Bernard decides he will have only one drink, but the friend insists on two and he goes along.

He gets back to the office feeling a little doped and tries to work hard because he has a date to meet a customer for a drink around 4 p.m. Bernard decides he will have only one drink and after they have had it he tries to excuse himself on the grounds he has an appointment back at the office. The customer says you cannot fly on one wing, and they have another. Bernard tries again to get away but the customer says one for the road and they have a third.

Drinks Mount Up

Bernard phones his wife he will be late for dinner. He usually has one drink before dinner when he gets home, but tonight dinner has been held up so he has three. He is hoping to go to bed right after dinner, but

at 8:30 p.m. a neighbor drops in to discuss plans for the spring golf tournament at the country club. Bernard offers him a drink and, under urging, takes one himself.

If you had asked Bernard that morning how many drinks he expected to take that day he would have said three at the most, adding that he really did not want that many. Actually, he had taken nine drinks. The point is that if Bernard has many days like that he soon will become accustomed to taking five, six or maybe nine drinks a day and thinking nothing of it.

Many big corporations are alert to the fact that alcohol will get a firm grip on their executives. A few even go so far as to put their younger men to the test by carefully observing their behavior at social and business functions. A prominent personnel expert explained it:

"One way they do it is that the president of the company gives a dinner party at his home for the young executives and their wives. Liquor in all forms is available and is passed frequently, and ample time is allowed for pre-dinner drinking."

"The test in most cases seems to be whether the young man takes the third martini or highball. If he does, it's a black mark against him on the theory, I suppose, that no man can cope with three martinis and then drink wine through dinner. I don't mean to imply that a man's entire future always hangs on one more martini, especially if he takes it and handles it well. But he comes out with either a small plus or minus in the mind of the boss and a lot of little things like that can add up to something big."

Next: What we drink—The rush toward "soft whiskey."

Try and Stop Me

By BENNETT CERF

JOHN HOLLIDAY, reports Judge Jacob Braude, was the vigorous and hard-driving editor of the Indianapolis News when he spotted the word "height" misspelled "night" in a front page story. He got into the composing room to learn the identity of the varmint who had committed this grievous blunder — and was shown the original copy. The mistake had been made by Mr. Holliday himself! "If that's the way I spelled it," he announced promptly, "it's correct." And for the next thirty years the word was spelled "night" in the Indianapolis News.



Mrs. Goobar and Mr. Goobar were breakfasting together on the terrace outside their room at a West Indies resort. Mrs. Goobar was talking and Mr. Goobar was reading a four-day-old New York newspaper. As she poured the coffee, Mrs. Goobar remarked acidly, "You needn't bother saying 'uh-huh' any more; I stopped talking five minutes ago."

Abel Green saw the pilot of a new Western TV show, updated to appeal to 1964 audiences. In it, the outlaw beat the stage-coach holdup rap—but are convicted for income tax evasion. © 1963, by Bennett Cerf. Distributed by King Features Syndicate

Work Being Done On Portraits for Civil War Museum

By ED ROGERS

ATLANTA (UPI)—A commercial artist is working frantically to complete charcoal portraits of an estimated 400 Civil War generals in two years. His workshop is already jammed with 32 of them. Two sculptors, meanwhile, are getting set to start mass producing life-size statues of Union and Confederate soldiers in about 25 or 30 different poses of shooting, crawling or falling wounded.

Their goals are to fill a huge museum of generals and a vast replica Civil War battle field to form part of an envisioned \$10-12 million Federal-Confederate memorial.

Preliminary planning was begun recently by local officers of the United Daughters of the Confederacy, the Old Guard, the Atlanta Ladies Memorial association, the Pioneer ladies and the Sons of Confederate Veterans.

The groups are buying 51 acres near Jonesboro and near

interstate 75 about 15 miles south of Atlanta for the museum and outdoor battlefield.

Artist W. S. Fellows, 57, is not waiting for the formal adoption of the plans. He got a head start 18 months ago but still must work on portraits assembly-line fashion to finish the 400 Union and Confederate generals by 1965.

Fellows' frame bungalow in southeast Atlanta is jammed with the 22x28 inch paintings. They hang on every inch of wall space and are stacked on sofas and chairs.

Stacks of history books, archives material, and photos mailed in by families are used by Fellows as source material.

Better Than Oils

"They're better than oils," fellows said. "They're lifelike. They speak to you."

After Fellows whips out a likeness of proper size he stacks it away to be reproduced later in "brownstone" by a lithographing firm after the organizations get a fund-raising campaign under way.

Fellows has far located pictures of all 400 generals.

Sculptors George C. Staples and Fritz T. Zimmer are awaiting more definite word on the project before they start, so costly is the English rosin and cement they plan to work with.

"We're going to use gelatin molds so we can turn out our production pretty fast," Staples said. "There will be 25 — maybe 30 — poses, some lying down, some kneeling, some crawling."

Two of the chief supporters of the proposal are Mrs. Elmer L. Stanley, president of the Atlanta Ladies Memorial association, and Mrs. Lawndes Calhoun, head of the Pioneer Ladies.

"We're not trying to fight the Civil War over again," Mrs. Stanley said, "but we do think Atlanta should have a museum."

For the proposed museum Mrs. Calhoun has a table at which Union General Sherman once sat. Plans call for creating a life-size wax museum showing a group of generals seated around this same table.

The groups hope to raise the money mainly through donations. Mrs. Stanley said they do not expect to build the entire memorial at once but hope to add to it from time to time.

Time Running Out For Big Tax Cut

WASHINGTON (UPI)—A decision by Senate Democratic leaders to give priority to civil rights legislation left prospects bleak today for enactment of a big tax cut this year.

Despite this inactivity by the White House that President Kennedy wants both bills this year, time appeared to be running out and some lawmakers said it was possible neither measure would be enacted in 1963.

Senate Democratic Whip Hubert H. Humphrey (Minn.) who said Tuesday that civil rights must come first, conceded that this could result in delaying the tax cut action until early next year.

But Sen. Russel B. Long (D-La.) who is leading the Senate drive for the tax measure, said today this wouldn't make any difference to taxpayers because the slash would be made retroactive to Jan. 1 anyway.

The Internal Revenue Service says it does not compile statistics on the total amount of money spent annually on business entertainment. But it does believe the figures are excessive and recently cracked down on tax deductions for entertainment. An educated guess would be \$500 million a year at the minimum.

Lubricate Business Wheels

Not all of that is spent on wiskey and wine, of course, for much of it goes toward expensive food, companionable females and aisle seats at hit shows. But alcohol lubricates the wheels of business to a large extent, and a firm that is criticized for using it has the plausible answer that competition must be met.

Even if a business man does not have the primary duty of entertaining customers, he can run into a day of heavy drinking through a combination of circumstances. Herbert Brean in his book "A Handbook for Drinkers" cites the case history of one rough day in the life of a man he calls Bernard B.

He has a big day's work ahead of him and he gets to the office early. He accomplishes a

Claimants Asked To Contact BLM

PORTLAND — The Portland land office of the bureau of land management is asking holders of mining claims located in several townships in Josephine county prior to July 23, 1955, to contact it concerning the surface rights on claims.

Public Law 167, passed in 1955, provides for multiple use management by the Government of the surface resources of unpatented mining claims so long as it does not interfere with mining operations. The land office wants to know if there are any unpatented mining claims located prior to the 1955 act, so that rights to timber and common varieties of mineral materials can be determined.

The law automatically gives the government the right to manage or dispose of surface resources on unpatented mining claims located after July 23, 1955, but does not affect the rights of mining claimants to prospect and mine their claims.

Therefore, verified statements should only be filed if the claims were located before the 1955 act and if the claimant asserts rights to surface resources.

Anyone having an interest in any mining claims in the area may obtain additional information by contacting the manager, land office, 710 N.E. Holladay st., Portland.

Six Hospitalized In Bus-Truck Crash

CHEHALIS, Wash. (UPI)—Six persons were hospitalized Tuesday following a collision between a Greyhound bus and a truck about one and one-half miles south of here on Highway 50.

Two others were released from St. Helen's Hospital here following treatment of injuries. Both the truck and the bus were northbound.

Those hospitalized and the nature of their injuries were: Osborn Christensen, Vancouver, B.C., injured wrist; his wife, Susan, leg and mouth injuries; Mrs. Mela Cox, Victoria, Australia, possible nose fracture; and 19-year-old Larry Balastra, Olympia, head and back injuries; Mrs. Ethel Gow, Portland, Ore, possible broken nose; and Miss Anna Wimmer, San Francisco, head injury.

Treated and released were Mrs. Rosie Johnson, Seattle, and James Hopkins, Olympia, driver of the bus.

Advertisement for Home Appliance Co.'s Bargain Store. Features a matching pair washer and dryer (Model 650-Y for \$244.95, Model 620-Y for \$189.95), a television (Model M-730 for \$209.95), and a G-E combination refrigerator (Model G-E for \$269.95). The store is located at 303 South Front.

Olympia Man Dies In Car-Truck Crash

BAKER (UPI)—Ralph A. Swanson, 50, Olympia, Wash., was injured fatally Tuesday night when his car and a freight truck collided on a narrow bridge about 2 1/2 miles west of Huntington, state police reported.

The accident occurred about 8:50 p.m. Swanson was pinned under his car and died about 29 minutes after the collision.

The truck driver, John B. Jones, 33, Roswell, N.M., was not hurt.

Swanson was alone in the car.

Advertisement for CARE's Food Crusade. Text: "You do a world of good when you send \$1 Food Crusade packages please care — hunger hurts!" Includes a photo of a child and a form to request a package.