

Drinking Often Plays Major Role In American Business World

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By HARRY FERGUSON
United Press International
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 Alcoholics 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.

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 whiskey 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 circum-

stances. 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 lot 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 doozy 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 didn't want that many. Actually, he had tak-

en 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 danger 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 is 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."

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Government Collapses In Greece

ATHENS, Greece (UPI) — Greek Premier Panayiotis Pipinelis, caught in a political storm over elections, gave his government's resignation to King Paul Wednesday.

The king said he would announce Thursday whether the resignation was accepted. Pipinelis has been in power less than six months. He took over the premiership earlier this year when former Premier Konstantine Karamanlis resigned after the king refused his advice to cancel a royal visit to London.

Pipinelis' resignation was tendered during a crown council which the king called with the leaders of all parties except the Communists in an effort to find agreement on elections.

The crisis arose when opposition Center Union Leader George Pap Andreou told the king Saturday his party would boycott Greece's forthcoming elections unless the present government was replaced by one of "common confidence."

The Center Union claims the government and the royal family manipulated the elections that put Karamanlis' National Radical Union party in power. Pipinelis took over from Karamanlis without an election.

The National Radical Union earlier said it would make no further concessions to the opposition and would demand the immediate dissolution of parliament and the proclamation of the elections.

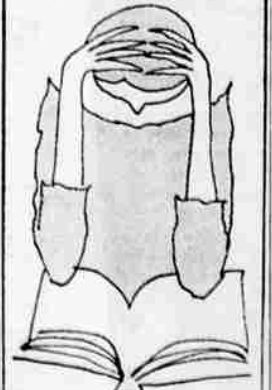
Basin Briefs

NEW PINE CREEK
JANET FARIS left for Eugene last Sunday to begin her freshman year at the University of Oregon. She plans to major in music and minor in English.

CALIFORNIA DEER SEASON
opened here Sept. 21 with about a third as many hunters as usual from the southern part of the state. Only three bucks had been validated Sunday evening at the Buck Creek ranger station and three at the Faris license agency. Many hunters reported seeing an unusual number of forked horns, which could indicate a good three-point crop for next year.

SILVER LAKE
HELEN IVERSON, daughter of Mr. and Mrs. Lawrence Iverson, will be a junior in anthropology at the University of Oregon. She has been employed during the summer in the office of the Silver Lake Ranger District of the Fremont National Forest. Both she and Terry Kinsey are recipients of the Daily Fund scholarships for Lake County students.

30 DAYS TO BETTER GRADES



How would you like to score higher marks in school and at the same time handle your homework load more easily? It's a breeze, if you read 30 DAYS TO BETTER GRADES appearing daily in this newspaper.

Starts Sunday
Herald and News



Dine Here and make it a FAMILY AFFAIR

It's fun for everyone when you make it a point to dine out at least once a week. We've all the facilities for family dining right down to a special children's menu. Give your family a break from the every day routine with "dinner out" at least once a week . . . at the Pelican.

Pelican Cafe & Wing (Lounge)
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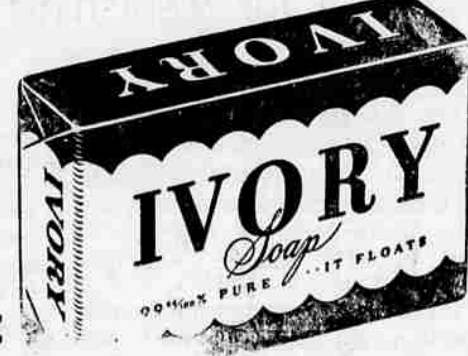
food sale

Swift Premium Tender, FULLY COOKED
HAM
47^C lb.
Full half or whole! No center slices stolen from Eddie's Hams!

Round Steaks	USDA Grade Good Lean and tender	lb.	93 ^C
Skinless Wieners	Swift Premium	3 pkgs.	\$1 ⁰⁰
Fresh Fryers	Swift Premium Cut up free	lb.	39 ^C
Ground Beef	Malin C&E Market's famous lean grind	lb.	39 ^C

WOW! Look at this...

IVORY BARS



Personal Size
12^F 79^C

Del Monte Peas 303 tins **6^F \$1⁰⁰**

Mellorine Crater Lake 1/2 Gal. Ctn. **2^F 89^C**

Fruit Cocktail Standby 303 tins **5^F \$1⁰⁰**

GRAPES Luscious Flame Red Tokays lb. **10^C**



HALE PEACHES No. 1's From Medford 2 lbs. **25^C** Full Lug **2^F 19**

Yellow Onions 3 Lb. Bag **23^C**
Apples Washington Snoboy Red Delicious 2 Lbs. **35^C**
Danish Squash Excellent Bakers Lb. **9^C**

24-oz. Jar — Miracle Sandwich Spread **49^C**
Reg. size pkgs. — Comet Cleanser **2^F 25^C**
303 tins — Standby Kidney Beans **6^F \$1⁰⁰**
Giant size household cleaner Mr. Clean **59^C**
1-lb. boxes C&H Powdered or Brown Sugar **2^F 29^C**
2 1/2-lb. can - Ghiradelli's Instant Chocolate **79^C**

Reg. Pkgs. — Asst. Flavors
JELLO 6^P 49^C

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Loss of life . . . destruction of irreplaceable timber and watershed . . . can be the tragic aftermath of a campfire getting out of hand.

During the coming days of the hunting season, with many visitors here using our woods, hunters are requested not only to use their usual good care but to keep an eye out to advise neophytes in their camping practices.

So be doubly careful. It's still a fact that most of the really destructive fires are man-caused. Be sure all fires are out . . . drowned, dead out.



Like other American business firms, we believe that business has a responsibility to the public welfare. Therefore this advertisement is sponsored to remind you to be careful on your outings and, more important, to explain the hazards of forest fire to visitors coming here.

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