

# A NEW AND TERRIFYING DISEASE

*The following article was written in the mid sixties. It highlights why our public information activities are so important.*

If some new and terrifying disease were to strike this country it would be treated as a national emergency, with our citizenry uniting as a man to fight it.

Let us suppose the disease to have so harmful an effect on the nervous system that five million people in our country would go insane for periods lasting from a few hours, to weeks or months and recurring repetitively over periods from fifteen to thirty years.

Let us further suppose that during these periods of insanity, acts of so destructive a nature would be committed that the material and spiritual lives of whole families would be in jeopardy with the resultant twenty-five million persons cruelly affected. Work in business, industry professions and factories would be crippled, sabotaged, or left undone. Each year millions of pounds would need to be spent merely to patch up in some small way the effects of the disease on families whose breadwinners had been stricken.

Finally, let us imagine this person or disease to have the peculiar property of altering a person's judgement, so brainwashing him so that he would be unable to see that he had become ill at all; actually so perverting and distorting his view of life that he would wish with all his might to go on being ill.

The dread disease envisioned above is actually here – it is ALCOHOLISM

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