

## PSYCHOLOGY

# Smokers Seek Masculinity

Men who smoke have a tendency to be more effeminate than those who do not and smoking may represent their search for masculinity—By Charles A. Betts

► MEN WHO SMOKE are, as a group, more feminine than those who do not, a behavioral scientist reports.

Therefore, smoking may in part symbolically represent a search for masculinity. The nonsmoker is a better marriage prospect.

In a new twist to the smoking-health controversy, John Pflaum, University of Wisconsin, tackles the "understanding, prediction and control of smoking behavior." He reports his research in the *Journal of Applied Behavioral Science*, May 1965.

"While the heavy smoker tends to be less masculine," Mr. Pflaum states, "and less inclined to participate in active sports, there is no physical handicap which would prevent participation if the heavy smoker were so inclined."

"The major factor involved seems to be one of personality rather than physical disability."

The study finds that cigarette advertising was geared to associate maleness with filter cigarettes because the tips were once considered effeminate.

In comparing the heavy smoker with the nonsmoker, the research finds that heavy smokers tend to have had unhappy childhoods. However, the evidence indicates that "heavy smokers are more creative than nonsmokers."

Nonsmokers are chosen more frequently by the U.S. Navy, while heavy smokers tend to be drafted into the U.S. Army.

"The heavy smoker is characterized as being restless, nervous, extroverted, energetic, thrill-seeking, independent, and academically oriented toward the social sciences and humanities.

"The nonsmokers are characterized as being puritanic, conservative, stable, agreeable, dependable, religious, and oriented toward the physical sciences and engineering."

Turning to youth smoking, Mr. Pflaum says that "there is no doubt as to the negative relationship between academic achievement and smoking." But he blames this more on the schools than on the smoker.

"In both high school and college, smoking reflects a lack of involvement in the scholastic program and an attempt to obtain satisfactions outside the school environment. The educational system is perhaps not meeting the needs of the smoking student."

In discussing adolescents and smoking, Mr. Pflaum says that more than one and a half million adolescents "are recruited to the smoking community" each year. In some metropolitan areas 50% of the male high school students and 25% of the females are smoking by their senior year.

"By the time most children have reached adolescence they have learned that most sources of pleasure are considered by adults as nasty, evil, harmful and dirty. Sexual

pleasures are associated with punishment, guilt and self-abuse." Smoking, therefore, may be a compromise solution.

In another controversial area, Mr. Pflaum finds that "smoking can become an addiction not only biologically but also behaviorally."

"While evidence for biological addiction is not conclusive, there is some reason to believe that, behaviorally speaking, heavy smoking can in fact become a learned addiction. In times of famine, tobacco is often chosen by starving people in preference to food."

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## PUBLIC HEALTH

## Man and Water: Plans For Fresh Water Needed

► MAN MUST make plans for fresh drinking water for the next generations.

But how can the proposals be turned into realities is a question asked in the *Bulletin of the Atomic Scientists* 21:2, 1965.

Intense water pollution problems have been effectively and efficiently handled in one area in the world—the heavily industrialized Ruhr region of Germany, pointed out Allen V. Kneese, director of the water

resources program for Resources for the Future Inc. With a population of about eight million, this region contains about 40% of the industrial production of Germany, including over 80% of the heavy industrial output. Waste disposal demands are quite large, yet the area is so well managed that the Ruhr River is clean enough for swimming and boating. The Ruhr associations have achieved this state of affairs by a sophisticated cost assessment on individual factories to reduce the contribution of their waste to manageable proportions.

To help the United States solve its growing water pollution problems, Mr. Kneese advocates creating regional water management agencies adapted to the needs of particular areas in the nation. A start has already been made by the Delaware River Basin Commission, he reports. The Federal Government could take direct action and create regional agencies, set up incentives for state or interstate agencies, and establish minimum effluent standards for the nation.

One marvelously bold plan for gaining more precious water has been proposed by the Ralph M. Parsons Company of Los Angeles. This North American Power and Water Alliance envisions a plan to channel surplus water from Alaskan and northwest Canadian rivers into parts of southwest Canada, the American West, northern Mexico and the Great Lakes. The water would flow through canals, mountain tunnels and streams. The proposal, now under careful study in Congress, would require no new technology but does require a high order of diplomacy between the nations of North America.

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Argonne National Laboratory

**ISOTOPE SEPARATOR**—Jerome L. Lerner, an associate chemist at Argonne National Laboratory, adjusts the voltage in the electrostatic lens assembly of an isotope separator capable of separating isotopes differing in atomic weight by only one unit.