

Awake!

FAMINE

Scorches Africa

HOW
ADVERTISING
CAN MANIPULATE
YOUR MIND

MARCH 8, 1974

THE REASON FOR THIS MAGAZINE

News sources that are able to keep you awake to the vital issues of our times must be unfettered by censorship and selfish interests. "Awake!" has no fetters. It recognizes facts, faces facts, is free to publish facts. It is not bound by political ties; it is unhampered by traditional creeds. This magazine keeps itself free, that it may speak freely to you. But it does not abuse its freedom. It maintains integrity to truth.

The viewpoint of "Awake!" is not narrow, but is international. "Awake!" has its own correspondents in scores of nations. Its articles are read in many lands, in many languages, by millions of persons.

In every issue "Awake!" presents vital topics on which you should be informed. It features penetrating articles on social conditions and offers sound counsel for meeting the problems of everyday life. Current news from every continent passes in quick review. Attention is focused on activities in the fields of government and commerce about which you should know. Straightforward discussions of religious issues alert you to matters of vital concern. Customs and people in many lands, the marvels of creation, practical sciences and points of human interest are all embraced in its coverage. "Awake!" provides wholesome, instructive reading for every member of the family.

"Awake!" pledges itself to righteous principles, to exposing hidden foes and subtle dangers, to championing freedom for all, to comforting mourners and strengthening those disheartened by the failures of a delinquent world, reflecting sure hope for the establishment of God's righteous new order in this generation.

Get acquainted with "Awake!" Keep awake by reading "Awake!"

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Awake!

"It is already the hour for you to awake."

—Romans 13:11

Volume LV

March 8, 1974

Number 5

"Never Pay Back Evil for Evil"

-WHY NOT?

WHAT a different world this would be if individuals, organizations and nations heeded the inspired counsel: "Never pay back evil for evil"! But the sad fact is that today, more than ever before in human history, individuals, organizations and nations go counter to that wise advice.—Rom. 12:17, *New English Bible*.

What is all the destruction of property and the taking of lives almost daily in Northern Ireland by both Catholics and Protestants but a paying back evil for evil? What is all the bloodspilling strife between Israel and her neighbors but more of the same. When, in February of 1973, a passenger plane in the Middle East was forced down, killing 106 passengers, the offended nation vowed retaliation and sent war planes over the Mediterranean looking for a passenger plane from the offending nation to shoot down. And paying back evil for evil is also at the root of racial riots, industrial sabotage as well as strife within the family circle, which at times results not only in breaking up the family but in husbands shooting wives and wives shooting husbands.

Paying back evil for evil clearly is a manifestation of the 'wisdom of this

world.' Thus the motto of the Royal Arms of Scotland reads (literally translated): "I render evil for evil to every man." The world also has such sayings as "Revenge is sweet," and "Sweet is revenge—especially to women." A nursery rhyme puts it this way: "Tit for tat. You kill my dog, I kill your cat." In times past many feuds, vendettas and duels were carried on in a determination to pay back evil for evil, especially in Corsica and Sicily, and in Kentucky and Tennessee.

Paying back evil for evil marks the tendency of a little child, and, unless corrected by discipline, it continues through life, getting worse with the years. Yes, because of inherited imperfection and selfishness the human tendency is to pay back evil for evil. Is a person treated with contempt? The tendency is to respond with contempt. If one is addressed in a harsh manner, the tendency of many is to respond with a harsh tone of voice. Is one pushed and shoved? The tendency is to push and shove in return. Stingy persons

tend to make another stingy, and so on and on.

Yet it is all so very, very wrong. Why? Because it hurts both the one receiving the evil as well as the one paying back the evil. It merely makes matters worse, as can be seen from vendettas and feuds that have lasted for years and years. That is why divine wisdom counsels: "An answer, when mild, turns away rage, but a word causing pain makes anger to come up." Because another has made a mistake is no reason for us to make one, is it? To respond in kind is really the product of shallow thinking or not thinking at all, for we also read: "The insight of a man certainly slows down his anger, and it is beauty on his part to pass over transgression."—Prov. 15:1; 19:11.

The Bible time and again counsels against this tendency to pay back evil for evil, no doubt because it is so strongly ingrained in human nature. Thus the Christians in Thessalonica were admonished: "*See that no one renders injury for injury to anyone else, but always pursue what is good toward one another and to all others.*" Certainly the apostle Paul must have felt strongly about it for him to write like that. And in his Sermon on the Mount, Jesus counseled: "Do not set yourself against the man who wrongs you. If someone slaps you on the right cheek, turn and offer him your left." Incidentally, these words of Jesus have been much misunderstood. Jesus was not here preaching pacifism. A slap was an insult, not an act of violence. Where a follower of Jesus Christ encounters actual violence, he neither retaliates nor asks for more but flees if that is possible; if not, he does what he can to protect himself.—1 Thess. 5:15; Matt. 5:39, *New English Bible*.

Not only is paying back evil for evil unwise, since it merely aggravates a bad situation, but it is also unloving. It could

well be that the evil we received was committed unintentionally and due to a misunderstanding, an oversight or a slip of the tongue. Since any one of such things may well have been the cause, why not give the other party the benefit of the doubt, exercising self-control, resisting the impulse to retaliate, and proceeding as if nothing had happened? Does not God's Word admonish us to love our neighbors as ourselves and to do to others as we would have them do to us? Yes, it does, and it also tells us that 'love keeps no account of the injury.'—Mark 12:31; Luke 6:31; 1 Cor. 13:4, 5.

Not only that, but more likely than not, the one committing the offense against us bore no ill will; it could just have been his thoughtless way of doing things, not singling us out in particular. But if we pay back the evil with evil, there is clearly ill will on our part. Because of this, the one paying back evil for evil may actually be morally more culpable and blameworthy than the first one.

And there is a yet more serious and powerful reason why we should not render evil for evil. In the context of that command, the apostle Paul goes on to say: "Do not avenge yourselves, beloved, but yield place to the wrath; for it is written: 'Vengeance is mine; I will repay, says Jehovah.'" (Rom. 12:19; Heb. 10:30) Viewed from this standpoint, to be paying back evil for evil is presumptuous; it is arrogating to oneself the position occupied by the Supreme Judge, Jehovah God. Christians are to leave both the judging and the punishing in God's hands. Thus Jesus said: "Stop judging that you may not be judged."—Matt. 7:1.

Truly God's Word gives us fine counsel when it commands: "Never pay back evil for evil." This is certainly the course that is the wisest, as well as the loving and right course.



FAMINE—that dreaded affliction—now devastates a huge sector of Africa. Just how much of the continent is affected is hard for non-Africans to visualize.

Take a map of Africa. Place your finger at the westernmost spot on the bulge, on the countries of Senegal and Mauritania. Then, move eastward below the Sahara Desert through Mali, Upper Volta, Niger and Chad. You have just covered well over two thousand miles—what is called the Sahelian region and home for over twenty-five million persons. For five years much of this area has been burning under the heat of one of the severest famines in living memory.

Now, jump over Sudan to Ethiopia.

There also two heavily populated provinces are in the midst of severe drought and malnutrition. Yes, from west to east, northern Africa is seared with famine. Though there has apparently been exaggeration in some reports coming out of Africa, the fact remains that conditions are serious.

Conditions in the Sahelian Zone

In the Sahelian region the daytime temperature is customarily 115 degrees Fahrenheit in the shade. Such blazing heat without the benefit of rain at the proper time has made once semifer-tille land impotent. The few crops that manage to cling to life in the dispiriting heat are stunted, half-grown and wilt-

ed. Trees stand like stark, brittle skeletons. Where once there were pastures, now there is desert.

Rivers have turned to sand. Watering streams are no more than infected mud-holes. Up to 80 percent of the livestock—thousands of head of cattle, goats, sheep and camels—have given out and dropped to die on the parched, cracked earth.

The most crushing damage, however, has been to the people. Last summer officials estimated that if rain did not come, or if large amounts of food did not continue to be donated by outside nations, some six million persons would die. A catastrophe of such proportions seems to have been averted, at least for now. The

exact number of persons who have actually died is not known, though most estimates speak of 'untold thousands' perishing.

Numerous factors make it difficult to determine the precise number of deaths. Many of the victims are nomads who live and die in the desert, far from the population centers. Then, too, deaths are often attributed to diseases made deadly by hunger rather than to starvation itself.

So severe have conditions become in the desert region that some tribes in Chad have begged not to be vaccinated against an outbreak of diphtheria. Why? Tribesmen reason that to die from the disease would be faster than by starvation. Severity of conditions is also indicated by reports of shepherds who deprived themselves of water and milk so that calves might have a chance to live. At one point even valuable camels are reported to have been punctured for their water supplies. Other nomads are said to have squeezed dung for moisture.

The grave effects of starvation are particularly manifest in young persons and older ones. Relief workers tell of children deformed by hunger and often too enfeebled to wait for 'soup line' handouts.

Ethiopia's Famine

Reports of food shortage have emerged more slowly from Ethiopia, but the picture is no less ghastly than that from the western part of Africa. Between April and August 1972, one U.N. report claims, maybe 100,000 persons died in Ethiopia. Some officials assert that the figure was, in actuality, much higher.

In any event, since then countless others have died. In just thirteen relief centers located in one of the provinces, between 700 and 1,000 persons were recently reported dying each week. And, says a worker at one camp: "If these people are dying off at such a rapid rate, then we

can be absolutely certain that they are dying by the hundreds if not thousands in the countryside."

One firsthand account of conditions at the relief centers is provided by Jonathan Dimbleby and published in *The Guardian*. He depicts the "hopeless images" there:

"A child sucking desperately at the dried-up breast of his starving mother; a woman, stricken with dysentery, trying but failing to stagger out of her shelter before losing control; a boy of perhaps 12, arms and legs like matchsticks, struggling to carry a pitcher of water no heavier than two pints of milk; another cradling the head of his dying father—wherever we turned, the same despairing eyes."

So desperate has the condition become that a medical assistant at Kembolishia camp claims: "If there is another crop failure I think we are going to have a mass catastrophe on our hands."

What Caused the Famine?

But why do these situations exist in West Africa and Ethiopia? The one immediate major cause, of course, has been the lack of proper rainfall.

The Sahelian region is now in its sixth year without substantial moisture. Drought has perpetuated itself there, creating a seemingly endless cycle. As the soil gets hotter it dries out, becomes dusty. The relative humidity is lowered and this, in turn, impedes the formation of rain clouds. As a consequence, there is more heat; so the cycle continues. Major rivers, natural barriers to the encroaching desert, then shrink. As a result, the Sahara Desert now appears to be advancing southward annually.

There have been some slight breaks in the cycle of drought. Yet these have not been sufficient really to help. After a brief rain farmers might plant their millet, sorghum or peanuts, only to have the sun wilt the plants. Last season some farmers planted seed three or four times after a

spurt of rain. Yet, because of a lack of continuing moisture, few of these crops came to full growth.

The drought cycle has been kept in motion in other ways—by man. During the drought some farmers, in hunger and desperation, ate the seed they had stored away for the next year. One diplomat from the region commented on the unusual nature of this action: "In my country, a farmer keeps his seed religiously. Year after year, he selects the very best grain from his crop and keeps that for seed. But this year, they are eating the seed. I never saw that in my life." When the seed is eaten, there is nothing to plant the following year, even if there are fine growing conditions.

Men aggravated the Sahelian drought in yet another manner—by overgrazing. During the early 1960's when there seemed to be plenty of food for the domestic animals, herdsmen were encouraged to breed far more animals than the pasture grounds could amply feed. These were also often very hardy animals, specially vaccinated to resist disease. Then, when rain did not appear for several years, people moved farther south with these large herds to where water and pasturage still existed. Vast areas of marginally fertile land were then slowly, but thoroughly, stripped of all vegetation.

Problems with Relief

The very nature of the way this famine developed also has contributed to its severity. Extreme famine conditions came on slowly. Unlike some food shortages of modern times, this one has therefore lacked a certain "sensational" aspect. The rest of the world was thus unaware of what was happening in the afflicted region. So, relief was also slow to appear.

Apparently officials in the very countries involved did not fully realize the magni-

tude of the starvation until nomads began leaving the deserts and coming into the cities in search of food. The capital of one West African country thus grew in a few months from a population of 40,000 persons to 120,000.

On the other hand, it also appears that the full extent of the famine may have been purposely covered over by certain officials in some of those same nations. In this way they sought to keep their "image" as a developing country untarnished before the rest of the world. Their big cities did not always welcome the hungry nomads from the deserts. Clashes of violence are reported to have taken place between refugees and the settled population who considered the nomads "parasites."

Other African nations were accused by Africans of lacking concern and being slow to respond to the need for help. Said the government-owned *Tanzanian Daily News*: "What is happening to Africa's brotherly spirit? . . . We talk so much about African unity and solidarity, but when it comes to action we keep our hands in our pockets."

Then, too, in some cases, apparently relief organizations from outside Africa were greatly hampered from bringing speedy assistance to the endangered areas. Their own and others' massive bureaucratic red tape and mistakes triggered more than a few delays in food delivery. Nevertheless, in time a number of relief and humanitarian organizations arranged for vital supplies to be found, shipped and distributed by railroad, truck and even camel. Airplanes were used to parachute food to nomads in the desert.

But what about the future?

Can Such Famines Be Ended?

Short-range plans call for continued relief shipments. It has been estimated that about 662,000 tons of food must be donated to the Sahelian region this year. However,

even if the rains do return within a few months, it will take many years for the damage to be repaired. Cows that have been ravaged by starvation can no longer calve. People have been driven off their land and are facing a whole new way of life in cities.

Then what about the long-range plans? Can Africa's famines be ended for good? Most officials, when they are truly honest, will admit that the prospects are rather bleak.

True, some talk about damming rivers to provide water for crops in years of drought. But that very procedure provides breeding water for blackflies, resulting in the dreaded "river blindness" in this region. Thousands of persons so afflicted already are not able to do farm work; this only adds to the economic problems.

Other experts talk about "education" as solving Africa's food problems. But to many Africans "education" often means no more than an attempt to force Western ways on them. Joseph Ki-Zerbo of Upper Volta argues that it results in Africans' actually being made dependent on outsiders. He writes in *Ceres*, a publication of the U.N.'s Food and Agriculture Organization:

"In Africa, where vast territories lie fallow year after year for lack of equipment and training, waiting to be valorized [made

valuable], populations that maintained a balance of self-sufficiency, albeit mediocre, until the end of the 19th century are depending ever more on American millet, Soviet rice, European flour and semolina to keep alive. The underdeveloped countries are crouching more and more under the rich folks' dining table."

No, men of this world have no real solutions to offer for the problems of famine in Africa. But God, the Creator of the earth and the one who incorporated in it the capacity to produce food, does have the answer. The food problems of the suffering people of Africa, as well as those of persons in the rest of the world, will be solved lastingly only by the kingdom of God.

Jesus Christ prophesied that during "the conclusion of the system of things" there would be, among other severe problems, food shortages. (Matt. 24:3, 7, 8) The fact that these conditions abundantly persist, in spite of large worldwide food organizations, well-intentioned men and the latest in technology, emphasizes that we are seeing the fulfillment of that prophecy.

The Bible also foretells that God's kingdom will end man's selfish domination of the earth and cause earth to be a paradise, with plenty for all its inhabitants to eat. This too will soon be fulfilled.—Matt. 6: 9, 10; Ps. 67:6, 7; 72:16.

Dust Dimming the Sun

◆ Due to the drought in large parts of Africa, vast dust clouds have been whirled into the skies and blown across the Atlantic Ocean to the Caribbean lands. Scientists in the Caribbean have monitored dust from Africa for years, noting relatively little change in concentrations. But now the dust has increased. Said *Science News* of January 19, 1974: "In a single year, from 1972 to 1973, the summer African dust count measured at Barbados jumped 60 percent, reaching three times its 1968 pre-drought level . . . the dust has now reached such concentrations that it is dimming the very sun, with possible implications not only for air quality, but for the weather itself." The dust from Africa "has blocked out as much as 15 percent of the solar energy reaching the surface of the tropical Atlantic."

How

ADVERTISING

Can Manipulate
Your Mind

DID you know that by the time an average American reaches the age of seventeen years he has seen about 350,000 television commercials? That is an average of more than fifty for each day of his life! And advertising bombards him from other sources too. A regular issue of a well-known news magazine recently contained twenty-one pages of news and ninety-seven pages of advertising, more than four of ads for every one of news!

Many people deplore much of modern advertising. They also link it to the current \$170 billion U.S. consumer debt, an average of more than \$800 for every man, woman and child in the country! Yet others say that advertising performs a valuable service by making us aware of useful products and services.

There is some truth in both views. Advertising can be helpful. However, there are pitfalls, chief of which are attempts to manipulate your mind. But many ask: "Why is this so? Why not just present the facts about products and let people decide for themselves?" There are several reasons.

Why the Manipulation?

One reason is that facts do not sell well. Advertising man Paul Stevens says: "You take a sincere, honest effort, and you put it up against a rock-'em sock-'em commercial that tries to gloss over the real truth,

and generally the rock-'em sock-'em will get the attention." A recent study using fictitious products illustrates the point:

"When Lite Bite Peaches were outweighed on a scale by a rival brand, the consumer panel got the deliberately misleading—but overwhelmingly persuasive—impression that Lite Bite contained fewer calories. . . . In four out of the six tests, the cheating commercial placed well ahead of the honest promotion in coaxing the audience into a buying mood."—*Time*, May 14, 1973.

The proved success of advertising geared to this mentality proves that admen have the general public sized up correctly.

Another reason for manipulation is that profit-hungry businesses often give advertising the job of selling things that people do not need. So it has to create a desire for them strong enough to overcome our practical side. Erich Fromm, the psychologist, observed that advertising tends to 'create the man who wants more and more, instead of trying to improve his person more and more.' This is particularly true of unnecessary luxury items such as tobacco, alcoholic beverages, soft drinks, cosmetics, candy and expensive automobiles.

A further problem for advertising is the competition among nearly identical products. *Time* magazine noted that when "a blindfolded customer can scarcely distinguish between competing brands, it is the adman's task to find and exploit any slight difference, real or imagined, in his client's product."

Illustrating this point, New York City's Consumer Affairs Commissioner told the Association of National Advertisers that 'advertising has convinced millions that [a name brand of bleach] is somehow better than the same stuff in any other bottle.' The brand is priced well above that of competitors, yet sells far better. Did you know, as she points out, that bleach "is one of those products that must be identical among brands"? "It is chemically defined."

But why is this kind of advertising manipulation so successful?

Why Manipulation Succeeds

As you may be aware, most advertising principles are based on a scientific analysis of what makes people act the way they do. It is called "motivational research." Even children are analyzed with the goal of moving them to influence parents, while their own purchasing habits are molded for later years. Thus advertising appeals to basic motivations—love, family, success, pleasure, security, and so forth. Artfully framing these appeals is usually the key to successful advertising.

This is where purchasers need to be alert. The best advice is given in the wise proverb:

*"Anyone inexperienced puts faith in every word, but the shrewd one considers his steps."**

Not only "every word" but also the settings of most advertising are "weighted" heavily in favor of the product. Some ads can leave people with an idea that is only half true, or possibly not true at all. Yet likely nothing said is actually false, as that would be illegal. How is this done? A review of some methods employed by advertisers will help you to avoid such manipulation.

* The Bible, at Proverbs 14:15.

"Weighting" the Words

Each word in an advertisement is carefully selected for maximum thrust, yet minimum fact if proof is lacking. Advertising men themselves call these "weasel words." Webster's *Seventh New Collegiate Dictionary* defines a "weasel word" as one that is "used in order to evade or retreat from a direct or forthright statement or position." See if you can pick them out in this television soap commercial:

A winsome young woman tells you that the soap she uses 'helps my skin keep healthy looking.' Are you not left with the idea that this particular soap "keeps skin healthy"? But did you notice the weighted words? (1) "Helps" is a word often used to avoid saying that a product actually *does* something. (2) "Looking" changes the word "healthy" from a fact to an *opinion*—that of the soapmaker. Almost any soap can make the same claim, but the sponsor is counting on you to think of his brand when shopping.

Now see if you can find any deception in this one: An expensive headache remedy is said to contain 'twice as much of the pain reliever doctors recommend most.' You are led to believe that this pill has a double portion of a unique doctor-prescribed pain reliever. But before you buy, ask a few questions: What is the nonprescription pain reliever that doctors recommend most? Is it not the only one legally sold over the counter—just plain aspirin—any brand? 'Twice as much' . . . as what? Much is implied, but little is really supplied. The wording of the claim as a whole is designed to mislead.

Words such as *introducing*, *different*, *special*, *exclusive* sound forceful, do they not? But the reality is that they usually play up very minor variations among products that are basically the same. Or they highlight differences that have noth-

ing to do with function, such as an added lemon scent. Listen for *facts* about *why* the product is superior. Such facts are often missing.

"Only our television has Splendocolor," an ad may say. Certainly. No one else can legally use a trademarked name. But most color sets have the same devices using another name. This air of mystery and exclusiveness sells, but mystery additives and exotic names are less informative than telling a small child that it rains because the sky contains H₂O. You can disregard them if no meaningful definition is provided.

Natural, lemon-fresh, clear, pure and similar words are riding the crest of a recent trend back to "nature." They get massive exposure to advertise almost anything. Ironically, a magazine cigarette ad claims: "... refreshes *naturally!* Rich *natural* tobacco taste.' Can you think of anything remotely natural about swallowing smoke? Firemen wear masks to avoid it, and unaddicted people often wish they had such protection around smokers.

A prominent advertising executive, David Ogilvy, acknowledged the deception employed in such ads when he commented on television:

I see the handsome athletic young man drawing in a mouthful of cigaret smoke and then inhaling it down into his lungs, and I'm appalled to think that I belong to the profession which can perpetrate that kind of villainy. I see other cigaret commercials, which are written by what we call in our business "weasel merchants." They are intellectually dishonest and the men who wrote them and who paid for them know it.

Factual Advertising

The foregoing examples illustrate just a few methods at the disposal of advertising to mislead with words. They show how necessary it is to look beneath the surface to separate facts from opinions or emo-

tional appeals. On the other hand, not all advertising misleads. Factual advertising provides a contrast. Notice the difference:

A heavy-equipment manufacturer's ad points out both the merits and drawbacks of diesel engines to allay public misconceptions. It says that they "pollute far less than gasoline engines even without special emissions attachments," and they use less and cheaper fuels than gasoline equipment. On the other hand, they "cost a little more to make. When improperly maintained they smoke under load. And some people complain of odor and noise."

Gas-mileage figures in some recent auto ads are certainly helpful in these days of fuel shortage.

Can you see how facts characterize straightforward advertising? Emotion and adjective "puffery" are at a minimum. It is mainly information about the product. The ad may not be as exciting but is that what you want? Advertising man Stevens says: "That's the key to judging advertising. There is a direct, inverse proportion between the number of adjectives and the number of facts. To put it succinctly, the more adjectives we use, the less we have to say."

He suggests that to avoid advertising manipulation "you must strip away the innuendos and try to ascertain the facts, if any. . . . ask questions such as: How? Why? How many? How much?" Other appropriate questions would be: Do I need it at all? Is it actually better than the products of less expensive, less advertised competitors?

But there is still another weapon in the advertising arsenal that must be dealt with.

The "Weighted" Setting

Imagine yourself driving onto a highway during rush-hour traffic. Your car falters as you start to accelerate—this set-

ting houses a recent television gasoline commercial. Do you see how it is weighted to influence you? There are two factors—YOU and a SCARE. How real is the problem? If you forget the setting and use what we learned about weighted words, the commercial itself tells you. They call the problem “hesitation.” It ‘*can happen* [not “will happen”] when gasoline doesn’t get to all the cylinders properly.’ Their gasoline ‘*can help* cure THAT KIND of hesitation.’

But ask: Does my car hesitate? If so, is THAT KIND of hesitation MY KIND? Or is it a more *common* cause of such problems—faulty fuel pump, dirty carburetor or need of a tune-up? Instead, the ad says a mystery additive ‘*can help* cure’ only ‘THAT KIND of hesitation.’ It is added to ‘*help* gasoline flow *more* evenly.’ The weighted setting gives many viewers more confidence in the product than the advertiser evidently has!

Another television commercial shows a cute little feline cub walking around, over and through a new car model while the announcer says it is ‘in a class by itself’ and ‘like nobody else’s car.’ Do you see the weighted setting in this one? In addition to (1) the obvious appeal to your pride, (2) what does a cat have to do with a car, or, for that matter, the well-known ‘tiger in your tank’ with gasoline? Only what the products can “borrow” from the natural appeal of these creatures.

Sex is the most abused of such “borrowed” appeals. *Newsweek* magazine of April 16, 1973, notes that “in advertisement after advertisement these days, the sexy sell is bold and brassy.” Alluring figures provide the setting for advertising everything from candy to concrete. Substituting a prominent athlete or film star serves a similar purpose—to tie in the product with one’s enjoyment of the setting.

Avoid this form of manipulation by merely ignoring the setting unless it is directly related to the product. Remember, the cats and koala bears, the beautiful girls and handsome men, the mothers and babies are all there to get your attention and stir your emotions. Appeals to pride, patriotism and family loyalty are all “borrowed” for the same purpose.

Avoiding Manipulation Saves Money

Advertising manipulation has led many to believe that unadvertised products of competitors are inferior. As we have seen, this is not always true.

Advertised “name brand” products may represent something good and be a protection to the consumer. But the premium price of such products often reflects the high cost of advertising. Some unadvertised store or “house” brands cost much less for this reason, and are of equivalent quality. A Philadelphia, Pennsylvania, housewife who discovered this writes:

“To our surprise we were shocked. We were so used to buying advertised brands . . . We saved tremendously and the unadvertised brands work wonderfully.”

Another thought that may help your pocketbook: Getting things for the children that they like is only natural. But it cannot replace all other considerations. Do not let children manipulate your mind for the admen! Highly advertised sugary candy, cereals and soft drinks, for example, may replace necessary nutritional foods, as well as being expensive.

Thus it is helpful to understand how advertising tries to manipulate your mind. It helps you to distinguish between straightforward information and the kind that exaggerates product differences or creates desire for unnecessary items at your expense.

Yes, advertising can rule you—or serve you. It is up to you.

Faced with the THREAT OF RAPE

"RAPE: Most Rapidly Increasing Crime." That was the title of an article that appeared in one of America's leading women's magazines in the summer of 1973.

There can be no question about the accuracy of that statement. New York city saw an almost 40-percent increase in 1972 over 1971. Seattle, Washington, has witnessed a 400-percent increase since 1963. And such are the figures in spite of the fact that, according to conservative estimates, 75 to 80 percent of rapes are not reported to the police.

Rape is illicit sexual intercourse without the consent of the woman and is effected by force. Many times it results in venereal disease, unwanted pregnancy or in physical life-long injury. Moreover, it has been said that "psychologically, rape is the most traumatic of crimes against women, and for many victims, the police investigation that follows is even more shattering"—no doubt one reason why more rapes

are not reported to the police. "It stands first on the list of crimes a woman fears and last on the list of crimes a victim wants to talk about," says one report, and it is "never forgotten by the women involved." As one New York City police official expressed it: "You have to be a woman to understand the shock a rape victim has experienced."—*Time*, April 23, 1973.

What can a woman do when faced with a rapist?

Deputy Superintendent

J. M. Jordan of the Boston Police Department stated that "a long, loud scream" can be the woman's best weapon. An article telling women how to ward off such attacks concluded with similar advice: "The technique is simply to

surprise your attacker so

that you can run away; try

to ward off, not incite, a fight

to the finish. And scream, scream, scream as loud as you can."—*McCall's* magazine, July 1973.

Scream! Scream! Scream! Is that good advice? It certainly is. Just how good this advice is can be seen from what happened on November 12, 1973, in one of Brooklyn's largest hotels.

Threatened with Rape

The rapist was a well-dressed man. He had the physique of a football player, being well over six feet tall and weighing about 250 pounds. He took the elevator to the tenth floor of the hotel and there began to molest a middle-aged woman tenant, who managed to escape his clutches by screaming. She at once called the po-



lice, who came but were unable to locate him in the building, he having fled to lower floors.

On the second floor he saw two fine young women housekeepers who asked him if they could help him. "Yes, you can," he said, and, pulling out a gun, ordered them into one of the rooms, upon which he double-locked the door. He assured them that they would not get hurt so long as they did not make any noise. He said that he needed a place to hide until things cooled off downstairs and that he would keep them there for an hour.

These two young women happened to be Christian ministers and they began to make conversation so as to release the tension. One of them asked him if they could read while they were waiting. He said Yes, and so she took a Bible study aid that was in reach, handed another to the other woman and started a Bible discussion on the subject of how long Noah had preached before the flood came, it being a subject that had come up the day before in her Christian field ministry. She noted that it must have been about forty years, but the man thought it had been about 200 years. From that discussion they went on to such subjects as the name of God, Jehovah, and the kingdom for which Jesus taught his followers to pray. They also told him that they were Christian witnesses of Jehovah and about the high standards of conduct the Witnesses have. The two women were not particularly frightened, for it seemed much like a typical Bible discussion that these girls often had, especially as the man kept expressing his own opinions on these subjects.

But after about forty-five minutes things suddenly took a disquieting turn. He looked at his watch and said that he would have to tie them up so as to give him time to get away. Although they assured him that it was not necessary, he ordered one of

them to sit on the floor in a closet, upon which he tied her feet with a necktie, and her hands behind her back. He then turned off the light in the closet and closed the door. He ordered the other into the bathroom but then changed his mind and, warning her not to scream or yell, he reached for the zipper on her blouse. She exclaimed: "No! No! Not that!" and told him that if he touched her she would scream as he had never heard anyone scream before and that if he was going to shoot he might as well go ahead and shoot because if she did not scream she would be as good as dead anyhow.

She told him that marriage was honorable before God and that she was married, but that what he wanted to do was not honorable. Also, that if she did not scream she would ruin her relationship with Jehovah God and the Christian congregation; that then she would be disfellowshipped or excommunicated from it and that this would be worse than being killed as far as she was concerned. He looked puzzled. He did not understand and so asked her to repeat what she had said, which she did, scared and shaking though she was. As she later explained: "The situation sickened me and the mere thought of it all was so disgusting that I knew what I had to do." After all of this he again tried to put his arms around her, upon which she moved away, saying, "Don't you touch me or come near me."

This calls to mind a statement made by the Dallas, Texas, police department, namely, that "a woman's best defenses" are, among other things, "her wits" and "a scream."

Yes, this young woman in the Brooklyn hotel used her wits by courageously using her knowledge of the Bible, thereby diverting the would-be rapist from his evil intent. As a result, he pursued the matter no further with these two women but left

after first ordering them not to leave the room for fifteen minutes.

Frustrated a second time, this rapist was not giving up. Coming out into the hallway, he saw another fine young woman and began engaging her in conversation, asking where the elevators were, the nature of the rooms on the floor, and so forth. Suddenly he moved close to her and tried to push her into one of the rooms the door of which was open.

What could she do? He was every bit a foot taller than she was and weighed at least twice as much. She did what the Bible indicates a young woman should do: she screamed, louder than she had ever screamed before. (Deut. 22:23-27) This was wholly unexpected by the rapist. Startled, he ran down the steps at the end of the hallway.

As the three young women told their story at the police station, their hearers, increasing from three to eight men and two policewomen, marveled at what they heard. They could not get over it that two of these young women had talked about the Bible to a would-be rapist. One of the women officers asked for more information about the beliefs of Jehovah's witnesses and stated that if more women took such a determined and firm stand there would be fewer such crimes.

Why the Increase?

The foregoing experience in a Brooklyn hotel last November is but one instance of this social crime that is increasing on every hand. And that increase is very real. As the editor of America's *Campus Law Enforcement Journal* said about this increase: "It's not just a question of more women reporting it. It *has* happened."

No doubt one of the main reasons for rapes has ever been the extreme selfishness of men who refuse to control their mating instinct. As Dr. Ralph Garofalo, of

Massachusetts' Center for Diagnosis and Treatment of Sexually Dangerous Persons, put it: 'Normal men find a socially acceptable outlet for their desires, while the rapist loses sight of all moral or legal considerations.' But why the great increase of rape in modern times and in recent years?

Discussing the reasons, a Seattle, Washington, police official in charge of the city's sex-crime investigation department stated: "Our whole moral climate, our attitudes toward sex and the dress of the women have to be causes." He also stated that the 'increased exposure to pornography has contributed to the rise in reported rapes.'

Womankind must share the blame. To begin with, until the age of five or six years, the most vital period, little boys have their personalities molded largely by women, their mothers. And as they grow up, it is usually the mother that has the most opportunities to inculcate in her son respect for womankind, both by word and by example. But far too many mothers have come short in this regard. Especially and specifically blameworthy are those female relatives, such as an aunt or even a mother, who have used boys as sexual playthings, thereby starting them on a road that leads to their having aggressive feelings toward women.

A new American motion picture star who aims to occupy the place once held by America's previous sex symbol brags about her charms and about her ability to arouse men by displaying herself in motion pictures. Such actresses must also share in the blame for the increase in rapes, for after men have seen them on the screen they frequently go out and attack a woman who may be a paragon of virtue.

Yet, there is more to the cause than these factors. The increase in rapes, as

well as in other crimes, underscores the fact that we are living in what the Bible calls "the last days," when men would be "lovers of themselves, . . . having no natural affection, . . . without self-control, fierce, without love of goodness." (2 Tim. 3:1-5) One reason for this, as Bible prophecy shows, is that Satan the Devil, together with his demons, is influencing the minds of mankind. Angry because his time is short, he is determined to corrupt all flesh, even as he tried to do before the flood of Noah's day.—Gen. 6:2-12; Matt. 24:37-39; Rev. 12:7-12; 20:1-3.

The Course of Prudence

In view of all these facts, what can women do? First of all, it behooves women to be very careful about going out alone at night, especially in large cities. Early in 1973 a young Christian woman decided to go home alone late one evening, around ten o'clock, although warned not to do so. She almost made it, but going around to the back entrance of her apartment building, she was grabbed by a man who threatened her with a knife. She failed to scream and was raped.

The New York *Times*, November 26, 1973, told of two fifteen-year-old girls being forced, shortly after midnight, into a store by an employee of the store who kept them for four hours and repeatedly raped one of them until the police came and rescued the girls and arrested the kidnapper and rapist. But what business did two teen-age girls have on the streets around midnight?

And never should a single woman, or even two, for that matter, take a chance on hitchhiking with a strange man. Many have done so, to be not only raped, but even murdered.

Further, in view of the way that many men think, each virtuous woman should be careful to dress modestly. According to

the Seattle, Washington, police lieutenant in charge of the department dealing with such crimes, women who "reveal everything" in the way they dress make themselves more vulnerable to rape. "You can't advertise a commodity and expect no buyers . . . A little modesty," he holds, would prevent some rapes.

Without doubt, prudence can greatly help to lessen the likelihood of a woman's being attacked.

Certain feminists advocate that women learn karate, but is that good advice? Regarding this, Dallas, Texas, Police Sergeant Maxwell states: "Judo and karate techniques are very involved and usually there simply isn't enough time to use them." And too, he stated that such techniques would need to be practiced continually so as to be useful in time of danger. Moreover, the *Medical Tribune*, November 21, 1973, under the heading "Two Atlanta MDs Emphasize Dangers of Karate 'Chops,'" told of women suffering injuries to the liver and pancreas from learning karate. One patient had his retina severed and one eighteen-year-old boy died from a kick in the chest while taking part in a city-sponsored karate training class.

Instead of depending upon physical strength, each virtuous woman should exercise great caution to avoid any situation that might expose her to the threat of rape. And she ought to fortify her mind with the firm resolve as to what to do when faced with such an ordeal. The Bible and literature explaining it, as distributed by Jehovah's witnesses, is a great help in this regard. As one of the three women earlier mentioned stated: "We were so thankful to Jehovah God for his help and strength. We are also appreciative of what his visible organization did in instructing us on how to handle ourselves in such a situation."

When THE ELECTRIC POWER



FAILS

"ELECTRIC Power Failure Grips Country!" Such a headline becomes ever more a likelihood as the energy crisis deepens. What a prolonged power failure could mean to such large cities as New York, London, Paris, Rome and Tokyo is terrifying even to imagine. Yet the prospect of electric power failures is daily becoming more and more a real probability.

Just what it means for communities to be without electrical energy for even a few days the New York *Times* of December 19, 1973, told under the heading "Many in Tristate Area Lack Heat, Light and Phones." This was caused by a snowstorm and freezing rain in New York, New Jersey and Connecticut.

The freezing rain played havoc with thousands of trees and power lines. As a result, 450,000 homes were cut off from electricity, whether for a short time or for days. The *Times* report said that after two days there were still 70,000 homes without electricity and 3,000 homes without telephones. In one Connecticut "disaster area" no lights at all were visible anywhere. Families with fireplaces opened their homes to neighbors without heat, used candles for light, and boiled water and cooked food with the wood plucked from the debris of the storm. Communities transformed town halls, firehouses and churches into refuge centers.

Previous Power Failures

On November 9, 1965, people living in the northeastern part of the United States and adjoining Canada had another small taste of what total electric power failure can mean. On that occasion their power went off in various cities from one and a half to thirteen and a half hours. That notable blackout covered some 80,000 square miles and reached from Buffalo on the west to Cape Cod on the east, and from as far south as New York city to as far north as some 350 miles above Toronto, Canada. About thirty million persons were affected.

Of course, where it was felt the most was where the buildings were the highest and the population the most concentrated. People were stranded for hours in trapped elevators and in subway cars, in railroad stations and airports. Those seldom using stairs suddenly found themselves walking down some forty flights with the aid of light from matches or candles. In many places there was neither water to drink nor water to flush the toilets. Streets as well as homes, office buildings and other places of business were dark.

Also, in the summer of 1972 the United States experienced a serious electric power shortage, due to the heat and an unprecedented demand for electricity to run air-

conditioners. A number of sections in the eastern part of the country experienced power failures, some of which became quite costly because of food spoilage in butcher shops, grocery stores and private homes.

A Home Blackout

Of course, the most common type of blackout is when a fuse is blown or an electric circuit breaker is tripped in a private home. Each householder usually knows where these are. But people living in apartments or boardinghouses may find that these are located somewhere outside their own apartment or room.

Where circuit breakers are used, it is merely a matter of resetting the breaker that has been tripped. As for a blown fuse, it, too, can easily be spotted, because its window is darker or clouded, or one might see broken or melted elements through its window.

Extra fuses should always be on hand and care should be exercised to have fuses with the right rating; for homes this generally is fifteen or twenty amperes. As a precaution, it is important to turn off the appliance that caused the fuse to blow or, in other ways, to cut down the load before replacing the fuse in order to avoid trouble. For safety's sake, use only one hand in replacing fuses, and if the floor is damp, make it a point to stand on a dry board.

If your fuses blow out repeatedly, you may be able to solve the problem by using more outlets and thus distribute your appliances over more circuits. If that does not solve the problem, the wiring in your home may need to be improved. Of course, the problem could be faulty wiring in an appliance or lamp socket. To check that possibility, turn off all the appliances and lamps. Then proceed to turn on one at a time until the culprit is spotted.

Dealing with Brownouts and Blackouts

A power failure may be a brownout or a blackout. A brownout is the condition where the power is reduced by the power company so that your lights do not glow as brightly as usual; this is one way the power companies have of stretching the power. If they reduce it by just 3 to 5 percent you will not notice it, but when it is reduced 8 percent or more you most likely will. Such a reduction does no harm to lamps or to heating appliances, such as toasters, electric frying pans and ovens. But where motors are involved, as in refrigerators and air-conditioners, a marked decrease in power can result in overheating, ruining the motor. So in a brownout, watch your motors, and if they start to overheat, turn them off, at least temporarily.

As the facts show, a total power failure can occur almost any time, if not due to fuel shortage, then due to storms or accidents that knock down power lines. If this occurs, what should you do? First, and most important: Do not panic. Remain calm. Many New Yorkers did well in this regard in the 1965 blackout, showing a sense of humor and taking things in stride. That, together with fortunate circumstances, prevented what otherwise would have been a major disaster.

Preparation ahead of time is helpful in coping with such a problem. For example, you may want to have in your home safety matches and heavy-duty candles, as well as flashlights together with fresh batteries. Some persons also have a battery-operated radio so that they can learn from news broadcasts the cause of the blackout and how long it is likely to last.

Preparation for such an eventuality as an electric power failure includes mental awareness as to what it may involve. Not only will you be unable to use your electric appliances, but your phone may be

dead, your thermostats will not work nor your furnace, if it is an oil burner. If you live in a highrise apartment building, soon you will have no water, nor will you be able to flush the toilet. So as soon as the power fails, make it a point to get a supply of water in pots and pans for drinking. If the water turns out to be polluted, then either boil the water, if you can, or chlorinate it with some such compound as halazone.

Food also is something to think about, especially if the blackout lasts more than a few hours. For such a short-term emergency a modest supply of some foods that do not require cooking or heating, such as dry cereals, nuts, dried fruits, canned or powdered milk, can prove helpful. There is such a thing as canned heat, and some persons keep a few cans of it on hand in case of an emergency.

As a rule, perishable foods will keep in a refrigerator from thirty-six to forty-eight hours, but that all depends upon how fresh the food was when the power went off. As for frozen meats, these, we are assured, can be refrozen if they were not unfrozen too long. But when eventually using them, it would be well to examine them carefully to make sure they are still edible. As regards all such foods, the rule would apply: When in doubt, throw it out!

Of course, elevators or "lifts" will not run without electricity. If you get caught in an elevator when the power goes off,

do not panic. Elevators have safety devices to prevent them from falling in case of a power failure. They also have vents that can be opened for ventilation. True, the temperature may rise, making it uncomfortable, but you need not fear; you will not suffocate.

You will need to be careful about using your auto. If you have it parked in

some elevated garage, forget about it until the power comes on again. If you are able to use it, remember that the traffic lights will not be working. Also, most likely, neither will gasoline station pumps, so be sure your supply will get you to your destination.

Depending upon the season of the year, it might be best simply to go to bed in order to keep warm and conserve your own energy by getting all the rest you can, especially if food is in short supply. Of course, if a major disaster has struck your area and your apartment or city is being evacuated, then do not delay in fleeing with the rest.

A word of caution. In these critical times there has been a high rise in crime. So take no chances. Keep off dark streets if a blackout occurs. As the Bible says, people who do bad things love the darkness. —John 3:19-21.

In brief, if the power fails, do not panic, keep your senses, remain calm, be cautious, be resourceful, making the best of the circumstances.

● **World Events Involve You.**

● **Is Your Youngster Ready for a Driver's License?**

● **Doing Your Own Painting.**

—In the next issue.



Thousands Baptized

**EACH
WEEK**

JEHOVAH'S Christian witnesses recognize that they must preach to others. They have taken to heart the words of Jesus Christ: "Make disciples of people of all the nations, baptizing them in the name of the Father and of the Son and of the holy spirit, teaching them to observe all the things I have commanded you." —Matt. 28:19, 20.

During the service year for 1973 (running from September 1, 1972, to August 31, 1973) they did just that in 208 lands. Each week Jehovah's witnesses conducted more than one million two hundred thousand Bible studies with interested persons, and they continue to do so. As a result of their spending more than twenty-five million hours each month, tens of thousands have been helped to become baptized disciples of Jesus Christ, able to teach still others. The 1973 service year saw an average of more than 530 of such new disciples baptized every day—about 3,700 each week. The total number baptized during the entire service year was 193,990.

Courageous Efforts Blessed

This work of disciple-making often calls for courage. Consider, for example, what happened in a village in southeastern Nigeria, Africa:

Opposition arose to the work of Jehovah's witnesses. Fanatics murdered a "special pioneer" minister who was devoting about 150 hours each month in helping people to understand the Bible better. The family of three Witnesses with whom this "special pioneer" minister lived was also

killed. Eventually the criminals were brought to justice, and twelve persons were executed.

With such tragic developments in connection with their work, one might conclude that Jehovah's witnesses would forget all about this village. But not so. A young Witness couple moved in and began to serve there, with genuine concern for the people in that locality. Soon they were conducting home Bible studies and spending additional time in teaching illiterate ones to read and write. The attitude of many people of the village began to change. It became necessary to look for a place to accommodate those wanting to attend Bible study meetings.

Later, at one assembly during the 1973 service year, twenty persons from this area presented themselves for baptism. Now there are over seventy who attend meetings of Jehovah's witnesses and share Bible truth with others. They are all looking forward to the time when the four Witnesses who were murdered will be brought back in the resurrection.

Changes Made in Their Way of Life

These newly baptized Witnesses and others like them had to make changes in their lives in order to conform to the Bible's lofty requirements. Often these changes involved their whole way of life.

Take the case of a former police commissioner in Dahomey, Africa. He was a Methodist but respected other religions, for his father had taught him to listen to anyone who came in God's name. So when

Jehovah's witnesses called on him, he listened to what they had to say and accepted Bible literature. Later, a home Bible study was started.

After attending several meetings at the Kingdom Hall of Jehovah's Witnesses, this man decided that he, too, would like to share in telling others about what he had learned. But when the Christian requirement of having only one marriage mate was called to his attention, he was grieved. At one time he had had seven wives, and five were still in his family home.

Wanting to be pleasing to God, he started to take legal steps to have only one wife. As he was united in marriage legally to three wives, he needed to get a divorce from two of them. Divorce in Dahomey is not readily granted except for adultery, attempted poisoning or incompatibility. So it looked as though it would be very difficult for him to get a legal divorce in court from the two secondary wives. The judge who heard his case said that divorce based on the Scriptural reasons presented would not be possible. But the jury was favorably impressed with this man's sincerity and the facts he related from the Bible. He was therefore granted his divorces. Thereafter, though having put away his former secondary wives, he continued providing for them and their children.

After his baptism as one of Jehovah's witnesses he continued to face much opposition from relatives because of his refusal to follow the tribal and family customs relating to ancestor worship and fetish religion. He was the hereditary head of his collective family and, as such, was supposed to preside over all religious and family ceremonies. Without him, the religious rites could not be conducted. But, despite the fact that many relatives avoided association with him and considered him repugnant, he held firm.

He used his time wisely to teach his thirty-two children about the Bible. Seven of these are now baptized Witnesses and twenty-three of them are associated with the congregation. His one legal wife attends the meetings of Jehovah's witnesses and, along with him, declares the Bible's message to others.

People have been willing to give up, not only polygamy and fetish worship, but also all other practices that are disapproved in God's Word.

Note the experience of a man in El Salvador. He relates:

"All my life I had thought only of myself. From my early youth on, I dedicated myself to enjoying life and playing music. In 1920 I was a singer for a marimba band in El Salvador called 'Marimba Atlacatl.' When World War II broke out we were touring Europe. Since Latin America was supporting the Allies, we were later put in a concentration camp on the Austrian border for almost two years.

"Shortly before the end of the war we, with the aid of others, were able to get to New York city. I eventually made my way back to El Salvador to continue my musical career and heavy drinking.

"In the 1960's I discovered that, due to drinking, I had not only lost my health but also my wife. Things began to look very dark to me. But around this time the real light was about to shine. My brother began to study the Bible with Jehovah's witnesses and would speak to me about the things he was learning.

"I was too stubborn to pay attention to him. However, one day I found my two youngest daughters studying with a young lady who said that she was one of Jehovah's witnesses. I didn't like it, but thought that it was better for them to study the Bible than to run around. I even accompanied my daughters to the Kingdom Hall

a few times, but I had no interest. What really bothered me was that I thought I had been too bad ever to receive God's forgiveness. After all, I had spent my whole life engaged in all kinds of bad practices, freely fathering children in many parts of the world and then abandoning both children and mothers. What love, help or concern had I given even to my legal family in El Salvador? How could God ever forgive me?

"The young lady who studied with my daughters always said that Jehovah was a loving and forgiving God. So I decided to investigate the matter further. My wife now claimed my daughters. Their study was cut short, but I was determined to continue seeking. I went to the Kingdom Hall and there arrangements were made for someone to help me further. Now after almost two years of study I am a 'new old man.' I am over seventy years old, but new as a Christian, since I was baptized as one of Jehovah's witnesses in June of 1973."

Advanced Years No Hindrance to Changing Religion

Others, while not leading a debauched life, have had to have their eyes opened to the error of the religious beliefs to which they adhered for many years. Among these have been men and women of advanced years.

A case in point was a retired carpenter in Denmark. He was over eighty years of age and satisfied with his religion.

About one and a half years ago two of Jehovah's witnesses called on him. He asked them to leave, as 'he had his church.' But after he closed the door and went back into the parlor, he began to think that, perhaps, he should have talked with the two young ladies. To their surprise, he came outside and asked them to come in.

They did so and very quickly had their Bibles out, answering many questions. The book *The Truth That Leads to Eternal Life* was shown to him and a Bible study was started. Soon afterward he began to attend all the meetings of Jehovah's witnesses.

Three months later he went to the parish clergyman to withdraw from the church. The clergyman simply could not understand this. "It is your own fault!" the old man exclaimed, and told the clergyman how he had often requested that a Bible study course be arranged so that the church members could get to know the Scriptures. The clergyman replied: "No one comes to such a thing." The old man answered: "I would have come." Whereupon the clergyman explained that one does not arrange a Bible study course for just one person. "No," retorted the old man, "the church doesn't, but Jehovah's witnesses do, and in three months I have learned more from the Bible than in all the years I have been in church. So I will just withdraw."

In spite of being nearly eighty-three years old, he attends all the meetings of Jehovah's witnesses and shares in house-to-house preaching. Since the summer of 1973 he has served faithfully as a baptized witness of Jehovah.

Whether old or young, Jehovah's witnesses throughout the earth have kept themselves very busy in preaching to others. Their diligent efforts testify to the fulfillment of Jesus' prophetic words; "This good news of the kingdom will be preached in all the inhabited earth for a witness to all the nations; and then the end will come." (Matt. 24:14) Are you responding to that message so as to survive the end of the present ungodly system and gain the blessings that God has in store for those sincerely desiring to serve him?

DO YOU find puzzles challenging? What about a puzzle weighing over 1,300 pounds and some of its pieces being up to 7 feet long? That would be a 'whale of a puzzle,' wouldn't it? Well, that's what this puzzle is, a whale skeleton!

Not long ago, on the island of Margarita, in Venezuela, I talked to a professor who had put together and mounted a whale skeleton. It was quite a challenge.

He realized that many students who study marine life at the University del Oriente in Margarita would benefit from examining the mounted specimen. So he took on the challenge.

At the time of his decision the whale was still on the shores of the island of Cubagua, where some humble fishermen had reported seeing it some ten years earlier. Now they generously offered to challenge the seas in their small fishing boats to make the many trips necessary to bring the huge skeleton to the university.

The fishermen brought their load and deposited it with care at the Center of Scientific Investigations. The bones were not placed in any special order. Just one big stack of bones! Now the professor had a real puzzle on his hands!

Cleaning the bones was the immediate task at hand. The sun and earth had done much toward the decaying of the body. In spite of that, the bones were still far from being clean and white.

So for nearly two months they labored, scrubbing and scrubbing. Nothing would loosen the fat that still clung to the bone—no cleanser, bleach nor detergent. Finally someone hit upon the idea of trying an oven cleaner.

The professor tried it and, lo and behold, it worked! With that the cleaning was soon finished, and they moved on to the assembling.

Here the wisdom of the Creator, Jehovah God, could be clearly seen. No two pieces were exactly alike. This feature proved to be an immense aid to the workers, and in no place was it appreciated more than in the spinal column.

Between each vertebra there is a disk. The face on that disk will fit only one vertebra, the one with a matching face. While arranging the vertebrae they found that some just did not seem to match any disk. This led to the conclusion that there had to be more vertebrae. Sure enough, an expedition to the island uncovered more vertebrae.

For the actual attaching of the bones one to another, they were transferred to a garage. There the head, ribs and smaller bones were attached with bronze screws.

As to the vertebrae, these were connected by



By "Awake!" correspondent in Venezuela

a steel rod. A hole was drilled through the center of each vertebra and disk and into the head. The rod was then passed through the spinal column and into the head. The length of this tail bone can be appreciated by the fact that, assembled, it stretched the length of the garage, out the door and over the sidewalk! Imagine the surprise of a casual passerby to find his way obstructed by the tailbone of a whale!

The cranium is very heavy, weighing nearly a fourth of the total weight of the whale. On the first effort at mounting it, the frame bent. By repositioning the head for better balance and choosing a new point for the main support, they were able to use the same frame.

Standing back for a good look at his puzzle, finished and mounted, the professor found every reason to be glad he had accepted the challenge. But, what was to become of it?

The idea of a marine museum had long been growing in the mind of this and other professors at the university. Now they certainly had the basis for one. So, why not make the effort?

As the project began to take on form it also took on momentum. Individuals who saw the educational benefits involved began to bring in donations. They brought corals, shells, anchors, crustaceans—anything that had to do with the sea. Specimens of the fish found along the coast of Margarita, algae, photographs showing how they raise oysters and mussels, skeletons of the shark and the dolphin are among the other items to be examined there.

Of course, the whale occupies its own honorable position. Soon the bones will be smooth and white, as they are being polished by a small hand polishing machine and then they will be sprayed with a clear plastic varnish in order to preserve them.

And so it is today that, because someone was willing to accept a challenge, the Museum of the Sea at the Center of Scientific Investigations of the University del Oriente on the island of Margarita was born.



B.O.

BODY odors are usually associated with sweat, and sweating has been part of human experience ever since the time of our first parents.—Gen. 3:19.

Though one does not want to be needlessly offensive to others, there is such a thing as being overly concerned with banishing B.O., as it is called. After all, there is the vanity of human nature and the tendency to go to extremes. Taking advantage of this human weakness, the advertising industry in a number of countries has been largely responsible for the development and sale of a wide variety of deodorant preparations that are said to banish B.O.

According to an American Medical Association committee, "There are many deodorants and antiperspirants on the market—enough to have kept Adam free from body odor and excessive perspiration throughout his long life—and perhaps even enough to satisfy today's consumer." Critics claim, however, that due primarily to advertising, all body and mouth odors are considered as undesirable and need to be banished, even though body odors are normal and even considered desirable among some societies.

Yet it does seem that an interest in keeping B.O. under control is a desirable thing.

Actually, you are perspiring all the time whether you notice it or not. There is what is called the *insensible* sweat. By means of it the average person gives off about a quart of moisture a day.

In contrast, there is what is known as *sensible* sweat, meaning that which is very apparent to the senses. Usually our bodies produce sensible sweat when the temperature is very high, when we are working hard and if we are excited or under some emotional stress.

Depending upon conditions, one's body may give off from about three pints to as much as five gallons of perspiration a day!

The Sweat Glands

Our bodies have two kinds of sweat glands; the smaller and far more numerous—some two to three million—are the *eccrine* glands. These account for most of our perspiration.

The other, and less numerous, are known as the *apocrine* glands. These are much larger but are situated chiefly in the underarm and genital areas. It is what they exude that chiefly results in B.O. It seems that these are sex related, as children before the age of adolescence and old folks are not greatly bothered with underarm B.O.

Contrary to what one may think, it is not perspiration itself that is necessarily offensive. Rather, it is when the perspiration is worked on by certain bacteria or

fungi that disagreeable odors are given off. Thus the breakdown products actually cause the B.O.

What Can Be Done About B.O.?

What causes some persons to have a strong and unpleasant body odor, and what can be done about it? A common reason why some have B.O. is that they are wearing underwear in which they have sweated profusely. While sweat itself, under normal conditions, is quite odorless, garments in which we have sweated tend to have a strong odor because of the action of bacteria. So one remedy would be to change the underwear more often.

It is good to keep in mind, too, that the normal functioning of one's underarm sweat glands is exaggerated by nervous tension, and B.O. may result rather suddenly. Hence, one who has perspired due to nervous tension may find it advisable to wash under the arms as soon as an opportunity presents itself.

Another reason why some persons have B.O. is that they are thoughtless or negligent as to personal cleanliness. In fact, some doctors believe that lack of personal cleanliness is the "common denominator" involved in the majority of B.O. problems. Taking baths or showers regularly will certainly help. Water and soap reduce body odor by washing away bacteria and glandular secretions. But what if water is very limited? Then a sponge bath can be taken.

True, dermatologists warn that too frequent bathing is not good for the skin, primarily due to the fact that soap used when bathing either causes irritation or removes too much of the oil from the skin. If this is a problem, then mild, nonirritant soaps and bath oils are recommended. Even if a person is extremely sensitive to soap, one can get clean without using soap. A noted allergist, Dr. Waldbott, said regarding this matter: "A patient can take

his daily baths without soaps and cleanse his body sufficiently by gently rubbing the skin with a dry towel after the bath."

Many persons find that bathing is not enough to solve the problem of B.O., and they use some form of deodorant or antiperspirant preparation. These are available in a great many forms—liquids, powders, creams, roll-on types, sticks and aerosol sprays.

Perfumes and colognes help to mask over disagreeable odors with more pleasant ones. Creams made of petrolatum act by absorbing the odor. However, simply applying a deodorant does not remove the bacteria. Therefore, it is wise to bathe first, and then apply the deodorant materials.

Popular also are the antiperspirants. They are considered drugs in that they affect a body function, in this case, sweating. They can cut down the sweat as much as 50 percent, and that for several hours. Their most common active ingredient is a form of aluminum salts such as aluminum chloride and aluminum hydroxychloride. As to these antiperspirants, the volume *The Pharmacological Basis of Therapeutics* (Fourth Edition), by Louis S. Goodman and Alfred Gilman, says: "Aluminum salts are known to cause allergic reactions in susceptible individuals. The mechanism of action of antiperspirants is not completely known. It is generally agreed that these agents are astringent [having the property of shrinking tissues] and that this action is largely responsible for their ability to reduce skin secretions."

This work also points out that certain ingredients in deodorants, used to reduce the number of bacteria on the skin, may also cause allergic reactions. So if one experiences skin irritation with any deodorant or antiperspirant, one might experiment with other products that are less irritating. At all times one should wash before applying such products, as repeated

applications without washing can cause serious irritation.

Should most or all of the conventional products cause irritation or if one simply wants to avoid them, one might be able to find natural products. The book *Our Poisoned Earth and Sky*, by J. I. Rodale and staff, mentions such a product that contains an especially absorbent type of "fuller's earth, a fine clay used in the textile industry to 'full' or cleanse cloth." According to this source, "it neither prevents perspiration nor masks it, but it does attract and hold moisture." Similar products may be available, depending on where one lives.

"Feminine Hygiene"

The aerosol sprays in particular are popular in "feminine hygiene." These are easy to use and have a pleasant fragrance. It is said that in 1971 American women spent \$67 million on them—but not advisedly.

Thus *Consumer Reports* (published by a nonprofit organization) in its January 1972 issue published a 3,000-word article entitled "Should Genital Deodorants Be Used?" It began by stating that America's advertising business "has created a demand for a product of questionable value. It's a possible health hazard as well."

The article pointed out how little research had been done as to the health hazards of these products before they were marketed—the law not requiring the testing of cosmetics. It also showed that the advertising is sex-oriented rather than hygiene-oriented, playing upon women's (and men's) concern for pleasurable sex relations.

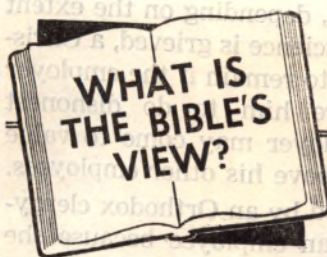
More than that, the article revealed that a number of women have had serious complications as a result of using these products and that several large lawsuits have been instituted by those harmed by these products. After making the point that

these aerosol sprays could not do anything that soap and water could not do better, the article ended with the advice: "The answer to the immediate problem of genital cosmetics is simple. Don't use them."

Making much the same points are the comments of Dr. Eleanor B. Easley, Clinical Associate Professor of Obstetrics and Gynecology at Duke University Medical Center. Writing in a professional medical journal, June 1973, she stated: "These preparations are not merely unnecessary and/or ineffective. They may be harmful. We have observed severe sensitivity reactions from some of them. Madison Avenue advertisers—with eyes wide open, I would think—exploit feminine insecurities for profit."

Because of these facts the United States Food and Drug Administration has asked that the following warning be printed on each can of such sprays: "Caution—For external use only. Spray at least 8 inches from skin. Use sparingly and not more than once daily to avoid irritation. Do not use this product with a sanitary napkin. Do not apply to broken, irritated, or itching skin. Persistent or unusual odor may indicate the presence of a condition for which a physician should be consulted. If a rash, irritation, unusual vaginal discharge, or discomfort develops, discontinue use immediately and consult physician." —*New York Times*, June 21, 1973.

So, being overly concerned with banishing body odors could lead to unwise use or overuse of a product, resulting possibly in complications. But if you do have much contact with people, it would be well to give thought to keeping B.O. under control, as your effectiveness in dealing with people may be interfered with if you are careless in such matters. In brief, let the Golden Rule govern you: "Just as you want men to do to you, do the same way to them."—Luke 6:31.



HONESTY IN BUSINESS —Can You Afford It?

TO THE timeworn proverb, "Honesty pays," the modern cynic retorts, "But not enough!" Echoing this view, the book *The Importance of Lying* asserts that honesty "may be a noble ideal, but it has little value in the life-and-death struggle for survival and security. Man has little choice in the matter. He must lie to live."

Do you believe that? Many businessmen do. So common is dishonesty that 'You can do anything as long as you don't get caught' is the advertising appeal for a "family game" about operating businesses. But dishonesty is not a "game" for those using it in business. They often rationalize: "You can't afford not to."

As for conscience, Daniel Drew, an unscrupulous financier of the last century, said this: "We didn't split hairs about trifles . . . A prickly conscience would be like a white silk apron for a blacksmith. Sometimes you've got to get your hands dirty."

Is it really true that you

have to suppress conscience to be successful in business? Can a businessman not afford to be honest? Since conscience is involved, the Bible's view is valuable. It puts honesty in proper perspective, showing up dishonest practices for what they truly are.

One of the requirements for responsible ones in the Christian congregation is that they are not to be "greedy of dishonest gain." (1 Tim. 3:8; Titus 1:7) Greed for quick or easy money drives one to sacrifice an honest conscience. "He that is hastening to gain riches will not remain innocent."—Prov. 28:20.

Yet there are those who justify dishonesty by saying, "That's business." They try to put the responsibility on the consumer, saying "Caveat emptor," "Let the buyer beware." But is dishonesty under the cloak of "business" somehow more legitimate? Can a thief say, "Let my victims beware," to shed responsibility for his theft? The Bible puts business dishonesty and outright theft in the same category. The Mosaic law says: "You must not steal nor deal deceitfully or fraudulently with your neighbour. . . . You must not exploit or rob your neighbour."—Lev. 19:11, 13, *The Jerusalem Bible*; compare Jeremiah 21:12; Psalm 62:10; Leviticus 6:2-5.

Consistent with this, Jesus called "robbers" those who were changing money and selling sacrificial animals at the temple in Jerusalem. (Matt. 21:12, 13) Why? They had a "captive audience" and charged exorbitant prices. The practice is even reported unfavorably in the Jewish Mishnah. Jesus apparently viewed such business dealings as a form of extortion or "robbery."

Businessmen certainly do not consider themselves in the same class as thieves. Yet the Bible exposes those who get profit by deceptive methods as just that—thieves. Misleading advertising, use of substandard materials, charging for unnecessary work or parts never installed, hiding defects in used merchandise, cheating on income tax, accepting or giving bribes—these are just a few dishonest practices employed by some to "steal" what does not rightfully belong to them. The Bible's command to thieves of all kinds is: "Let the stealer steal no more, but rather let him do hard work, doing with his hands

what is good work." (Eph. 4:28) Yes, honesty in business may require more time and "hard work," and the monetary return may not be as great, but the more satisfying gain from "good work" far exceeds that from dishonesty.

Is this view realistic? Can you afford to follow it? Many Christians do, with good results. A grocer in Portugal benefited from following the counsel: "Two sorts of weights are something detestable to Jehovah, and a cheating pair of scales is not good." (Prov. 20:23) When he became a dedicated Christian, his business greatly increased. The report notes that "everyone in the neighborhood says he will not cheat and rob as other merchants do because now he is one of Jehovah's witnesses, and they are honest people."

Many still appreciate doing business with honest tradesmen. But what if the circumstances are such that one does not gain? What if he even loses business? He still must remember that a much greater loss comes from dishonesty: "Do you not know that unrighteous persons will not inherit God's kingdom? . . . Neither fornicators . . . nor thieves, nor greedy persons . . . nor extortioners."—1 Cor. 6:9, 10.

Where does an *employee* stand if he finds that his employer or other employees are doing things that disturb his conscience? Should he quit his job? The Bible shows that an employee is responsible to exhibit good fidelity to the full in whatever he does himself. (Titus 2:10) But that does not necessarily make him responsible for what all those around him do. "Otherwise," as Paul says, he "would actually have to get out of the world."

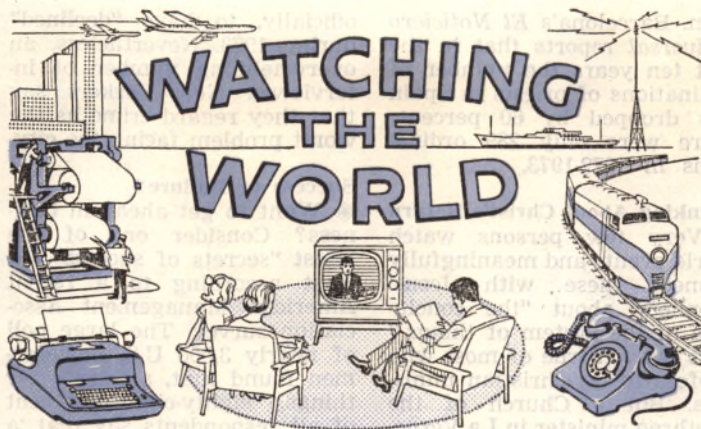
(1 Cor. 5:10) So, depending on the extent to which his conscience is grieved, a Christian may choose to remain if the employer does not require him to do dishonest things. The employer may come to value him as trusted above his other employees.

When pressured by an Orthodox clergyman to dismiss an employee because she was one of Jehovah's witnesses, a shopkeeper in Greece told the priest: "I have another 25 Orthodox girls, and all of them are stealing various objects. In her alone do I have confidence, and have even assigned her the task of making a bodily search of all of them." Rather than dismissing her, he increased her salary.

So, honesty in business, whether as employer or employed, is something you *can* afford. God's promise is: "There is one who is walking in continual righteousness and speaking what is upright, who is rejecting the unjust gain from frauds, who is shaking his hands clear from taking hold on a bribe . . . His own bread will certainly be given him; his water supply will be unfailing."—Isa. 33:15, 16.

Notice, there is no promise of quick or easy wealth from doing business the honest way, but there is promise of sufficiency. However, you do gain the deeper satisfaction that comes from having self-respect and the respect of others; from fulfilling your obligations to your fellowman; from having an "honest conscience" before the law and, most important, before God. All these things are truly "a means of great gain." (Heb. 13:18; 1 Tim. 6:6-10) So when honesty in business is examined from the perspective of God's Word, the real question is: Honesty in business—can you afford *not* to have it?

"He that is walking in integrity will walk in security, but he that is making his ways crooked will make himself known." "Those crooked at heart are something detestable to Jehovah, but the ones blameless in their way are a pleasure to him."—Prov. 10:9; 11:20.



Assembly Concludes

◆ The "Divine Victory" International Assembly of Jehovah's Witnesses concluded in late January. The assembly started in Detroit, Michigan (U.S.A.), last June and eventually took in the Americas, Europe, the Orient, Africa and islands of the Pacific. Among the outstanding attendance figures in recent months were those from Nigeria. There, three assemblies drew 214,027 persons; 7,153 persons were baptized. Also in Africa, at Accra, Ghana, 37,612 persons attended. The São Paulo, Brazil, gathering had 94,586 in attendance, while Valencia, Venezuela, reached 21,752. At Sydney, Australia, there were 34,447. In many places the attendance figures were much higher than the total number of Witnesses in the area. Why? A partial answer is found in Brazil's *Noticias Populares*, which noted, editorially, that "traditional religion is on its way out," and then, in contrast, said regarding the Witnesses: "They really live by their faith. Nationalities are not a dividing factor among the Witnesses, for they are made up of people from all races and classes. . . . Their faith is based, not on something formal, but on a living hope. It is based on Bible knowledge and research, for Jehovah's witnesses study the

Bible daily. Thus, their faith resists this century's scorching winds of worldliness, under which so many weak personalities and families have succumbed."

The Food Dilemma

◆ Obtaining food is daily more difficult even for persons living in the so-called affluent countries. Prices on many items continue to skyrocket. In Seattle, located in the U.S. agricultural state of Washington, for instance, a dozen eggs cost 66 cents in July; in mid-January, six months later, they were 82 cents. Canned green beans were 34 cents; the January price was 49 cents, a 44-percent increase!

"Crucified Again"

◆ In a recent article Catholic priest A. Greeley says: Suppose that Jesus were to come in the flesh today among those claiming to be his followers. He would not want to be accepted, says Greeley, by gun-toting Catholic revolutionaries or superpatriots. Nor would he consider himself a hippie hero. Further, "Jesus would be acutely embarrassed by the attempt of the fundamentalist 'Key 73' campaign to 'win America for Christ.' What they could win, he wouldn't want." Modern musicals and "masses" written for him would repel him. Greeley asks: "If Jesus

came back today, would he be crucified again?" And answers: "You better believe he would."

The Dollar Rebounds

◆ The petroleum crisis has jugged the world's currencies. The U.S., while affected by the oil situation, has not suffered as much as western Europe and Japan. Thus, the U.S. dollar is now stronger in relation to those nations' currencies. This is in sharp contrast with the nose dives the dollar suffered last summer. By late January it had gone up over 35 percent against the French franc from the dollar's mid-1973 low point. Further, it had increased against the British pound, 17.4 percent; the West German mark, 23.8 percent; the Italian lire, 16.7 percent; the Japanese yen, 17.3 percent; the Swiss franc, 24.7 percent; and the Dutch guilder, 19.5 percent. Gold, meanwhile, hit a record \$142 per ounce in Zurich and London on January 21.

The Farmer's Challenges

◆ Demands for food increase. And so do the problems facing the farmer. His land, for one thing, is costing much more. Economist C. K. Randall told the U.S. Department of Agriculture's recent Outlook Conference that some reports indicate that farm real estate prices rose a record 20 percent nationally in the one-year period ending last November.

Farm experts are trying to perfect new breeds of plants that will resist disease. But it generally takes ten years or more to cultivate and test a new variety of wheat. Usually, in half that time, it is reported, disease and pests have already substantially cut the yield from the new strain!

Religious Mercenaries

◆ The state of New Jersey paid about \$300,000 in 1973 for religious services in various

state institutions. Some twenty clergymen are on the state payroll drawing salaries of \$10,000 to over \$14,000 annually. A prayer opening a New Jersey Assembly session costs the taxpayers \$50; Senate session prayers are \$100. At the Woodbine School a clergyman has refused to perform services for severely retarded children unless his fee is boosted from \$10 to \$25 per visit. What a contrast such mercenaries are with Jesus, who said: "You received free, give free"—Matt. 10:8.

Death of Theology, Not God

◆ Germany has long been known as the home of theology. But now scholarly theology in Germany is dying. The cause? The once-popular "death of God theology" and disbelief in the Bible. Says *Christianity Today*: "On the one hand, it is not surprising that considering the attitudes of theological teachers toward the Bible, students would finally tire of consecrating themselves to the meticulous study of Scripture in the original languages . . . On the other, it is ironic that precisely those scholars who thought they were making academic theology vitally relevant to the modern world have succeeded in causing, if not its death, at least a lingering and wasting sickness."

Priests Diminishing

◆ The latest statistical yearbook reveals that, world wide, 3,659 Roman Catholic priests quit in 1971. Although 7,180 men joined the priesthood that year, the total number of those who died and defected was 8,100. The church's figures also show that in 1971, of 155,513 seminarians, 19,737 gave up their training. Meanwhile, the Vatican's *L'Osservatore Romano* says that there are now only 621 priests to minister to the seven million people living in Catholic Brazil's Amazon re-

gion. Barcelona's *El Noticiero Universal* reports that in the last ten years the number of ordinations of priests in Spain has dropped by 60 percent; there were only 289 ordinations in 1972-1973.

Thinking About Christ's Return

◆ Very few persons watch world events and meaningfully connect these with Jesus' prophecy about "the conclusion of the system of things." This is even true of most who profess to be Christian ministers. But a Church of the Brethren minister in La Verne, California, admits that Jehovah's witnesses do make this vital connection. Concerning conversations with Witnesses, the minister recently observed in a sermon: "I usually try to talk with the Jehovah's Witnesses. They have a sense of what is important . . . It is very different from a faith discussion with Brethren or Presbyterians or Catholics. They control the subject matter and they can quote far more Scripture than I can. While I would be thumbing through a concordance to try to find something, they have chapter and verse at the ready. . . . So, the Jehovah's Witnesses get me to think about the second coming of Christ."

More Crime

◆ As statistics show, crime still grows. Consider the Netherlands. Crime in the city of Amsterdam increased 12 percent in 1973 over 1972. In Utrecht the average number of monthly burglaries rose from 200 in 1972 to 300 last year. Detected crimes in Arnhem have increased about 60 percent since 1968. In the U.S. city of Cambridge, Massachusetts, crime expanded 28.1 percent in the first nine months of 1973 over the same period in 1972. The rise in Boston was 14.4 percent, and in Stamford, Connecticut, 15.6 percent. The overall rate of crimes reported in New York city was said,

officially, to have "declined" during 1973. Nevertheless, an overwhelming number of interviewed New Yorkers say that they regard crime as the worst problem facing the city.

Success or Failure?

◆ Want to get ahead in business? Consider one of the latest "secrets of success"—at least according to a recent American Management Association survey. The large poll of nearly 3,000 U.S. businessmen found that, among other things, "eighty-eight per cent of all respondents say that 'a dynamic personality and the ability to sell yourself and your ideas' is more of an attribute to the manager on the move today than is 'a reputation for honesty, or firm adherence to principles.'" Could it be because of following that "success" rule that there are also more cases of heart disease, digestive disorder, job dissatisfaction and family breakups than ever?

Crime, Poverty and Morals

◆ Crime is often blamed on poverty. However, in the U.S. there was less crime during the depression years than there is right now. Even during the scarcity and rationing of World War II crime was lower. Why the change? An editorial over St. Louis radio station KMOX makes an interesting observation: "The reason for the rise in crime, we'd say, first, is the breakdown in traditional morals which guided earlier generations of Americans, and secondly our materialistic, humanistic approach to life and living."

Ski Injuries Up and Down

◆ Good news: Improved ski equipment, such as hard plastic boots and improved release bindings, has brought a decrease in the number of injuries to lower extremities. Bad news: There is now a corre-

sponding increase in injuries to upper extremities! Fractures of the lower extremities at a Vermont resort, for instance, declined from 89 percent of total injuries in 1960-1961 to 62 percent in 1972-1973. Meanwhile, upper-extremity fractures rose from 8 to 25 percent. Intermediate skiers are particularly vulnerable to injury. Why? They are skilled enough to handle difficult terrain at high speeds. But they are not skilled enough to avoid serious falls.

Marijuana "Runaway"

◆ Last year, it is estimated, the makings for more than five billion marijuana and hashish cigarettes entered the U.S. That is enough to provide 20 smokes each for the entire population. Senator James O. Eastland, chairman of the Senate Internal Security subcommittee, says the current use

of marijuana and hashish has reached "runaway escalation" proportions; he calls it a "pandemic." He claims that, among other factors, part of the increase is due to the "benign attitude towards marijuana" in some recent reports, both official and otherwise.

Choosing Movies

◆ Some currently popular movies feature the occult, sadistic violence and sex. How can the average person, who may feel he has little control over moviemaking, cope with the situation? Writer Frances Taylor of Newhouse News Service offers one commonsense suggestion: "The only way to reduce the movie glorification of violence is to stay away from films that make heroes of killers. Advertising phrases and movie reviews make clear the content of most movies. Parents especially can be the

decisionmakers by keeping their youngsters away from the bloody, brutal movies and guiding the young moviegoer toward films that do not exalt the most harmful human behavior."

Women Leaving Home

◆ There are about as many women running away from home today as there are men. Tracers Company of America, experts on finding missing persons, says that in the early 1960's the number of husbands running away, when compared with the number of wives who did so, was about 300 to one. By the late sixties, however, the ratio was about 100 to one. In 1972 the figure had dipped to two to one and, now, it is an even one to one. Many see the 'women's liberation' movement as prompting the current female exodus. Nevertheless, thoughtless husbands must bear part of the blame.

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