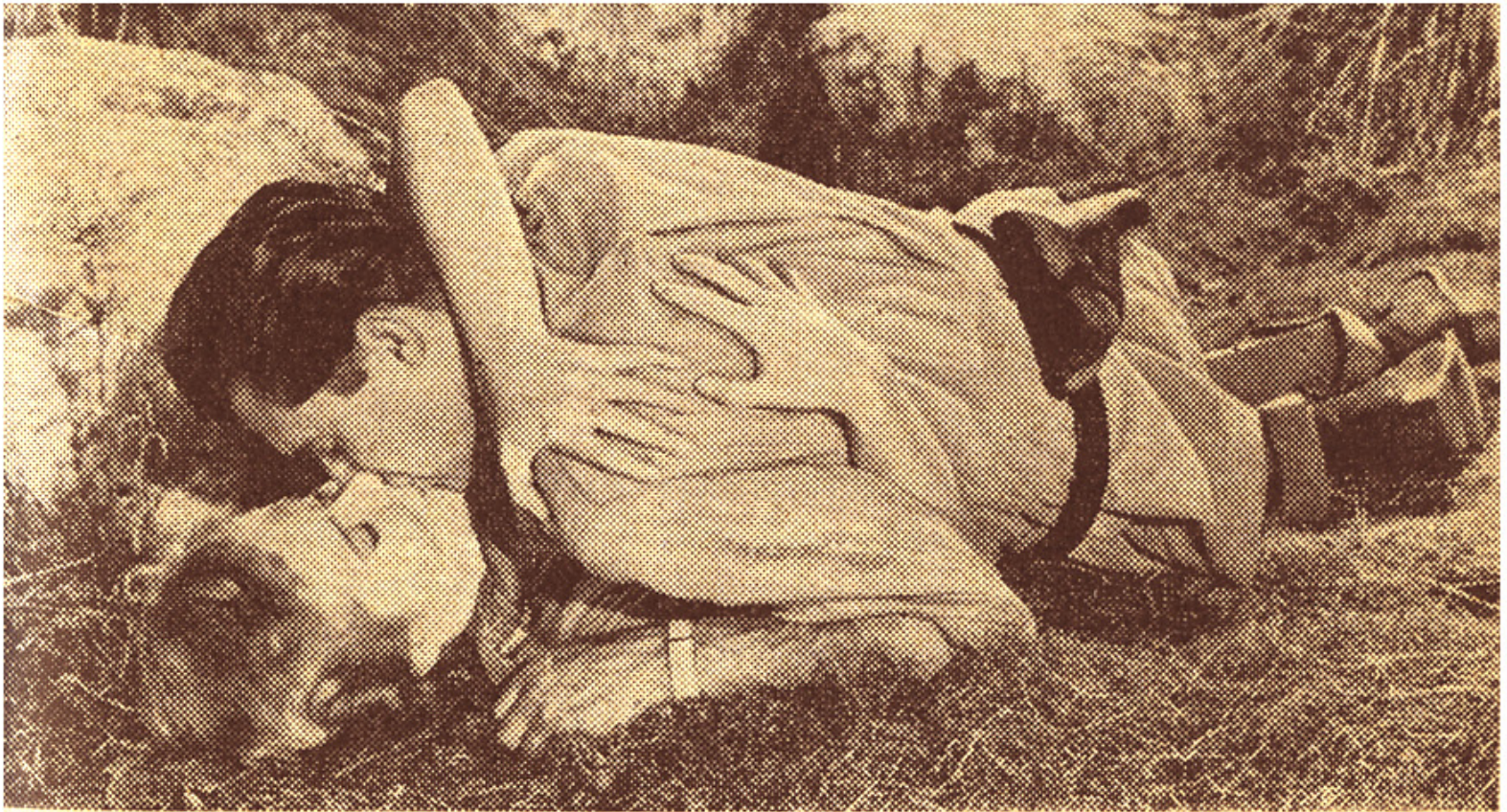


SEX

THE AMERICAN WAY IS BEST

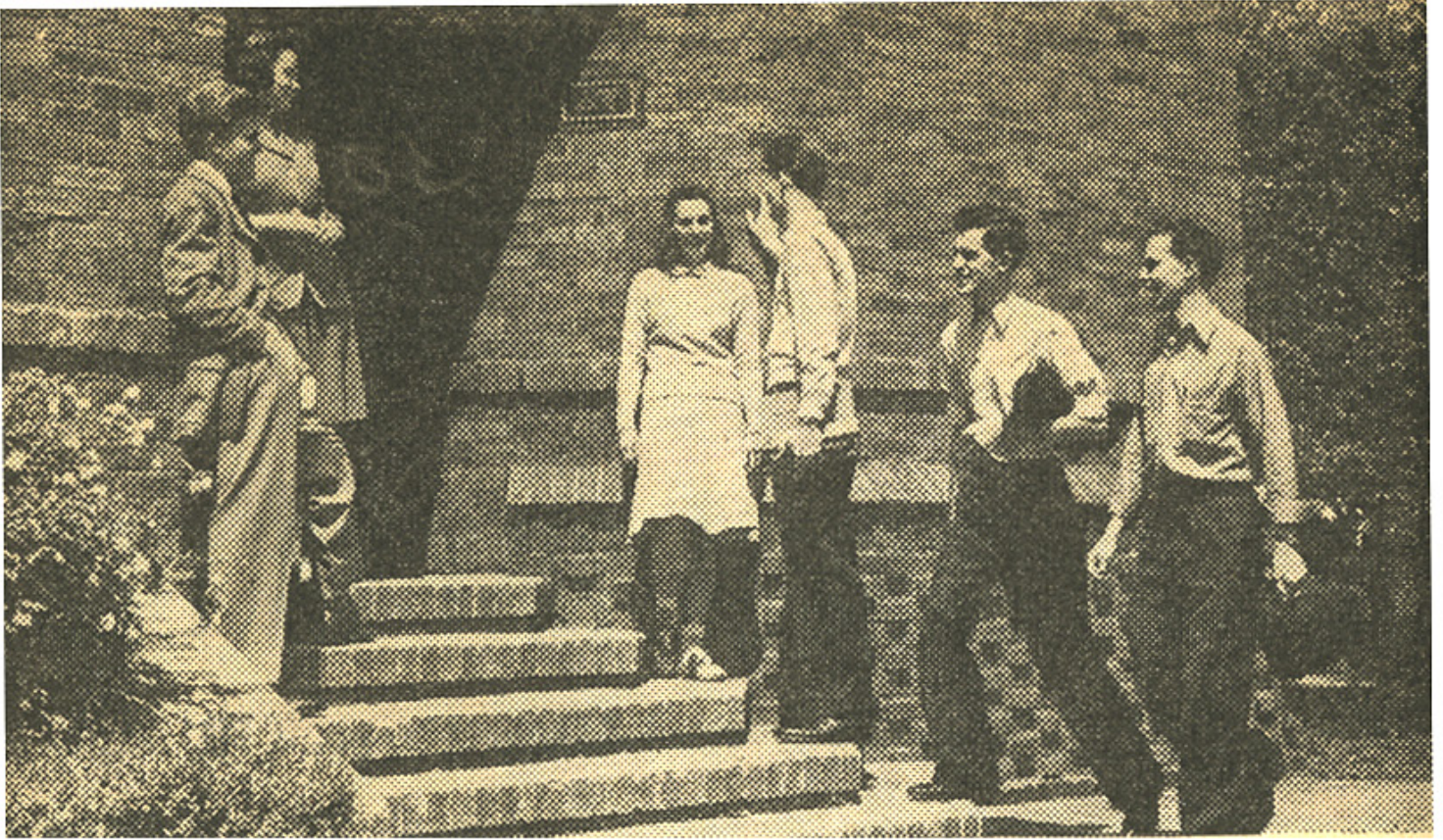


RECKLESS EUROPEAN YOUTH TOO OFTEN MISTAKE PASSION FOR LOVE

Be glad you're American, because you can have the best love life in the world. The claim that Europeans are the "great lovers" isn't true today. **Both before and after marriage, American love is best.**

These are the opinions of Dr. Paul Popenoe, a leading U. S. analyst of family relations. According to him, friendly accord between the sexes in America is not, as often stated, a danger- ➡

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U.S. CO-EDUCATION RESULTS IN NATURAL SOCIAL RELATIONS

ous thing which decreases the importance of the husband. Instead, it is a healthy development which increases the happiness of both sexes.

Three facts are cited by Dr. Popenoe to prove that European ways of love aren't as good as the American way:

1. **There are few European countries which do not have a higher rate of venereal infection than the U. S.** The V.D. rate is an indication of the "bad start which is likely to be made by young men who get their first 'sex education' from prostitutes."

2. **The suicide rate among young women in Europe reaches heights unknown in the U. S.** This is an indication of the despair of many European women who are unable to have the love fulfillments and equal relationships with men which are available to women in America.

3. **The illegitimate birth rate in many European countries is higher than in the U. S.** This indicates the difficulties many European young people face in getting married, and their frustrations.

Dr. Popenoe (r.) has written several books on family relations. One of his latest: *Marriage Is What You Make It*. In it he advises couples, "Build your marriage on a sexual foundation."



Why is America the best country for love? One answer may be found in the nature of our educational system.

In many European classrooms the sexes are segregated, and the natural social relationships between male and female are harder to establish than in the U. S.

Says one French educator: "Education in the U. S. has taught youngsters how to live, play, and work together as social beings. We French could use a bit of this."

This mixing of the sexes, and education itself, is far more universal—and applied over a longer school life—in the U. S. than it is in Europe.

In the U. S., 80 per cent of primary school children enter high school and 22 per cent go on to college, chiefly co-educational. But on the Continent less than 15 per cent go to equivalents of the U. S. high school and only 5 per cent go to college.

This greater co-educational experience in America pays off—in more wholesome love lives and family ties.

But does it also result in more illicit sex relations in Americans of school and college age?

Not according to a survey presented at a meeting of the American Sociological Society. ➡

**Popenoe: 'Courtship Period Is All Right . . .
 . . . But Marriage Is Better, And Different'**

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The American Style: An Easier Approach

The survey was a study of the sex life of students at the University of Wisconsin and the University of Oslo, Norway. It was made by two American scholars, William Simenson and Gilbert Geis.

It showed that **81 per cent of the Norwegian male students and 39 per cent of the girls endorsed full sexual relations during the engagement period.**

By contrast, the American figures were only 33 per cent for the boys and 14 per cent for the girls.

The Americans are more liberal with kisses at the beginning of courtship, but level off at necking and petting. The Norwegians, though slower starters, go much further later on.

On first dates, only 26 per cent of the U. S. co-eds and 14 per cent of Norwegian girls would permit a kiss, but on infrequent dating 66 per cent of the American girls gave a good-night kiss while only 44 per cent of the Norwegian girls did.

The important fact, however, was that only 6 per cent of the Americans moved into the area of

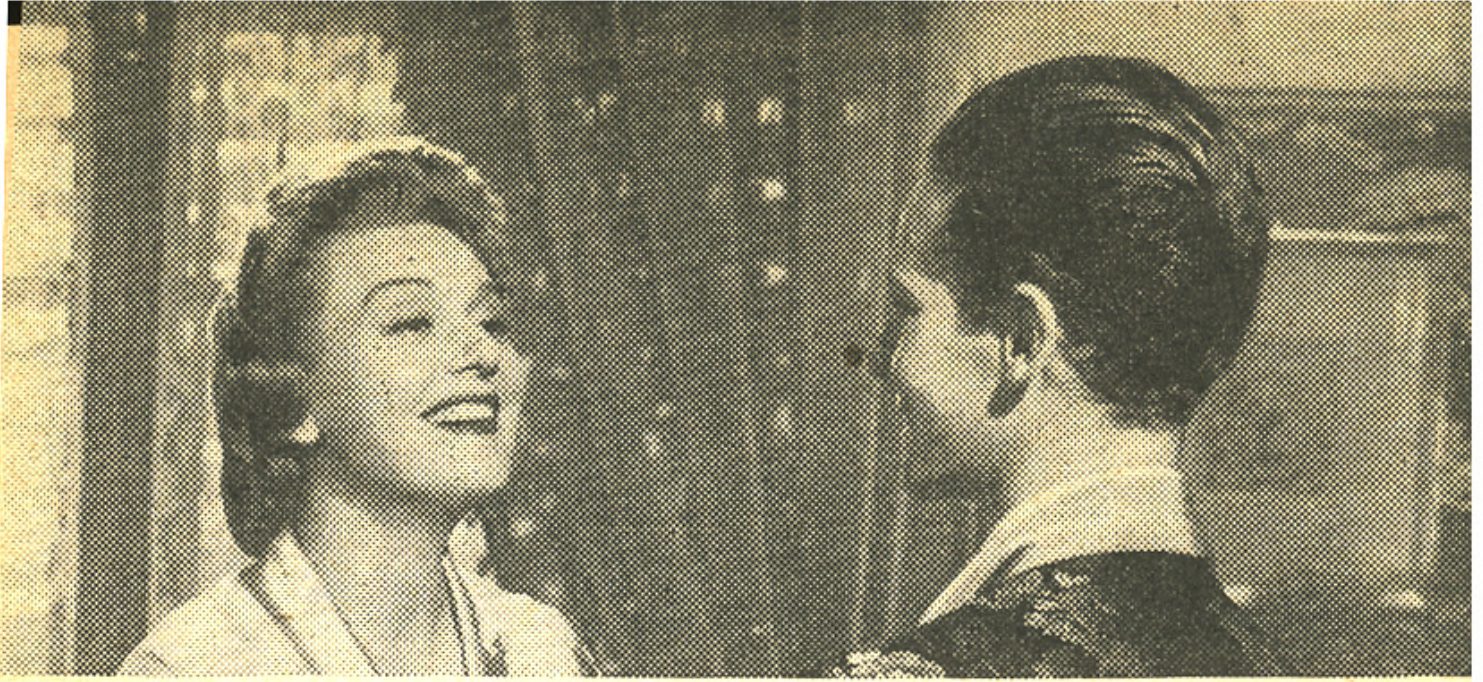
sexual intercourse, but 11 per cent of the Norwegians did.

The Americans, in short, had an easier approach to sex and were able to handle it better.

What is necessary for good sexual ad-



TV's Ethel & Albert typify happy U.S. home life.



FRENCH FILM GAME OF LOVE TAKES LIGHT VIEW OF ADOLESCENT SEX

justment? Dr. Popenoe has listed as one of the first requirements the exclusion of any attitude that sex is a bad thing.

This attitude is not found in most Americans, but it is common in Europe.

A survey by Mass Observation, an English research group, found that more than half (54 per cent) of the men and women in England over the age of 18 find sexual relationships "unpleasant."

This English attitude toward sex has not, however, resulted in greater sexual propriety there.

This was indicated in a report by the British Marriage Guidance Council which revealed that one out of every four first babies born to married couples in England was conceived out of wedlock.

In Sweden the situation has become a moral crisis. Sociologists say that at least **60 per cent of all first children in Sweden are born less than 9 months after the wedding.**

Do these figures shock you? That's because you're an American. Keep them in mind the next time you hear that morals in America aren't as good as in other countries.

There are problems here, and they can't be denied; but there are many good things, too. And when it comes to love, the American way is best.

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