

"Because alcoholism is a disease of progressive brain damage, with uncontrolled drinking the chief symptom, the treatment goal is complete abstinence," he said.

Science Digest

ROBS REASON

"The cerebral cortex is the most sensitive portion of the brain, having to do with its highest possible function. It is in this area of the brain that relative values are compared, thus enabling the individual to make decisions. It is the first portion of the brain affected by alcohol."

Drug Addiction Committee, World Health Organization.

MODERATION A FALLACY

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

Richard E. Strain, M.D.

NERVE INJURY

"Small blood-alcohol concentrations are accompanied by effects which lead to the conclusion that brain tissue is affected in such a manner as to hinder the passage of nerve impulses from cell to cell in the higher nerve centres, and to prevent thereby the normal functioning of the highest levels of mental integration."

Health and Hygiene, Lloyd Ackerman.

BRAIN HIT

When you stumble, or become unsteady, or your speech is slurred because of drinking, it is not your feet, your hands, or your tongue that have gotten drunk. It is the brain with its myriads of delicate co-ordinations that has been thrown out of kilter, especially since, for its size, it receives a disproportionately large blood circulation.

Science Digest.

BEER HURT

"The alcohol in beer definitely works against the normal chemistry of the human body."

George Schwitzer, Ph.D., Univ. of Tenn.

INSANITY

"Drink depresses the activity of the vital organs and affects the brain. The incidence of 'alcoholic insanity' is steadily rising."

Dr. Gregory, North Texas Hospital for the Insane.

Adapted from the CHRISTIAN CRUSADER by permission Texas Alcohol Narcotics Education Inc. printed in ALERT—Australia's foremost health and temperance monthly.

THE NEW SOUTH WALES TEMPERANCE ALLIANCE

140 Elizabeth Street, Sydney, N.S.W.

Phone 61 8737

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ALCOHOL'S EFFECT ON THE BRAIN



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ALCOHOL'S EFFECT ON THE BRAIN

YOU DIE

"Every time you take a drink you die a little. Up to now you may have thought of yourself as a moderate drinker, and therefore, safe. But, for one thing, the idea that you are safe is a flat lie. Taking even the kindest definition of 'moderation,' you are doing yourself progressive physical harm. Although the body has great regenerative powers, the cells of the brain and nervous system, once destroyed, are lost for ever—and we know these are the cells affected first and most potently by ethyl alcohol. Habitual drinking will cause lasting impairment to brain, nervous system, and liver. More and more physicians are revising their easy-going attitude toward 'moderate' imbibing. Every time we over-imbibe, science believes, a certain amount of brain damage results. Even one drink affects the uppermost level of the brain, which is the centre of restraint, inhibitions and judgment."

*"The Big Lie About Moderate Drinking,"
Pageant Magazine, February, 1956.*

RUBBED OUT

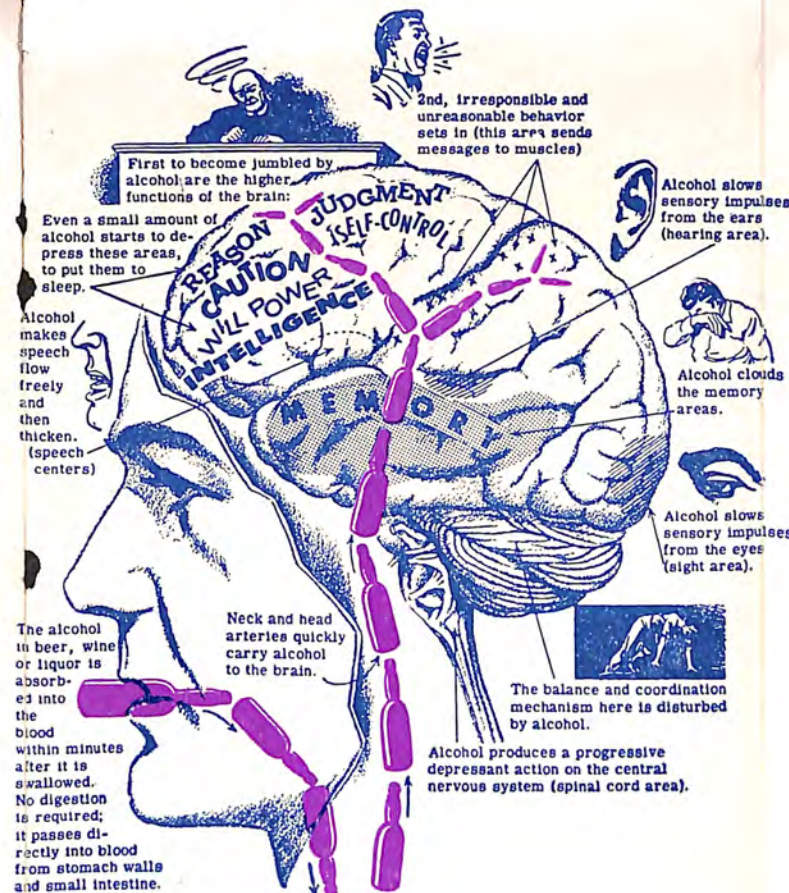
"The higher qualities of the mind are first rubbed out by alcohol. The delicate capacities of intellectual decision and choice and discretion and will-power are those faculties that are first dulled and then wiped out by alcohol, because they are the least capable of withstanding its toxic effects."

Haven Emerson, M.D., Columbia University.

CELLS LOST

"It is safe to say that in many people, heavy drinking causes a gradual dropping out of brain cells. It is also logical to assume that the first to be effected would be those that are first anesthetized by alcohol, namely, those subserving the higher cerebral levels of will-power and judgment. The brain reserve is gradually and insidiously whittled away until the stage is reached where any alcohol in the system will immediately paralyze the patient's will-power and judgment. Brain cells once lost are never replaced."

Frederick Lemere, M.D., Department of Psychiatry, University of Washington School of Medicine, and The Shadel Hospital of Seattle.



DISASTER

"Habitual use of alcohol, even in moderation, tends to produce dependency on it as a drug, medically. Alcohol diminishes the acuteness of sensory perception. It delays or weakens motor performance and physical co-ordination. . . . It is well known that alcohol, through its dulling effect on the higher brain centres, may set free underlying emotional drives, with, usually, disastrous consequences. Many varied crimes, indiscretions, and accidents are directly traceable to the influence of alcohol."

Robert V. Seliger, M.D., of Johns Hopkins, and Chief Psychiatrist, The Neuropsychiatric Inst. of Baltimore.

DRUGS MIND

"Alcohol is from first to last a narcotic drug. Its chief action is upon the nervous system. . . . Alcohol successively weakens the hierarchy of the brain, and therefore of the

mind, in the order, from above downward, that is to say in the inverse order of their development."

*The British Medical Association's
Advisory Committee.*

3.2 BEER

"Certainly 3.2 per cent beer by weight is intoxicating. Beer contains alcohol in potentially habit-forming amounts; there is no harmless alcoholic beverage."

*A. C. Ivy, Ph.D., M.D., D.Sc., LL.D.,
Head Department Clinical Science,
University of Illinois.*

POISON

"Alcohol is the major cause of insanity, and poisoning from it causes more deaths than from all of our most infectious diseases."

Dr. Parran, Surgeon General of the U.S.

ALCOHOL NO. 1

"Alcohol constitutes the country's greatest mental health problem."

Dr. Karl Menninger, Menninger Clinic.

DEADLY

"It has been my fate to live among drinking people; novelists, poets, playwrights, and stars of stage and screen. I have seen two-score of them go to their doom, eleven as suicides. I say it is a frightful thing that so much of the talent and genius of America should have been distorted by alcoholic poisoning. Most of them started with vision and courage, but in the end the example they give is of sickness of mind and soul."

*Upton Sinclair, Pulitzer Prize Winner,
in "The Cup of Fury."*

SHRINKAGE

A newly recognized type of excessive tippler, called the intermediate alcoholic, has started to appear on the national scene.

Such imbibers have moved from the social-drinking state and are heading for "chronicity" in their bouts with the bottle.

Doctor A. E. Bennett, associate professor of psychiatry at the University of California, Berkeley, said there are approximately a million such borderline addicts, in many of whom X-ray evidence of mental deterioration in the form of brain shrinkage is being observed.

This study clarifies the cause of mysterious brain shrinkage observed in approximately 500 younger persons who underwent autopsy after death in California, he reported.