

Herald and News

Editorial Page

Affluent Society And Alcohol

Somewhat like mental illness, alcoholism was for long decades a problem consigned to the shadows.

The victims turned up in "drunk tanks" at the jails, in grim hospital wards, in "save a soul" missions in skid rows everywhere. It was a problem to hide, to keep secret, to attach heavy stigma to in "polite" society.

While this view of alcoholism lingers in some places, since World War II far more thoughtful attention and study is being given the problem by a host of interested parties.

Alcoholics today are generally regarded as sick people, needing medical, psychiatric and social help. Doctors, academicians and various kinds of social specialists are mounting an attack.

Comparative figures do not exist which would permit one to say whether alcoholism has increased proportionately in recent times. Certainly the awareness of it—and the fuller reporting—have risen.

So we can make a fairly accurate guess that there are more than five million alcoholics in the United States today—most of them not on skid row but in some aspect or other of respectable society.

The National Council on Alcoholism estimates that some \$430 million a year is lost in wages by alcoholics through absenteeism resulting from excessive drinking. Many highly valued persons who have climbed high on the business ladder are lost at a time when they could be most useful.

The causes of alcoholism are many, varied and complex. The sources of trouble often lie deep in the human personality, or in subtle physical differences.

But such experts as Dr. Seldon Bacon, director of the Center of Alcohol Studies at Rutgers University, lay particular emphasis on the argument that the affluent society in America today offers heavy encouragement to potential alcoholics.

Not only is there more money for what is an expensive habit, but, says Bacon, the "drinking custom" is steadily being built into more and more parts of our daily life.

The cocktail party, the great general prevalence of partying, the long business lunch with liquid trimmings, these and many more things contribute to a significantly "permissive" atmosphere.

Such rituals will not capture the person who is physically not susceptible and has his problems under control. They can get the potential alcoholic started on his perilous road—and later give him cover for a habit that has gone beyond mere "social drinking."

The specialists now suggest that unless a victim's friends and family realize this facet of the difficulty, "cures" given at the medical and psychiatric level may all too often fall short of permanence. Vital help can come if those in the victim's circle will relieve him of the social pressure to conform, which so many feel today.

Plenty Of Challenges

We've been all through it again and again. The teen-agers are bored. They have no challenges, no useful conflicts. They get into trouble because, whatever else it is, trouble is excitement.

New studies are underscoring anew that this empty, aimless habit of life is as much a fact among well-off youngsters with cars and money as it is with poor lads roaming the streets in the slums.

There has been enough fuss about the educationally underprivileged, the school dropout, the product of the broken city home, to focus attention on this phase of the matter. Action, of course, is still meager.

But the problem at higher economic levels seems to be dismissed as so much fantasy. The overprivileged youngsters in suburban families resort to vandalism, thievery, drink and a variety of other passing excitements—while parents pile on the kindly favors.

Little that is wholesome, innocent fun has any appeal these days for the more energetic, aggressive young ones. Sports, dancing, you name it—these things are regarded as "tame."

In a New York Times survey of suburban youth, one boy said:

"Yes, some kids drink. Maybe they do it to forget about things."

At 16, what is that they have to forget? The memory of the emptiness of yesterday?

The time of growing up used to be thought of as filled with its own natural excitements—developing one's bodily skills,

exploring the world of animals and trees, opening the book of knowledge wide for the first time.

Fortunately, millions of American youngsters still find these wonders along the adolescent trail. But too many do not. They are proud of being more mature than their counterparts of a generation ago. But they have lost their innocence while finding nothing to replace it.

There is nothing new in saying what is part of the painful truth—that overindulgent parents must bear heavy blame for this.

But the youngsters themselves cannot be absolved. If they are mature enough to be half-adults, half-children, they are mature enough to understand they need something better to tie into than tomorrow's "kicks."

We hear a lot these days about the "hidden America," the 30 to 40 million people spread about in city slums, hill country, dying farms, who live in distress, disease, oppression and ignorance.

You don't need to join the Peace Corps to find these folk. They're a half-hour drive from any suburb.

Maybe some of the overprivileged, who can't find anything that appeals to them for more than a few hours at a stretch, ought to go and take a look. There are some challenges there that will be around a good while, worthy of the attention of even the most mature half-adult who ever spun his wheels in suburban idleness.

Proposed Test Ban Harmful

Congressman Craig Hosmer (California) recently released a statement which describes proposals offered by Soviet negotiators as "blueprints for a U.S. suicide weapon or a Soviet nuclear weapon, depending on which side of the Iron Curtain they are viewed from."

Warning of a potential "nuclear Pearl Harbor," he declared the treaty's on-site inspection provisions are "meaningless because machinery to spot test cheating is so inadequate suspicion of monitors will never be aroused and no on-site inspectors ever will be dispatched."

Hosmer, ranking House minority member of the Joint Committee on Atomic Energy and Chairman of the House GOP Committee on Nuclear Testing, charged Disarmament Agency and State Department advisers "have censored data and withheld from President Kennedy scientific evidence proving a 'big hole' for Soviet test cheating in revised administration test ban offers soon to be made to the Soviets."

This evidence definitely exists and is ignored completely by these officials who also are trying to keep it from the public, Hosmer claims.

He described what he calls a well-organized campaign of distortion and half-truths aimed at brainwashing the American public into meek submission to a disastrous agreement—agreement's sake cave-in soon to be made to Soviet negotiators at Geneva in the form of drastically scaled down treaty demands.

It is carried on by statements and letters to the editors of key newspapers over names of well-known personalities who want an effective test ban treaty, but who have not been informed of the facts proving administration proposals will result only in an ineffective treaty—one which stops all U.S. weapons progress while simply trusting an unpolished Soviet promise not to continue their secretly and attain the nuclear weapons superiority needed to back up a "surrender-or-die" ultimatum.

Hosmer stated facts establishing the "big hole" for Soviet cheating were placed on public record by Atomic Energy Commission and Defense Department expert witnesses during "little noted" hearings of the Joint Atomic Energy Committee, March 5-12.

"Rather than face them, admit errors in judgment and mistakes in evaluation, Presidential advisers on the test ban question stubbornly have refused to budge from dangerous positions which undermine the very foundation of national defense against Communism's drive to achieve world domination and bury the United States as part of the process."

"It must never be forgotten that these people are part of the same crew which so badly misjudged the Bay of Pigs situation that disaster followed. In the present instance the magnitude of disaster which could follow only a few years of clandestine, one-sided Soviet nuclear progress is infinitely greater," Hosmer said.

He said only demands by an aware, aroused American public

can reverse the proposed "sure-loss" ban strategy of gradual nuclear self-mutilation. "That strategy, in the end, will bring a terrifying rain of H-bombs on America if we choose not to surrender. Only if we demand and get an effective test ban treaty—one which stops nuclear progress equally on both sides of the Iron Curtain—might the risks our country faces in the nuclear world be somewhat reduced."

Almanac

By United Press International

Today is Sunday, July 7, the 180th day of 1963 with 177 to follow.

The moon is approaching the last quarter.

The morning stars are Venus, Jupiter and Saturn.

The evening star is Mars.

On this day in history:

In 1846, the Mexican garrison at Monterey surrendered to the U.S. Navy.

In 1863, four persons named as accomplices in the assassination of President Lincoln were hanged.

In 1898, President McKinley authorized the annexation of Hawaii.

In 1960, riots swept the Congo and natives murdered white persons on sight.

A thought for the day—American novelist, Washington Irving, said: "A woman's whole life is a history of the affections."

McNamara's Conscience Man

Pentagon Mitigates Disasters

By COL. RAY CROMLEY
Newspaper Enterprise
Military Analyst

WASHINGTON (NEA)—In the long corridors of the Pentagon, big gruff Dr. Robert Steadman is known as "McNamara's conscience." Steadman likes the job and the title.

When Defense Secretary McNamara makes a decision to close a military base or awards a large contract to Whizis Company, men and women frequently lose their jobs and communities can lose much of their income. When the base or industry is important enough, a McNamara decision may threaten rugged times for a community. Currently, the loss of defense business threatens belt tightening in towns through the U.S.

This is where Bob Steadman, the conscience, comes in. His job is to move in unobtrusively, at the invitation of civic leaders, and give them tips on how they themselves can solve their employment and loss-of-income problems.

Like many a conscience, Steadman has no money to offer and no authority. He has only his personality to work with.

When there's a crisis, Steadman sort of slides into a town, unobtrusively, his shirt collar, makes a way face or two and tells the townspeople, "Well, we're in the soup and we've got a problem. We created the problem, but you're the ones who are going to have to solve it, not us. So what do you want to do? Can I help you with any ideas?"

Steadman's job, as he sees it, is to get people thinking.

"If I can do that," says Steadman, "I can make a difference. That's half the battle." What Steadman can do is to put the local people in

touch with all the government agencies that can help. "But they really can't help much," said a Steadman aide. "The townspeople are the ones who finally have to do what's to be done to get the town out of the doldrums we cause."

"I used to take a gang into a town," says Steadman, "and they'd all make speeches and everyone would be bored and nothing would happen."

Then Steadman got the idea of just sitting around and talking—sometimes almost all night in shirt-sleeved sessions. He just starts people off by talking and things go on from there.

"The first feeling people have," said Steadman, "is helplessness. Things seem black. Apparently there's nothing that can be done. After that period of gloom ends, people start thinking. They start coming up with ideas. Once that happens the battle is half over."

Of course, when a military base is being closed, Steadman and the Defense Department do have something tangible to offer.

Take three different types of Defense Department—created problems:

Case one: An obsolete 900-acre Air Force base was to be closed quickly on the outskirts of a community of 13,000. The base payroll was \$3.5 million, including 270 civilian jobs. Local procurement totaled \$2 million a year.

Steadman's federal task force met with community leaders. With Steadman went representatives of the Air Force, Small Business Administration, Civil Service Commission, Federal Aviation Agency, General Services Administration, and the Departments of Labor, Commerce and Health, Education and Welfare.

Here is what happened: The GSA assigned 80 acres and there's nothing that can be done. Air Force donated \$108,000 worth of machine tools and equipment to a new state vocational school organized to take advantage of the site.

Another 25 acres of the land was transferred for a new junior high school.

The city obtained title to the airstrip, including hangars and utilities.

Steadman cooperated when the community established an indus-

LETTERS TO THE EDITOR

Warning

To the ones that can't read:

I noticed in Sunday's 6-30-63 Herald and News an ad that was put in the paper by the Enterprise Irrigation District quote:

"We are mowing with poison chemicals. It is advisable to keep livestock from drinking the irrigation water."

How about children that could not read this ad? Only recently several deaths have happened from this type of thing.

Our officials give first concern about livestock. What about human health? The milk we drink is from the cattle that drink this water or eat the grass.

How about the fish in Lost River that can't read newspapers, the deer and all other defenseless creatures that aren't aware of the poison squad being actively at work again to contaminate your land and mine.

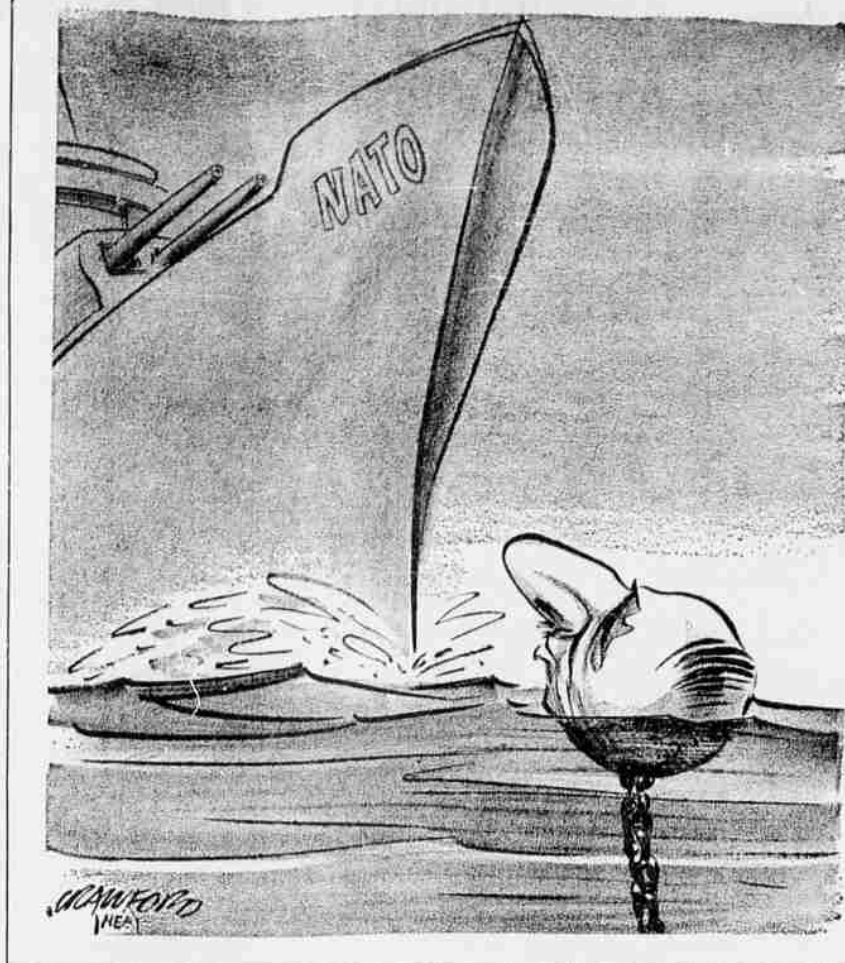
Andrew B. Giegler,
4230 South Sixth Street.

Thanks

I would like to have a thank you note published in the "Letters" column please, as follows: In behalf of Lost River Grange, I would like to thank all who were so kind in donating rummage for our recent sale, and all who helped in any way. Again, thanks.

Mildred Novotny,
Chairman of the committee.

Mined Waters



NOTHING SPECIAL

(W. B. S.)

I've often pondered the trend of modern girls to put up their hair so it looks like a mop. Just the other day, the answer occurred. It's because most girls don't know what a mop looks like.

Responding to a request herein for material, an unidentified reader says: "Recently you called on the readers for ideas for your column, and I'm enclosing a poem, rather long, but timely for this day and age, don't you think?"

I do think, and here's the message:

THE TOUCH OF THE MASTER'S HAND

'Twas battered and scarred, and the auctioneer
Thought it scarcely worth his while
To waste much time on the old violin
But held it up with a smile.
What am I bid on, good folks?" he cried.
"Who'll start the bidding for me?"
A dollar, a dollar, then two!
Only two?
Two dollars, and who'll make it three?
Three dollars, once, three dollars twice;
Going for three . . . But no,
From the room, far back, a grey-haired man
Came forward, and picked the bow.
Then, wiping the dust from the old violin
And tightening the loose strings
He played a melody pure and sweet
As a caroling angel sings.

The music ceased, and the auctioneer
With a voice that was quiet and low
Said, "What am I bid for the old violin?"
And he held it with the bow.
"A thousand dollars, and who'll make it two?"
Two thousand! "And who'll make three?"
Three thousand once, three thousand twice,
And going and gone," said he.
The people cheered, but some of them cried.
"We do not quite understand
What changed its worth?" Swiftly came the reply:
"The touch of a Master's hand."

And many a man with life out of tune,
And battered and scarred with sin
Is auctioned cheap to the thoughtless crowd
Much like the old violin.
"A mess of pottage," a glass of wine;

A game and he travels on.
He is "going" once, and "going" twice,
He's "going" and almost gone.
But the Master comes, and the foolish crowd
Never can quite understand
The worth of a soul and the change that's wrought
By a touch of the Master's hand.

My curiosity is aroused. Recently, the Covington, Tenn., Leader carried an editorial calling attention to reductions in telephone rates. The writer of the editorial, to make a test, called someone in Klamath Falls to see how much it would cost to call 3,000 miles just to say "hello" to a friend (or maybe it was a relative, for all I know). Anyway, I'd like to know who was called.

Maybe a quote from the editor will bring some response from the Klamath Falls' recipient of the call. Here's what the writer had to say, among other things: "The discussion progressed to the point of wondering if one really could telephone the west coast for only a dollar. We decided to call some friends in Oregon for that nominal fee."

"Upon inquiring of the local operator what the charges would be for a three-minute station-to-station call to Klamath Falls, we found that we could speak to friends all the way around the country for a charge of 90 cents plus nine cents tax. An outstanding bargain we thought."

"We made the call and we were gratified when our friends registered what we considered a proper degree of surprise at our calling nearly 3,000 miles just to say hello, and we enjoyed a four-minute conversation which will appear as a \$1.27 item on our next phone bill."

Twenty five years from now there will be letters to the editor about how all the juveniles are delinquent on account of they haven't the old-time chores around the house any more, like turning up the thermostat or pushing the button to open the garage door.

Any idea we might have had about the ferocity of the Russian navy has been dispelled by the news that Capt. Yevgeny Ivanov, the London lover boy, bears the nickname "Honey Bear."

Quick. Can you rattle off the names of the 12 Apostles?



EDSON IN WASHINGTON . . .

Chamber Outlook On Business Optimistic

By PETER EDSON
Washington Correspondent
Newspaper Enterprise Assn.

WASHINGTON (NEA)—There wasn't a single pessimistic prediction from the panel of big business experts analyzing the economic outlook for the second half of 1963 at the U.S. Chamber of Commerce board of directors meeting.

No boom was predicted, just continued good business with steady though slow improvement into 1964.

This was not just the usual chamber of commerce half-hoo. The chamber's national headquarters, here has been consistently critical of administration economic policy as harmful to business and its forecasts have been gloomy.

There were a few guarded statements from the panel of economists that continued business expansion was dependent on a tax cut. But the consensus was that Congress ultimately will crash through with favorable tax legislation this year.

There was an admission that unemployment is still too high. It was recognized that unemployment might even rise during the last half of 1963 even while employment was rising.

"If we are to get unemployment under the 5 per cent rate during the next five years," said Chase Manhattan Bank's director of economic research, William F. Butler, "business will have to produce 20 million new job opportunities. In the last five years only 12 million new jobs were created. We need a 50 per cent increase in business activity because the labor force is increasing 50 per cent faster in the 60s than in the 50s."

There was a little concern over the continued unfavorable U.S. balance of payments, which has been running at about \$3 billion a year for the last two years.

But Butler foresees favorable trends in a possible rise in interest

rates, a cut in U.S. defense expenditures overseas and some improvement in international trade.

"The fact that Europe is having a little inflation now improves the outlook for U.S. exports," says Butler in summary, "and the prospects for improvement in the balance of payments situation are all on the favorable side."

"Nine out of ten U.S. economists say there is no danger of inflation in the United States in the next six months," declares Dr. James J. O'Leary, research director for the Life Insurance Assn. of America.

On the steel outlook, Vice President Irwin H. Such of Penton Publishing Co., Cleveland, believes that "the new labor agreement opens the way for uninterrupted production for nearly two years or, for that matter, the foreseeable future . . . to build a new American steel industry."

Such predicts production of 104 million tons of steel in 1963, the largest for any year since 1957, at generally stable prices. "For the remainder of 1963 and 1964," he says, "I am willing to go along with the optimists."

"AOK" is the way Robert J. Egert, marketing research manager for Ford Motor Co., summarizes the automobile industry outlook. This is steel's best customer and—directly or indirectly—the employer of one of every seven U.S. workers.

He foresees 7.4 million new car sales this year, breaking 1961 sales by 300,000 and equalling the 1963 record.

Touching on other business fields, Dr. Emerson P. Schmidt, director of economic research for the U.S. Chamber's national staff points in the new all-time high of the construction industry reported for May as a favorable indicator.

"The second half of 1963 will show less expansion than the first half," Schmidt predicts. "But gains in 1964 will be equal to or better than those in 1963."

BERRY'S WORLD



"If he were here with Jackie, and didn't visit us . . . THAT would be another thing!"