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Christian Life Bulletin

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March

Read It — Use It — File It

This issue of THE CHRISTIAN LIFE BULLETIN is dedicated to ALCOHOL EDUCATION WEEK as sponsored by the Training Union Department March 17-22. The material we offer is authentic and classified on page 2 for the young people and on page 3 for adults, but all of it can be used for both. The front page is introductory with specific emphasis on the moderate use of beverage alcohol. Page 4 gives various viewpoints and lists some appropriate books and pamphlets. Read it! Use it! File it!

Within the last half century the American family has faced many threats to its welfare and mission. One of these threats grows out of the widespread development within our society of group association in which being an individual has all but ceased to be a good American virtue. Both young and old aspire to "rate" and conformity is to them of more value than conviction.

During this period also the religious nurture of the family has been tragically neglected. Christianity has been weakened by at least three factors: (1) The growth of an uncritical tolerance toward a great variety of religious beliefs and viewpoints. (2) Christian teachings have not been applied to the every day life of the individual or the family. (3) Social conformity has taken precedence over religious duty.

It is at this point of social conformity that beverage alcohol has broken through the guard of many an individual and wedded couple who have succumbed to the deception of the insidious slogans that "beer belongs" and that fine liquors are necessary for "gracious living." The legions of liquor have invaded our homes under the banner of temperance on which a single word is written. It is the word "moderation."

Did it ever occur to you why the liquor industry preaches the doctrine of moderation? There are many reasons. We mention two. The first is because the moderate drinker gives the greatest support to their industry. And the other is that they would like to draw our attention away from the havoc wrought by their industry in human lives and society. After all, where did the approximately 5,000,000 excessive drinkers and alcoholics in our country come from? They are recruits from the army of moderate drinkers. "But

that would never happen to me," says one. And that is what those in the ranks of the fallen have said.

Moderate drinking has an exceedingly detrimental influence on spiritual development and religious achievement. Because of the effect of alcohol on those centers of the brain that control moral insight and behaviour, moderate drinking renders a person progressively incapable of elevated religious experience. The moderate drinker never develops the spirit of consecration, the moral influence, or the Christian leadership which he might have attained had he practiced total abstinence from alcoholic beverages.

"Is moderation safe?", a brain surgeon asks. Dr. Richard E. Strain of Coral Gables, Florida, is quoted in Listen as follows:

"As a brain surgeon I have yet to meet a moderate-drinking colleague who would like to have me operate on his son after I "have had a few." No one does his best work after drinking. He may think he does, but his judgment is defective.

"If a person never takes the first drink, he never becomes a problem drinker. In America today there are some 5,000,000 alcoholics. I have heard many of them say, "How I wish I had never taken that first drink!" This proves that moderation is a terrible fallacy. These millions of ruined lives, with their moral degeneracy, wasted productive power, and economic burden, show that conclusively. These problem drinkers cause our country to be ridiculed all over the world and lose for America the moral leadership of the world.

"When we see the serious harm that comes from moderate drinking, we may well ask, What real good has ever come from drinking, even moderately? Is moderation safe?"

Temperance Education Vital In Youth Training

"I believe that temperance education is a very vital aspect of child and youth training. This applies to the home, the family, one's business, and one's associations with his neighbors. The mounting toll of highway traffic each year is a grisly reminder each holiday season of the need for strengthening and expanding our education for temperance."—Senator Paul H. Douglas (Illinois)

What a Doctor Said

Said a doctor who knew whereof he spoke: "Beverage alcohol gives you a red nose, a black eye, a white liver, a yellow streak, a green brain, a dark brown breath and a blue outlook."

And God's Word continues the description: "At last it biteth like a serpent, and stingeth like an adder." This is what you pay for when you drink, whether you believe it or not.

France's Folly

An article published in *Spirits* magazine (of all places—in a liquor trade journal) describes the effect of the use of alcoholic beverages in France. The writer says that an underlying factor in the downfall of the Mendes-France's cabinet was the alcohol issue. He states:

"The history of alcohol in France is a history of folly. The average Frenchman consumes 22 quarts of straight alcohol annually, this mostly in wine and beer. The average yearly consumption of pure alcohol in the United States is 4 quarts per capita. There is one alcoholic in France to every 25 adults, and 15 per cent of all the adult male population are on their way to becoming alcoholics." The writer continues: "It is from the pitiful group of sons and daughters of alcoholics that the unadaptable, the vicious, the prostitutes of both sexes, and from 70 to 80 per cent of the criminals are recruited."

IN FRANCE, the "dark" days of Pierre Mendes-France are over, and French school children can soon give up their milk and -go back to spiking their drinking water with wine. The French National Assembly's committee on beverages voted in October to demand that the public schools permit pupils to add wine to their water as they did before Mendes-France was premier.

To Youth

The crowd admires leaders who know where they are going, who stand for right and principle, and even the crowd looks with contempt on those who follow along like sheep because they haven't enough backbone to take a stand. The person who says "NO" because of principle will never lose the confidence of his friends.

How do you say "NO" gracefully when a drink is offered?

1. Just say "No, thank you." If asked if you'd like something else, state your preference.
2. When ordering at a table, say you would like a coke or other non-alcoholic drink.
3. Don't go into a long speech about why you don't drink.
4. Don't be cutting; such remarks will get you nowhere.

For your own sake and for the future of our nation, say "NO" to all that is harmful.

No one looks down on you just because you don't drink. If a crowd does not accept you simply because you don't drink, then that crowd isn't worth your friendship.

Alcohol, Health and Safety

Alcohol affects the functions, and, at least temporarily, the tissues of the central nervous system to the disadvantage of the host in respect to his most important human qualities of intellect, self-judgment, capacity for control, inhibition and motor and personality reactions.

Alcohol can be a limited source of body energy, but does not qualify as a safe, economical or constructive food.

Alcohol is a cause of acute and chronic illness, and a contributor to accidental, sudden and premature deaths.

Alcohol, by any tests so far devised, is shown to be a factor of inferiority and deterioration in human performance.

Alcohol has not been shown to be a benefit to normal healthy persons, sound in body and mind.

Alcohol, when used as a beverage, creates one of the major hazards to public health and safety.

IN MAINE, the State Liquor Commission has ordered brewers to remove their outdoor advertising in towns that are dry by choice of the electorate. The order came after the Commission noted that the brewing industry had undertaken a splurge of outdoor and highway advertising in the dry towns.

Where Teenagers Get Drinks

A recent investigation by Eugene Gilbert of The Gilbert Research Company is an indication of where young people start drinking. Of the young people who drink, Mr. Gilbert finds that 56 per cent get their drinks at home, 33 per cent at parties and neighborhood bars, while the rest get their drinks at night clubs.

It is interesting to note that considerably more than one-third of these youngsters drink in bars and night clubs although no State in the Union permits the serving of alcoholic beverages to persons under eighteen. This is an indictment of the officials who are charged with the enforcement of our laws. This is a direct answer to those people who said that Prohibition should be repealed because it was creating lawbreakers, and also the cause of much teen-age drinking.

The Brewery News said on the day after election in 1932, "not one tenth of one per cent of the youth of America knows the taste of real beer—we must educate them." If the youth of America knew so little about the taste of beer, that was evidence that Prohibition was very effective.

But above all things this investigation by Mr. Gilbert indicts the fathers and mothers in the homes of America because it indicates that more than half of the boys and girls who drink do so with the consent and approval of their parents. One of the eighteen-year-old boys to whom Mr. Gilbert talked said: "There is nothing lower than a grown man contributing to the corruption of minors." This includes not only the tavern keepers who for the profit they get from the sale of liquor to minors violate the law, but the fathers and mothers who permit their children to drink and even encourage them to do so.

It is time that the people of America awake to the situation which we face today, and become active in opposition to this great evil.

IN NEW YORK, Statten Island District Attorney John M. Braisted, Jr., termed the use of intoxicating liquors by teenagers a chief cause for crime. Braisted said that the majority of cases handled by his office involved teenage offenders and that almost in every instance intoxicating liquors played a part in the crimes they committed.

What Is Alcohol?

It is a poison and acts upon the brain as an anesthetic. We are speaking about ethyl alcohol, which is found in liquor, wine, and beer. The very word "intoxicated" means "being poisoned." Dr. Frederick Lemere, a Seattle psychiatrist and neurologist says: "Alcohol is a habit-forming drug and should be grouped with the narcotics and barbiturates, for it can produce physical as well as psychological habituation." Dr. William F. Boos, toxicologist, states: "Alcohol is a poison classed among the narcotic drugs along with chloral, ethyl chloride, chloroform, ether, toluol, and benzol. It acts as poisons act."

Who Uses Alcohol?

Of adult Americans 64 per cent drink; 70 per cent of the men and 58 per cent of the women. In their twenties, 70 per cent of Americans drink, in their thirties 74 per cent. The total percentage of drinking Americans is steadily rising. According to most authorities, at least four million of these drinkers are alcoholics. Some estimates run as high as six million.

How Much Does It Cost?

Producing what these Americans drink is a ten billion dollar a year business—far more than we spend on education.

Why Do People Drink?

People drink from innumerable individual motives, but the main answer to the ten billion dollar question is that they drink because they enjoy it. Social custom exerts its pressure. Even advertising (men of distinction) has an effect.

What Is An Alcoholic?

A drinker who has lost control of his ability to stop drinking is an alcoholic.

"Whiskey! The world's biggest graveyard is his! He is lord of the Potter's Field, and writes epitaphs that end in despair."

—Arthur Brisbane.

Alcohol's Traffic Deaths

Approximately 10,900 Americans will lose their lives this year in traffic accidents caused by liquor, according to National Safety Council figures.

A record breaking traffic death toll of nearly 42,000 in 1956 was estimated recently by Ned H. Dearborn, president of the National Safety Council. Dearborn based the estimate on the year's accident experience to date. The Council's 1956 edition of "Accident Facts" notes that liquor was involved in 26 out of every 100 traffic fatalities last year. Thus, the figure 10,900 liquor-caused traffic deaths, 26 per cent of the estimated traffic death toll for 1956. Mr. Dearborn's estimate was made at the opening of the 1956 National Safety Congress which met in Chicago last month.

Alcoholism and Health

Alcoholism is now 155 times more prevalent than polio, according to a comparison of figures supplied by major national health authorities. The figures line up like this:

Cancer	740,000
Tuberculosis	400,000
Polio	29,270
Alcoholism	4,589,000

This means that there are six times as many alcoholics as there are cancer patients in the U. S.; that there are 11 times as many alcoholics as there are active cases of tuberculosis. It means that for every American hit by polio last year 155 were the victims of alcoholism.

Commenting on the comparison, Dr. Caradine R. Hooton, General Secretary of the Board of Temperance of the Methodist Church, said:

"The American people raise millions of dollars each year to fight cancer, TB and polio, but spend billions (\$9,050,000,000 in 1955) to help spread the virus that causes alcoholism."

The figures come from leading authorities in the public health field. Says the American Cancer Society, "More than 740,000 people are estimated presently under treatment for cancer."

The U. S. Public Health Service estimates, "There are somewhat less than 400,000 active tuberculosis cases in the U. S. at any one time." The same service figures the number of polio cases reported during 1955 at 29,270.

The Yale University Center of Alcohol Studies estimates 4,589,000 alcoholics in the United States for 1953, latest year for which data is available.

—A. F. Turner in *The Christian Crusader*.

What Causes Alcoholism?

In *The Union Signal* for November 10, the president of the National WCTU, Mrs. Glenn G. Hays quotes Tap & Tavern concerning an address she made to the National Convention of the WCTU in Atlanta. "The important thing," said Tap & Tavern, "is not what Mrs. Hays says, but why she says it. Her main purpose is to make the public believe that alcohol causes alcoholism."

Mrs. Hays quotes Dr. Andrew C. Ivy as referring to various types of diseases and suggests that each apparently resulted from both a cause and contributing factors. The bacillus tuberculosis is the cause of tuberculosis, but poor diet is a contributing factor because it decreases resistance.

Without doubt, Dr. Ivy says, contributing factors make one more susceptible to any malady. But, regardless of poor diet and many other possible contributing factors, no one ever contracts tuberculosis if bacillus tuberculosis is not a part of his external environment and fails to enter his body.

It is likewise true that if alcohol is not a part of the external environment and does not enter the human system, alcoholism is never contracted.

A Twenty Year Spree

The United States Department of Commerce reports that consumer expenditures in 1934 was \$2,003,000,000. Twenty years later in 1954 consumers spent \$9,830,000,000. This means that the people of the U. S. who bought drinks spent \$18,734.74 each hour of that year. It means that the cost of liquor was \$60.61 per capita, or \$150.49 for each of the 65,000,000 drinkers.

The Internal Revenue Department gives us another view. In 1954 the American public drank 189,470,688 of distilled spirits (whiskies), 62,475,456 thirty-one gallon barrels of malt beverages (beers), and 176,204,279 gallons of wine. This is the amount for which taxes were paid. It does not give us the colossal amount of home-brew and bootleg liquors that was consumed.

After all, the amount people drink and the amount they spend is a small measure of the actual cost in crime, courts and character. Remember! Nations do not die; they commit suicide.

Calls Vodka Rise 'Unprecedented'

"In the many years of my association with the allied liquor field, nothing has struck me so forcibly as the unprecedented acceptance of vodka on the American scene. Its rise in popularity has been phenomenal. . . .

"At one time we would look with curiosity at a bottle of vodka on a bar. Today it is one of the most frequently used bottles on the shelf.

"The trend is evidenced by the fact that Americans consumed more than 6 million gallons of vodka last year, representing a 90.5 per cent increase over 1954. In six short years on the American scene, vodka sales already exceed the sale of rum.

"Interestingly enough, vodka has opened up another avenue of revenue from the women. More and more women are turning to vodka. And what holds this special appeal for them? They like its clarity, the way it blends with fruit, and the fact that it leaves no odor on the breath and has no after-taste.

"So, naturally, with the ladies interested in vodka, this opens an entirely new phase in drinking. This means licensees who maintain a clean, inviting atmosphere in their taverns will help to attract these new customers to their taverns and, through advertising and promotion, Jacquin's is creating a refined mood in appeal to this new feminine customer.

"Bartenders can cash in, too, because when women accompany men, this obviously brings more and more people into the bar. And, Jacquin's, by its carefully planned advertising, will help to direct these people into the taverns."

—Taps and Tavern, October, 1956.

The Vodka Flood

Vodka, the Russian drink, showed the greatest sales gain for the year in the United States. According to Licensed Beverage Industries, Inc., sales of this product increased 76.7 per cent in the first nine months of 1956. The similar 1955 period, however, showed an increase of 90.3 per cent over the first nine months of 1954.

Americans Speak

Chief Justice Charles Evans Hughes was once offered a check for \$150,000 to represent the liquor interest. He refused the check, saying to the liquor men, "I would not champion your cause before any court for any sum you could mention."

When William Howard Taft, who was later Chief Justice of the United Supreme Court, was handed a blank check and told to write in any amount that he wanted to for his services to the liquor interests he said, "Gentlemen, you could not pile on this continent enough gold to induce me to take your case before the courts, and before the public, for I will have you know that my conscience is not for sale."

Lillian Roth, famous singer, and author of the book, *I'll Cry Tomorrow*, says: "The most troublesome problem I've encountered perhaps will surprise you. There are people who still will coax, 'Lillian, for heaven's sake, you haven't had a drink in nine years—one won't hurt.' They don't know that they can start someone on the road to insanity or death that way—I know because I've been near both."

Books and Tracts on Alcohol Education

Books (Order from Your Baptist Book Store)

Alcoholism—Its Scope, Cause and Treatment, by Ruth Fox, M.D., and Peter Lyon. Random House, New York, \$3.00. This is a serious scientific study but is written with both the professional counsellor and the layman in mind.

I Was an Alcoholic, by Aubrey Willis. Vantage Press, New York, \$2.75. Here is a story by an alcoholic from his first drink until he became powerless to function without liquor; then found gracious and grateful release in God.

Management of the Mind, by Edward J. McGoldrick. Houghton Mifflin Company Boston, \$3.00. The author does not accept the position that alcohol is a disease. He feels that it is one of many symptoms of nervous instability and shows how to reach beyond these to their underlying causes.

Tracts (Order direct from the Christian Life Commission, 161 8th Avenue, North, Nashville. Single copies free. \$1.00 per one hundred in quantities).

What Liquor is Doing to the Home, by A. C. Miller.

I Make My Commitment, by Aubrey Hearn.

Should Liquor Advertizing be Prohibited?

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