

# Belittling Man Is Major US Industry; But Some Of Detractors Miss

Is Homo Americanus a bungling, ineffectual, insecure creature? There are legions of experts who answer "yes." But there are dissenters from this popular view—and a ray of hope for man. Here is the second of a four-part series giving the opinions of professionals and ordinary males—on both sides of the question.

By WARD CANNEL  
NEA Staff Correspondent  
NEW YORK (NEA)—It is probably impolite to gossip about some of the experts who have impaled the Modern American Male to measure his Remarkable Demise. It is impolite—but wait'll you hear about:  
One social anthropologist who discussed the immaturity of American men at great length. It turns out, in her own words: "I don't think I'm capable of getting emotionally involved with any man."  
Or how about that professor of

sociology who documented the stresses in modern marriage. Of her own marriage she eventually revealed: "My husband and I have separate apartments. We get together only on weekends."  
And then there's a frequently-published writer who reports often on the problems of today's parenthood. He's been four times married and four times divorced.  
And what of an eminent therapist who uses the word "self-reliance" to describe Manhood's greatest loss. This woman, 45 and unmarried, says: "I'm waiting for the man who can master me."  
These nasty little anecdotes are probably not true of the majority of social scientists who concern themselves with measuring change in a changing world. But even sociology itself admits its first problem is measuring yardsticks. In any event, it is an anxious thing for a man to read that still another authority finds Manhood

deficient in still another area. Modern Man is assaulted with books like: "The Natural Superiority of Women;" or "The Decline of the American Male;" or "The Organization Man."  
These fruitful ventures by publishers are only a small part of the Manhood Industry in the U.S.  
There are the comic strips that portray Dad as a little boy in man's clothing. There is today's advertising based in large part on sociological research. Read through Vance Packard's "Hidden Persuaders"—the chronicle of advertising and promotion techniques—and you will find that mass sales methods, when they bother to include men at all, aim at the font of his insecurity: "Am I a man?"  
If these were not enough, masculinity is hammered by all kinds of ostensible relaxations and entertainments.

Take a good look at your television shows tonight or tomorrow night. Go down to the movies. Pick up one of those books with the half-clad, luscious woman on the cover.  
The chances are that Manhood is either beaten, defeated, fearful, boyish and immature—or omniscient and omnipotent.  
For some strange reason, the most attractive and powerful men in today's entertainments are bachelors.  
If, however, the story or play is about married folks—well sir, he'd better watch his step or she'll (egad) flatten him with her anger, or possibly (alas) take the children and leave him (gulp) alone.  
And so for Modern Man, the trip he's been making most of his leisure-time life past the billboards and into the Land of Stereotype turns up a list of masculine imperatives so contradictory and impossible that it staggers the mind.  
Wanna be a man, mister? O.K.: light up one of these cigarettes and take a shot of this whisky.  
Girls don't like that cigarette and whisky breath. So better use this toothpaste and you'll win her in a walk.  
If you marry her, mister, you'll find out what real happiness is—but then it'll be too late, because the all-powerful, real he-man has to be a lone-wolf. But a man doesn't have a chance alone. He needs a woman to make him feel like a man. And woman like men who are lone-wolves.  
So be a lone-wolf, but be together. And be careful to get ahead on the job because if you don't, she won't love you and she'll leave you—alone—because you're not a man.  
And everybody knows what a man is. He is aggressive, dominant, lusty, self-reliant, practical, competitive, forceful and protective at all times. But if the little woman shows any measure of any of these traits, then she's a man and you're a woman.  
"Does our society," ask the chroniclers of American culture, "permit men to be men at all?"  
Or, to put it in the words of one psychiatrist who specialized in family problems:

"An awful lot of problems get put into the sex basket that don't really belong there. Once you leave biological definition, it becomes very difficult to separate what is exclusively feminine from what is exclusively masculine."



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## Certified Tree Farms In Oregon Now Past Four Million Acre Mark In '58

PORTLAND (Special) — Certified Tree Farms in Oregon have just passed the four million-acre mark.  
Latest figures show 4,002,002 acres as compared to 3,696,000 acres a year ago. Only three other states—Georgia, Florida and Alabama—have topped four million acres in this nationwide program to crop trees as a crop on tax-paying lands.

and timber-producing capacity of their lands through sound forestry practices."

## Brown Says No Protection For Gamblers

SACRAMENTO (UPD)—Attorney General Edmund G. Brown has ruled that there will be no tax protection for gains derived from illegal gambling in California.

The attorney general hailed the decision of the District Court of Appeal in Los Angeles in favor of the Franchise Tax Board approving the disallowance of deductions from illegal gambling losses claimed by a professed bookmaker for California personal income tax purposes.

In a return filed by bookmaker Herman E. Hetzel of Southern California, gambling winnings showed a return of \$482,829.69 in 1951, while losses showed a figure of \$466,970.11, and a net profit of \$15,859.49. The Franchise Tax Board recomputed Hetzel's net income by disallowing all wagering losses sustained subsequent to the effective date of the enactment of the personal income tax law, May 3, 1951. The board determined that Hetzel's net income was \$257,905.63 and resulted in an additional assessment of tax against him in the amount of \$14,339.11.

Spokesmen for the forest industries hailed the milestone in Oregon as another tribute to the efforts of private enterprise to spread the concept of timber conservation through wise use.  
"The forest industries have an enlightened self interest in sponsoring the Tree Farm movement," said W. D. Hagenstein, executive vice president of Industrial Forestry Association which sponsors the program in western Oregon. "Tree farming is helping to insure a perpetual supply of raw material for the state's number one industry through the years ahead. The program has helped the small landowner realize the greatest potential from his forest lands."  
E. L. Kolbe, chief forester for Western Pine Association, Tree Farm sponsor in eastern Oregon, said most forest industry timberland in the state is now being managed under Tree Farm principles by industrial foresters.  
"There are few landowners today who aren't conscious of the potential wealth which lies in their trees," said Kolbe. "The Tree Farm program is helping farm woodland owners and other small timberland investors learn what they can do to increase the value

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