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FEBRUARY 17, 1963
VOL. XXXV, No. 7

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ALCOHOLISM: A DISEASE

An alcoholic may feel terribly alone — but he isn't. For every alcoholic, five people are personally affected. Indirectly, all of us are affected.

There are five million alcoholics in the U. S. today, according to the National Council on Alcoholism, and the disease costs a total of a billion dollars a year — a conservative estimate. Where does the money go? To pay for hospital, prison, and welfare expense . . . the loss to industry . . . the accidents caused by alcoholism.

That's why alcoholism is a threat to you — even if you never took a drink in your life, even if you never will. That's why you should know something about it, and do something about it.

Most people, when they think of an alcoholic, imagine some bleary-eyed, ill-smelling unshaven bum in filthy rags.

It might surprise them to learn that most alcoholics have well-paying jobs, children, nice homes. They may be gifted, sensitive, charming. One may be president of your board of education . . . your butcher . . . your bowling pal. He may be your relative. Your next-door neighbor. You.

Few recognize them. And few of them can — or will — recognize themselves.

These are the hidden alcoholics.

Look at these statistics: 75 million Americans (67 per cent of all adults) drink; of them, one in 15 has a drinking problem; and of these 97 per cent are **not** on skid row.

Let's meet a few.

There's the Seattle businessman who can drink all his friends under the table. And does. Often. And at work, he says: "I do better with a few drinks in me." It's true too. He **needs** those drinks.

There's the Ohio housewife who needs a pick-me-up after sending the kids to school . . . after the vacuuming . . . to welcome her husband home . . . before dinner . . . watching TV . . . and, of course, a nightcap.

A New York college professor needs a shot before facing his classes — and to be charming to the wives of the other professors. A few people suspect that he drinks on the sly. But he's a good teacher — even if he does cut classes frequently.

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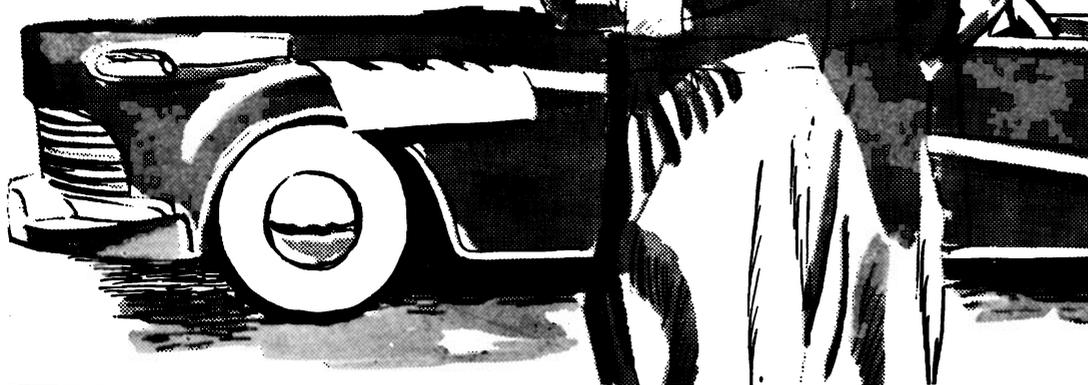
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Gregory Richard smiled at his wife as they drove into the small city famous for its manufacture of glass. She did not know that the smile rose from the unshared thought of his first visit to this same place. That was a story that he had never told her fully.

A year before, in the murkiness of one a. m. on a strange road outside an unfamiliar city, Gregory Richards had been a thoroughly miserable young man. As if it were not enough that, after a day's hard drive, he had missed his way somewhere in the darkness and was on a strange ground, now the engine of his car was acting in a peculiar and alarming manner. He drew up at one side of the road, started to open the door, but changed his mind and just sat, indulging himself for a long moment in the realization of how damp, weary and disgusted he felt.

In fact, he decided that he was too numb to care whether any further catastrophe befell him that night. He'd be damned if he would get out and tinker with that engine



head!

Surprise held him long enough to prevent his jumping out of bed impulsively, and then a minute's thought told him what to do. He slipped stealthily to the bathroom, gathered all his belongings, and made a quick exit to the hall, there heading for the general washroom. His relief that the girl should not be embarrassed by waking to find him sharing her room somewhat tempered his sense of outrage against the hotel for making such a mistake. What pretty blond hair she had, he thought, as he began getting into his clothes. He must go right down and arrange to have someone sent up to smooth his telltale bed before she woke.

The management was nervously apologetic and explained over and over that it was an understandable mistake. A young lady and her brother, Miss Jean Moore and Mr. John Moore, had taken adjoining rooms, one of which contained two beds. Certainly he must realize that they believed they were putting him in the double room with Mr. Moore. Miss Moore must have decided to change rooms with her brother and they could hardly be held responsible, etc., etc.

After a leisurely breakfast, Gregory went to the garage where the man in charge at once began to shake his head commiseratingly. Before there was a chance for a question, he broke the bad news. "It's going to be an all-day job on your car, Mister. You better not plan on leaving here before tomorrow morning."

For some reason Gregory did not feel so disappointed as he would have expected at the news. It was probably because he needed another good night's sleep after the mishaps of last night, he told himself, and started back to the hotel quite cheerfully. With nothing else to do, he might as well get acquainted with some of these glass fellows; after all, he was a chemist and felt a natural interest in such a process as glass making.

Now, on a honeymoon a year later, they were back in Room 107, which he had specifically reserved. He had waited sentimentally for this moment to surprise her with the whole story.

"Darling, he began, keeping his face solemn, "I believe that as husband and wife we should have no secrets from each other. So I have a little confession to make. The first time I saw you, you were—"

"I was in this bed with my back to you, pretending to be asleep!"

He stared at her in amazement. "You knew I was there — here—"

"O course. I just figured that a man who came in so carefully that he didn't wake me would probably leave in an equally tactful way when he discovered the situation."

"I thought here was a 'new use for glass' that the convention hadn't figured on — to bring me a husband!"

The Big Blue Convertible

in the uncertain glimmer of a weak flashlight. Let it fall apart or explode, he thought, he wanted only to reach a decent bed somewhere. He started the engine with difficulty and drove haltingly on.

But he actually managed to pull up before a garage on the main street of the nearby town without further disaster. Relieved, he prepared to find beds for his car and himself.

The car was provided for without delay. The garagemen agreed to keep it there and go over it first thing in the morning. He supposed the gentleman had come to the glass convention, he added, more as a statement than as a question.

"What's a glass convention?" asked Gregory curiously.

"Well, that's not the exact title of it," the man explained, "but that's what it is — people from all over that are interested in making and selling glass. They're all meeting here because our glass factories are important and have a lot of new developments to show. 'New Uses for Glass' — that's the slogan of the meetings."

"Of course, I remember reading something about it," Gregory nodded. "But I'm here purely by accident, and only want to be directed to a good hotel."

The garageman was not reassuring. "I'm afraid you may have trouble finding a place, sir. I understand the hotels are full on account of the convention. But you can try the Chemung Hotel, straight up the street here. It's our biggest and best, and maybe can do something for you."

Gregory set out doubtfully in the direction indicated. He did not feel encouraged

when he entered the hotel a few minutes later, for although the hour then was nearly two in the morning, there was a general air of confusion and noisy overflow of people. But after the desk clerk had fumbled through his records, and asked various questions of someone in



inner office, appearing overcome by the unaccustomed situation of too many guests, he finally said brightly, "I think we can take care of you, sir, if you don't mind sharing a room with another one of the conventioners. There is an empty bed in 107 if you want to take it."

Room 107 was dark, but it was evident that its other occupant was already there, decently in bed and asleep.

Without turning on the light, Gregory tiptoed across to the bathroom, and closed the door before he pressed the light switch inside.

The first light of day was filling the room when he awoke. With the pleasant thought of two or three more hours of sleep before he needed to start out, he rolled over. This brought him facing the other bed across the room, and with natural curiosity he looked over the sleeping figure there. It seemed very small he thought, and then with a shock he found himself looking at a head of blond curly hair — unmistakably a girl's

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by MRS. ANNE STERLING
Director of Consumer Education
for the American Institute of Laundering

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Party for Goblins—Planning a Halloween party for the children this year? Better steer clear of orange and black crepe paper decorations, if you're staging it in a room with a carpet. When this paper gets damp, the color comes off easily and might damage your rug. The best idea is to use it in a room with tile or other hard finish floor.

Leather-Like Gloves — Many gloves of vinyl plastic will be seen this year. They look very much like leather but sell for a pin money price. Women looking for a practical, low cost glove will like these because they can be cleaned with a damp cloth. For longest wear, however, they should be handled and worn like fine leather gloves.



Smaller Handbags — New for fall are smaller handbags, more delicate version of the pouches and boxes we have seen in recent seasons. This will cause all of us to organize our purse clutter. The men will be in favor of this.

Heirloom Jewelry — It seems likely that a good many women will be looking through their old pieces of jewelry to see if Grandmother left them a lovely old lavalere. Several fashion lead-

ers, including our First Lady, have been seen wearing them with the new fall clothes. They make a perfect foil for the new uncluttered neckline so popular this year.

Mildew is a Problem — Those little black specks are actually a fungus that grow in damp fabrics. The best way to remove them is to soak the item over night in a bleach solution, one tablespoon to a cup of water. After soaking, it should be laundered in good hot water with a heavy duty detergent then hung out in bright sunlight to dry. Fabrics that cannot be bleached with chlorine bleach must be treated with the milder perborate bleach. This will take longer to work and may not be as effective. Where hot water and a heavy duty detergent cannot be used, warm water and a milder washing product must be substituted.

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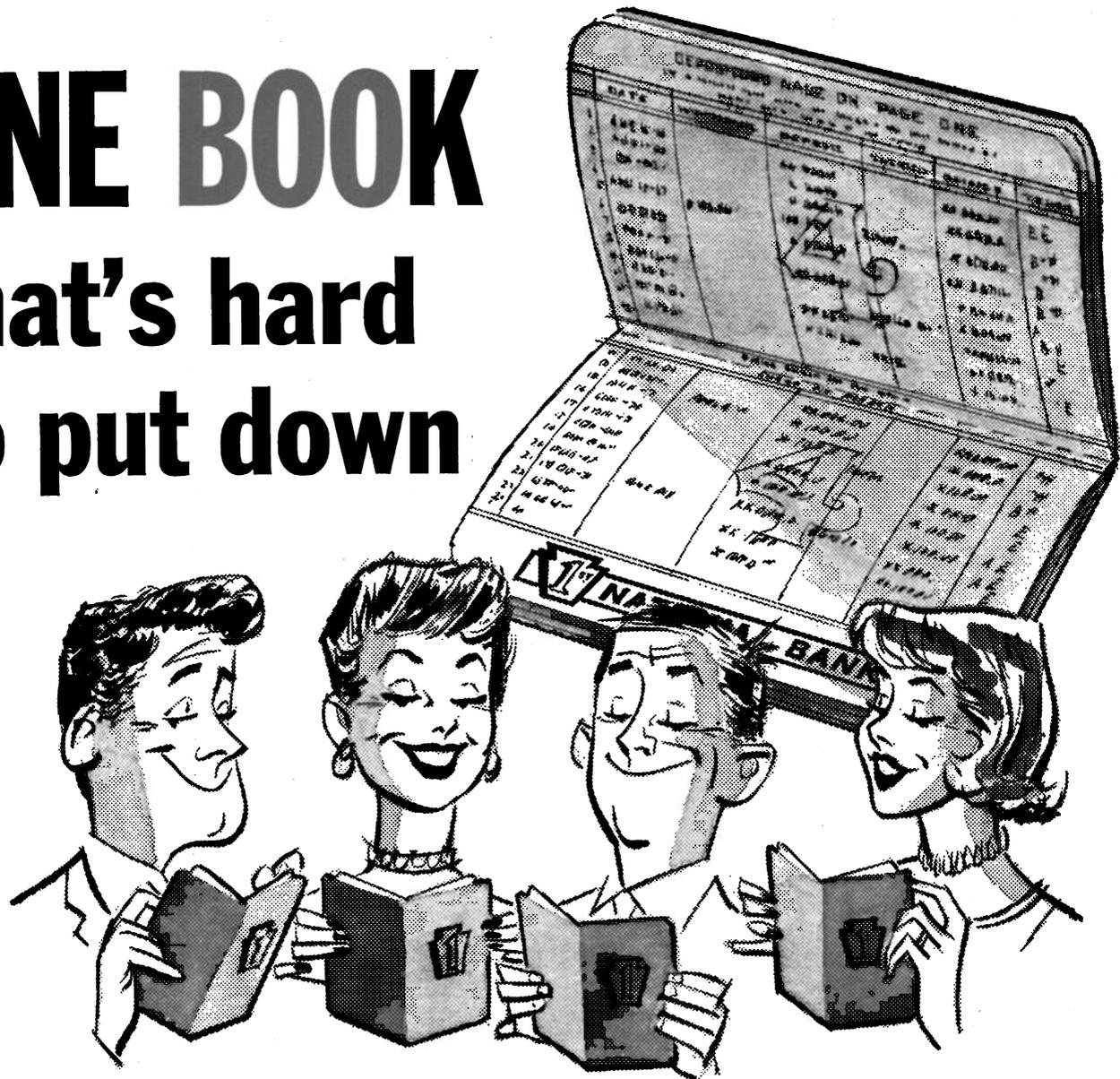
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