

Friday, October 10

First Day

"Is he discreet and does he carry a good influence? Yes sirl

"Remarks: None better in the mission."

That was written in 1899.

As I read that I thought of another David, the son of Jesse, who was ordained to become the leader of Israel. And I thought of the solid consistency of President McKay's life, from the time he first labored in the British Isles as a young man, through the sixty years that passed prior to his return to dedicate the House of the Lord in this same land.

The affection in which he is held, his unflinching kindness and consideration, his ease in meeting every situation, the fruits of his ministry, all attest to his prophetic calling.

On his arrival at the New Zealand Temple he was given a great welcoming festival. As he walked through the crowd, elderly men and women, who first had met him in the islands in 1921, wept at the return of their apostle-prophet.

In London we watched him face with ease a battery of newspaper and television men and bear testimony to them. In both temples we heard him give counsel that was inspiring and offer prayers of dedication that were solemn and beautiful and moving.

In eleven languages today the worthy of the Church are enjoying the blessings of the temple because of the inspiration that has come through him. No one witnessing the joy of those who have received these blessings, could doubt the inspiration of his leadership.

I recall a little widow in New Zealand, the mother of seventeen children. Her husband was gone. A number of her children were gone. As she knelt about the altar with the beautiful children who were left to her and received

the assurance that all that she had lost would also be hers, she wept. And all who were with her on that sacred occasion in that dedicated room, wept also.

As I have witnessed these and many more inspiring situations during the past six months in these widely scattered lands, I have felt to sing with that convert from the steel mills of Sheffield: "We thank thee, O God, for a Prophet, to guide us in these latter days."

The other day I talked with a misguided young man who has become bitter. After he told his story, I said to him: "If you had seen what I have seen, if you had experienced what I have experienced, you would not feel as you now do."

I bear you witness that God's kingdom is here, that it is growing in breadth and depth, and in power in the lives of the people, and that those whom he has placed to lead it are his chosen and ordained servants. I so testify in the name of the Lord Jesus Christ. Amen.

#### President David O. McKay:

Elder Gordon B. Hinckley, Assistant to the Council of the Twelve, has just addressed us. The Choir and Congregation will now join in singing, "High On The Mountain Top," led by Sister Florence Jepperson Madsen. After the singing Elder Mark E. Petersen will address us.

The Singing Mothers Chorus and the congregation joined in singing the hymn, "High On The Mountain Top."

#### President David O. McKay:

Elder Mark E. Petersen of the Council of the Twelve will now speak to us. Our concluding speaker will be Elder Delbert L. Stapley.

### ELDER MARK E. PETERSEN

#### *Of the Council of the Twelve Apostles*

Last June while we were touring one of the missions of the Church in the eastern part of the United States, we stopped one morning about 8 o'clock to get breakfast at a café. This

café was located just a half block from a junior high school. As we were sitting there eating our breakfast, about a dozen of these junior high school students came into the café and played some

records and lounged about for a few minutes waiting for school to start. They were on their way to school. I noticed that every one of these boys and girls, who seemed to be about fourteen years of age, smoked cigarets. I was struck even more by the manner in which they smoked than by the fact that they were smoking; such a bravado type of spirit—a show-off—giving everybody the impression, apparently, that now they were grown up; now that they could smoke cigarets they had "arrived."

That night before going to bed I picked up a magazine in the hotel, and on the back page of the magazine was a full page advertisement. It showed a husky looking man, apparently in the bloom of health, smoking a cigaret. The caption across the ad said: "Where there's a man there's a ..... cigaret." I do not give the name.

As I read that ad my mind flashed back immediately to those boys and girls in the café. I wondered if they had read that ad. I wondered if they thought that "Where there's a man there's a cigaret." I wondered if they got the idea that cigarets make the man, that cigarets make the woman. Then I began to ask myself whether these boys and girls would suppose that they would be lacking in manhood or womanhood if they did not smoke?

Young people, do you believe that you would lack in manhood or womanhood if you did not smoke? Would you believe, for instance, that President Eisenhower is any less a man because on doctor's orders he quit smoking? Would any of you believe that President Harry S Truman was any less a man because he refused to smoke? Would any of you believe that Franklin Delano Roosevelt was any less a man because he responded to the advice of his doctors with respect to smoking, and then even later tried to persuade his biographer, Harry Hopkins, to do likewise?

Would any of you believe that Carl Sandburg, the Lincoln biographer, is any less a man because he will not smoke? Would you believe it of Governor Harriman of New York, or Bernard Gimbel, the head of the great Gimbel Department Store in New York City?

Would you believe that Lyndon B. Johnson, majority leader of the United States Senate, is any less a man because he will not smoke? Do you believe that J. Edgar Hoover, the head of the FBI, is any less a man because he neither smokes nor drinks? Or a man like Charles Boyer of the movies, or TV personalities such as Victor Borgé and Pat Boone? Do you believe the kind of advertising that is put out by the tobacco people?

The United States Congress made an investigation of cigaret advertising, and after their investigation they published a report known as "False and Misleading Advertising," having to do with filter-tip cigarets. It was published by a committee on Government Operations of the House of Representatives of the United States Congress on February 20, 1958. It was published by the United States government in the Government Printing House and paid for by government money. I would like to read just an excerpt or two from it. The Hon. Robert T. Secrest, a member of the Federal Trade Commission, was one of the men who gave testimony in connection with this investigation, and among other things he said that the Surgeon General's recent statement that "excessive cigaret smoking is one of the causative factors in lung cancer" calls for a "new approach" by the commission in its regulation of cigaret advertising. Then the report goes on to say this:

"The cigaret industry has done a grave disservice to the smoking public, initially, blatantly, and more recently, very subtly, publicizing the filter-tip smoke as a health protection. . . .

"Despite repeated private and even public invitations to appear before the subcommittee, the tobacco industry refused all such invitations. In one instance the invitation was accepted only to be declined later because of a 'previous engagement,' when it was learned no other tobacco-company official would appear.

"During a period fraught with public concern over grave health implications of cigaret smoking, business responsibility and even decency would apparently dictate that the American public is entitled to an accounting from the

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cigaret manufacturers. It is indeed most reprehensible that the tobacco industry should so shirk its vast responsibilities to the consumer and apparently conspire to boycott the hearings of a congressional committee."

I am sure your congressman would send you a copy of this if you were interested in it. It is Union Calendar No. 539, House Report No. 1372.

Young people, in the face of things like that, do you believe cigaret advertising? Do you believe that cigarets make the man, or that cigarets make the woman? What makes a man? What makes a woman? Is it the cigaret or the cocktail, or is it the clean life,

the development of good character, faith in God, and keeping his commandments?

Young people, be honest with yourselves. Answer these questions. Believe in God. Serve him. Uphold the program of the Church, and you will live wonderful, happy lives. That you may do this is my earnest prayer, in Jesus' name. Amen.

### President David O. McKay:

He to whom you have just listened is Elder Mark E. Petersen of the Council of the Twelve. Elder Delbert L. Stapley of this Council will be our last speaker this morning.

## ELDER DELBERT L. STAPLEY

### *Of the Council of the Twelve Apostles*

My brothers and sisters, I am indeed grateful for the splendid spirit of this conference session this morning. I hope what I have to say will not detract from the spirit of the messages given. I would like to touch upon a few things connected with the New Zealand Temple dedication mentioned by Brother Hinckley.

Since the last general conference of the Church Sister Stapley and I have enjoyed the great privilege and blessing of accompanying our beloved President David O. McKay, Sister McKay, Elder and Sister Marion G. Romney and others to New Zealand for the dedication of the new temple in that faraway land. Brother Gordon Hinckley and his wife had preceded us there to finalize the preparation for the dedication and opening of the temple for ordinance work. He mentioned the welcome and reception accorded the official Church party by the Polynesian Saints. It was a tremendous tribute and demonstration of love and affection for all of us, but more particularly for their beloved President and Prophet, "Tumuaki" David O. McKay.

It was a glorious spectacle, so different, colorful and unique that the sweet memory of the occasion will remain forever. Each Polynesian group, in native costume, entertained with pageantry, song, and dance for the space of three

and a half hours. I believe it is the only time in the history of the world that four such widely scattered Polynesian peoples have been brought together where each featured its individual native entertainment to welcome an official party. Such an assembly of mixed talent may never happen again, for it isn't likely that another similar event of such importance will occur to bring them together.

The majority of the Saints of the South Pacific attending the temple dedication activities did so, as Brother Hinckley has indicated, at great personal sacrifice. Ever since the building of a temple was announced they have been saving in earnest for that important and historic dedication day. To them it was the spiritual opportunity of their lives, the fulfilment of their prayers and dreams. It would be difficult for the people of the world, not knowing the sacred value and eternal nature of temple ordinances, to understand why people possess such strong religious beliefs and faith that would cause them not only to save money, but also to sell their cars, mortgage furniture and other chattels to raise sufficient funds to visit a temple. To those who do understand, no sacrifice is too great to achieve the greatest blessings of their lives—the holy temple endowment with the ordinances and sealings that bind