A Shocking Tale Of Health Advertising

A review of "The Health Hucksters" by Ralph Lee Smith written by Josephine Ripley in the Christian Science Moniter.

It is an indignant man who writes "the shocking story of how food and drug advertising exploits your health."

Ralph Lee Smith writes not only with feeling, but with the confidence of an author who has the evidence to back up his case against the "health hucksters. His sources include the findings of congressional investigat

ing committees, the American Medical Association, the Federal Trade Commission, and the Na with which he was formerly associated as an editor.

His exposé is concerned only with that part of the drug in dustry which he feels is engaged in unethical huckstering, not with the medical profession or pharmaceutical industry as a whole. He centers his attack on those drug manufacturers and their advertising agents who, through slick slogans and medical misrepresentations, encourage Americans to spend millions of dollars for drugs, vitamins, cosmetics and so-called "heaith foods" which are cracked up to be what they are not and represented as doing what they don't.

These products are well known and their manufacturers some of the biggest in the industry. Through the medium of modern advertising and mass communications, they are able to penetrate millions of homes with

their misleading sales appeal. cy, Mr. Smith says, and no one as yet has come to his rescue in an effective way.

Mr. Smith, in his opening chapter exposing the health huckster's methods, addresses himself directly to the reader: "There is no reason why you should settle," he challenges, "for anything less than outright elimination of health huckstering. No advertiser has the right to mislead you and your family about your health in order to realize profit."

It can be stopped, he claims, any time the government and the industry really want to take the necessary steps to abolish an

unnecessary evil.

He derides the huckster's wares and their claimed potencv. in case after case, chapter after chapter. As for "the gold rush in vitamins and minerals," medical authorities are quoted to the effect that a well-balanced diet provides all the nourishment of this kind necessary for the average person.

Toothpastes that "prevent



by Caura Wheeler

baby's room - a pretty decoration, a sweet reminder the proud parents will cherish.

and ADDRESS.

Hurry, send 25¢ now!

Give a gift that's truly personal — a sampler story of the Happy Event, Pattern 894: transfer 12 x 16 inches; color schemes. Send THIRTY-FIVE CENTS ((stamps cannot be accepted, use payment plans. postal note for safety) for this

pattern to LAURA WHEELER. Box 1, 123 Eighteenth St., New nto, Ont. Print plainly PAT-TERN NUMBER, your NAME JUST OFF THE PRESS! Send now for our exciting, new 1961 Needles ift Catalog. Over 125 designs to crochet, knit, sew, embroider, quilt, weave - fashions, homefurnishings, toys, gifts, bazaar hits. Plus FREE - instructions for six smart veil caps.



FREE ON A SWING - Linda Breese, 4, swings as happily as any child at her Columbus, Ohio, home. But when Linda gets back to the ground she needs crutches to get around. Born with an open spine, Linda represents millions of handicapped children. She's the National Foundation's 1961 poster girl.

the ground that "dentifrices play a secondary role in dental hygiene and by themselves cannot prevent tooth decay." Weight - reducing compounds

are described as not only useless for their purpose but perhaps even dangerous. A congressional committee, after going into this subject, came to the conclusion that the public is "bilk ed out of \$100 million annually by the makers of worthless weight-reducing preparations." The doctor is under constant

pressure by drug manufactureers who spend more than \$750,000,-000 - or \$5,000 for every physician in the nation" - to persuade him to prescribe their products. The tremendous increase in new drugs on the market is illustrated in the case of one druggist quoted as saying that he now stocks nearly 2,000 drugswith more being added every week - in comparison to about 400 such items ten years ago.

Mr. Smith scores the federal government's failure to police the drug market while at the same time admitting that the law does not give it adequate authority. For instance the Food and Drug Administration has the right to demand accurate labelling of a drug, but it has no authority over drug advertising. When the government does attempt to catch up with the excesses of the industry, it is often foiled by sharpshooting lawyers who find easy ways of getting around the present "horse and

What is needed, the author of rights." He urges the American people to rise up and demand it of their Congress.

Buy Now, Pay Later Old As The Hills

If you believe that buying on the installment plan is a relatively new business practice and a feature of life typical of our era, you are wrong. Installment credit in primitive forms existed housands of years ago. It was practiced by the Babylonians and Phoenicians. It was known in Rome under Julius Caesar, especially in real estate dealings.

It was not until early in the present century that the idea of banks lending money to individuals on the basis of character and income, with repayments in monthly installments, was put into pratice. It has now reached the astronomical figure of nearly \$40 billion, according to figures released early in 1960. The share of the nation's banks in installment credit is currently about \$15 billion.

After 50 years of installment credit in the United States, figures recently released show that 43 per cent of American families use it. Main users are the middle-income group. More than half of all families in the United States buy their furniture and major home appliances in time

With installment credit so firmly entrenched in our way of life, there seems little merit in arguing the economic pros and cons of this system of buying. Banks, which must exercise prudence and caution in their operations have found it a worth while practice, based as it is on the character and income of the individual customer. Its dimensions today certainly reflect the stability of both the national character and economy. - Hous-

CHRONICLES & Gwendoline D. Clarke

Who says Fall is over? We had | that came over the wires was two days of squaw winter and | quite a shock. The nineteennow we are enjoying real Indian summer. It is just grand for getting odd jobs done that somehow always get left to the last minute - or perhaps don't get done at all. But that's the way it goes - as long as the weather holds out we can find extra jobs to do. Partner is busy both inside and out. I finally gave in and accepted his offer to help with the painting. The ceilings, with all the reaching and stretching involved were getting me down. So now we are working together and getting along fine. long hall, six doors! However, we took it in easy strides as I was afraid of Partner stiffening up - and that wouldn't do at

ed to Halton County for re-

forstation purposes. The house,

to be sold and the proceeds

turned into the estate. The head

of a building construction com-

pany bought it, a young fellow

we had known as a boy. What he

has done with that old farm

house is almost unbelievable. It

was a particularly well-built

a stone foundation. Now it has

been completely modernized

without destroying its original

lines. Its great charm is its sim-

plicity - like the deceptive ex-

pensive simplicity of Paris dress

creations. Indirect lighting, deep

pile broadloom, polished cork tile

conveniences are not obstrusive.

one's childhood always results

in a flood of memories. But I

don't think elderly people resent

good. To see a place one ha

ruin, that hurts. But if a place

has been taken care of and

improvements how could any

sensible person object? The fact

that the old "parlour" has now

become a modern "family room"

need not detract from its senti-

When I got back from my trip

the telephone was ringing like

mad. Partner was outside and

hadn't heard it. The message

DRIVE WITH CARE

changes are all in the way of

Going back to the home of

house to start with, red brick on

barn and 8 acres of land were

competition with others. It is Monday now and we feel somewhat deflated after a trip to Guelph vesterday. Needless to say it was a sad experience. However, two remarks of the wonderful day, I went to Milton | parents made us feel that they to fulfil a promise to an 87-year-old lady. I had said I would take would eventually recover from the shock of losing their son her to visit the old farm home The mother said - "It is no use to which she had come as a child 82 years ago. It had remained looking back, figuring out how in the family until recently, that it might have been avoided . . until her bachelor brother guess it was just meant to died. Most of the farm was will-

"And," said the father, "we have nothing but good memories of our boy. Never at any time did he cause us grief or anxiety." How many parents of young girls and boys living today wish

his distraught mother he had

been helping a neighbour de-

molish an old building. Probab-

young lad had shown every promise of being an up-and-

coming young farmer. He was

quiet, homeloving and hard

working. He was interested in

cattle and modern methods of

farming. Other than that his

greatest love was his guitar with

they could say the same thing? Oud bereaved friends have certainly suffered a great loss, but it is equally true they have only Sunday, of course, was our first day back on standard time. Partner made it an opportunity

for teasing me. At breakfast time I said, "So you remembered that we go back to standard time today?" "Of course I did - I put the

clocks back last night." in the bedrooms - so easy on "You did not." the feet. One-tone decorating "Sure I did." Then I got really throughout - that is, very pale worried because I had put them green walls with white woodback when I went to bed - an work, except for the children's hour earlier than Partner How rooms, decorated with nursery rhyme paper. All kinds of conever, he was only kidding but veniences, of course, but the with Partner you never know

me straight.



whether he is kidding or not. He

keeps a face as straight as a

poker. It was the radio that put

the election returns are all in."

Modern Etiquette By Anne Ashley

Q. Is it proper to write a few lines of good wishes on the card that you enclose with a wedding

A. While not necessary, this is a quite proper and nice thing to

tray in a cafeteria, is one supposed to ask permission of a stranger to sit at his or her A. This is not necessary.

Q. If tea is being served and a guest does not care for it, would it be all right in this case for the guest to ask for a cup of coffee? A. Not unless the hostess spe-

cifically asks if he or she would prefer coffee. Otherwise, drink the tea, or part of it, and pretend you are enjoying it. Q. My husband insists drowning everything on his plate with gravy. I think this is

bad manners. What do you A. Strictly speaking, gravy is for the meat and if you want to eat your potatoes with gravy, you dip a forkful into the gravy that has escaped the meat.

Marriage Tips For Teen-Agers

From a code developed by the Family Service Agency of San Bernardino, Calif. 1. Parental approval of dates If parents do not approve, there may be good reasons. Allow yourself time to consider these

2. Discusing your engagement or marriage plans with your parents is essential. If you would like further evaluation, clergymen, teachers, and school counselors can be helpful. Any good marriage plan will stand up under careful examination.

3. There is a difference between infatuation and mature love. Love at first sight, or hasty decisions about marriage, should be carefully questioned. True love allows time for marriage preparation. 4. Know yourself, your hopes,

and what you expect from mar-

year-old son of friends of ours 5. Don't fall into the trap of benear Guelph had been killed that afternoon by a falling beam. lieving that the "smooth dancer" is necesarily the best (hus-From what I could gather from hand). Remember that successful marriages are based on various personality assets, such as consideration for others, dependly a barn, but I'm not sure. This ability, and loyalty. 6. Marriage is not an escape

natch. The unhappy single person all too often becomes an unhappy married person. 7. If you or your family suspect that personality problems

which he had done very well in is doing it.

> alone. The functions of dating, 10. Talking things over is an essential means toward understanding the other person. Each

ings, plans and hopes for the who wil, bicker in marriage. 12. Don't expect that, after

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ch Duke Is marriage, an individual ore Than Showman change very much. Ann personality traits will proeople who dismiss John centinue and may even b a source of aggravation.

Russell, 13th Duke of as just a showman, ford, as just a showman ford, as just a showman that be more wrong. He is 13. Agreement on friends of taste, culture and disand an extremely 14. Mutual interests and s

gs true that at his home, one of the greatest shows on It grosses more than all the time. Last year there 462,000 satisfied customers; year he hopes to top the on mark. at the Duke is not ashamed

izing on his ancestors.

the only way he can keep the only way he can keep the running and in good the His forbears weren't when people marry too of their (own) age group possiblity of unhappiness me marrying for money and a the 13th Duke, is quite 18. An individual who viola too many standards before m about using every le stic about using every le-mate device to keep the 23,-acre Woburn estate intact. riage may have difficulty cepting the conventions of they did what they had to says the Duke in a quiet forthright fashion. "And I - Cosmopolitan Magaz

An ardent TV viewer we has decided to mend and broaden his activit on a high shelf so that he' to get out of his chair in to reach for them.

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styles to sew - so

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larity of social, econom

religious background allo

15. Don't be bluffed into

ing, or marrying, a person

uses dramatic threats to g

or her own way.

sions about religion, money, educational

half a crown a time, and a For Half-Sizes children. Call it if you like. I call PRINTED PATTERN

SIZES

121/2-221/2

he Duke, tall, elegant in welldark-grey worsted, moves about his library as nothly about his library as speaks. It's built on the same scale as the rest of the roic scale as the rest of the use. You can pack a fair-sized ack of modern flats in the e it occupies. his Grace waves a well-tended d in the air in a gesture em-

that I've got to do. This is

and he wants to use it to

I give it to him - with a

truction thrown in -

of the ordinary man.

dy's got a car or motor-

where and see some

wants entertainment

ging the walls, furniture and

This is show business. No not about it. Being a Duke day means you're in show biz to the neck, otherwise you mply can't exist, let alone live the manner in which the pub thinks you should live." The old masters framed above leather-lined books look on from the walls. Could it with approval? There's someapproaching half a million worth of paintings in room alone. A Rembrandt ait a Hogarth selfrait. a Hals, a Cuvp. And a

was the fourth or fifth who was responsible for of those," says the 13th ally. "He thought the ooked a bit bare, so he at his steward to buy some Fortunately he came mostly Dutch pic-nods towards the dt: "That self portrait re, for example, cost £16. It's worth anything up to today. Makes you

estronomic sums mean ittle to a man who, when gant in silk for gala evening inherited Woburn and the Printed Pattern 4704: Half lakedom, also found himself 1814, 1814, 1814, 20 sidled with a £5,000,000 bill eath duties. That was six since when he has ll but a million and a ich he confidently exsettle within three

> he took over Woburn. ev was in an appalling . It hadn't been decor close on a hundred alf of it had been knockn by his father, the 12th who was interested only animals and fish. What eft was jam-packed with china and pictures gledy-piggledly all over Within six months, eighteen hours a day the time the 13th Duke



HE MADE THE SAVE - His eyes glued on the ball, Spanish goalkeeper Ramaletto heads for the turf at a London, England, soccer practice.

had everything ready for visit-

Land of the second seco

Queen Elizabeth didn't sleep here. But Charles I did, several times. So did Queen Victoria. room with its fabulous tapestries (newly restored by a secret process) is one of the most popular sights in the entire Abbey. His forbears had the knack of

adroit fence-squatting. They fought on both sides during the civil war, as Roundheads and Cavaliers. Hence they managed to preserve the Abbey intact until the 12th Duke's bulldozers got to work on it.

The Great Park - 3,000 beautiful green acres of it - is alive with rare birds, bison and herds of deer. That, and the house, should have been sufficient to draw the world to Woburn. But the 13th Duke decided it wasn't enough. He installed a children's zoo, a maze, swings, roundabouts

and all the fun of the fair. At odd times he has staged parachute jumps, traction en-·gine rallies (this drew 20,000 visitors), horse shows, a nudist convention (a washout owing to rain), scooter rallies and political rallies (Selwyn Lloyd drew a 37,000 Conservative attend-

"Anybody can hold a rally here," says this most democratic of Dukes. "Even the Communist party. Provided they behave hemselves, pay the bills and clear up the mess." In the planning stage are jazz festivals, bowling alleys, fish-

ing and boating lakes, swimming pools and tennis courts. Anything, in fact, in the entertainment line that will tickle the mid-20th Century palate, writes Sidney Vauncey in "Tit-Bits." These ventures need consider-

able staff. Apart from the Duke's administrative personnel, he employs 250 people. There are six night watchmen. And fourteen Mrs. Mopps come to clean up the Abbey every day. Not excessive, inherited Woburn and the really when one considers that the 11th Duke never had fewer than fifty indoor servants alone. All this is tremendously exact-

greatest happiness in the world," he says. "An artist creates haping work, but the Duke has come piness with his talent, I strive to do it through the medium of up the hard way. He's used to having it rough. At sixteen, then my wonderful inheritance and Lord Howland, he was pitchthereby to preserve it for my forked into London to fend for himself on a pittance of £98

Then he became a reporter on a national daily and later when he inherited some money, he started a fruit farm in South

These days the Duke regards himself primarily as a show man. He is always around at Woburn on visiting days, signing autographs and keeping a very sharp eye on things. He is propelled by a tireless



a present from the owner to

jockey Lester Piggott when he

rode Sir Victor Sassoon's first

The Duke drives very fast. He

so smoothly that one seems to

be floating on air. When you

ask him what speed he's travel-

ling, it turns out he's touching ninety-seven miles an hour.

The Duke is a happy man. He

accounts for his current content-

"Making people happy is the

ed outlook on life thus:

determination to keep Woburn on the map. This will take himlecturing to Women's Clubs in America during October and November: in 1961 he goes to Vancouver on another lecture

tour, and the year after he is booked for Australia. In between times, both here and in America, he will appear frequently on T.V. But, basically, this is not for self-advertisement. He does it because his name has become synonymous with Woburn Abbey. The more people talk about him, the more

they'll come to see his stately After work, the Duke occasionally drives up to town. London is less than fifty miles SHREDDED Foam Rubber. Stuff your own pillows and toys. 5 lb. bag \$2.39, postpaid. Mail money order to Allied Products, Box 62, Port Credit, Ontario. away and his huge American car (one of three in his stable) eats up the distance comfortably in about forty minutes. He bought PAL-PLUG it second-hand for about £3,000.

HATCHING EGGS cruises down the M.1 motorway

WANTED - Flockowners to supply one of the largest, registered Hatch-eries in Canada with hatching eggs. All breeds required - egg breeds, dual purpose breeds, broiler breeds. Extremely large premium pald. Apply Box Number 225. 123-18th Street. New Toronto, Ont.

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Commissioner of Taxes for Rho-

desia and Nyasaland. It was

written by an African on re-

ceipt of an income tax return,

and expresses with beautiful

simplicity exactly what we have

felt about the things for years.

ed form dated July 19th, 1959. I

complete the form as I do not

know what is meant by filling

this form - moreover I am not

interest in this income services.

Could you please cancel out my

name in your books as this sys-

tem has upseted my mind and I

do not know who register me as

one of your customers in this

How Can I?

By Roberta Lee

Q. How can I shorten a plastic

A. One very good way to ac

complish this is to turn up the

hem and stick it into place with

Q. What can I do about the

dents in carpeting, caused by

heavy articles of furniture which

have been moved to other spots?

in your carpeting back to shape

A. You can fluff these dents

cloth, then applying a hot iron,

following this with a brushing

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some adhesive tape.

with a stiff brush.

matter.

regret to state I am unable to

I have to refere to the attach-

son and the generations that will A Letter We'd All The Bedford motto is Che Sara, Sara . . . "What will be, Just Love To Write will be." John Robert Russell, The following letter, quoted the 13th Duke, is making sure n "Taxation" for April 30th, that whatever else won't, Wo-1960, comes from a report of the

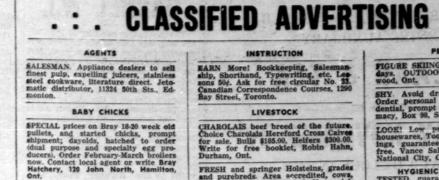
Lester Ditches That Bow Tie!

burn Abbey always will be.

Does a jaunty bow tie repel the voters? In the case of Michigan's Gov. G. Mennen (Soapy) Williams, most famous bow-tie man in U.S. politics, the answer is apparently no. But the backoom boys of Canada's Liberal Party have decided differently. So Liberal leader Lester B. Pearson, at their request, no longer wears the ties that were his trademark in his days as External Affairs Minister.

"It makes the people think of bow-tie dipiomacy," said one of his colleagues, who went on to explain bow-tie diplomacy: An informal, free-and-easy approach to problems of international relations, characterized by friendly, first - name contacts short-cutting red tape and protocol. "It's a term of ridicule," he added, "like striped pants, ivory tower, or egghead. It's " - from NEWSWEEK.

Turkey's common names are gobbler, wild turkey, and bronze urkey. Description: Largest of American upland game birds. A treamlined, bronze-colored bird that cannot possibly be mistaken for any other species. Distribution: From Maryland south to Florida and west to Texas and New Mexico. It feeds on various plants, nuts, acorns, fruits, berries, grasshoppers, and inscets.



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NUTRIA

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COINS COINS wanted, pay highest prices. 1961 coin catalogue 25¢. Gary's (8) 9910 Jas per Ave., Edmonton, Alta. Paying 50¢ each for 1922, 1923, 1925 Canadian small pennies. Mrs. Jan, 767 Wilson St., Victoria, B.C.

EYE GLASSES EYE GLASSES Slipping? Use Dorsay's Ear-Loks, years supply glass cleaner, both \$1.90. Meldie Sales, P.O. Box 267, Warwick, Rhode Island. FARMS FOR SALE

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FARM, 190 acres, A.: clay loam, good barn, hydro and water, silo 13 x 45, henhouse and pigpen, 8 room brick home, basement, hot and cold water. Full line of machinery, milks machine, milk cooler. 22 Holstein cows, 4 heifers 5 yearlings, 10 calves. For the right family a down payment of \$8,000 will handle it. Jan Bosveld, Real Estata Broker, 53 Victoria Ave., Chatham, EL. 2-9056.

CHICKEN FARM & HATCHERY in Aurora, six acres, four large build-ings, automatic equipment, many ex-tras. Ideal for two partners or large family. Twelve thousand cash gives possession, balance arranged. Phone PA. 7-9701, PA. 7-4846 or R & M Chick Ranch, Box 1151 Aurora.

FOR SALE - MISCELLANEOUS GIVE health and beauty for Christmas our jewelled magnetic bracelets are health restoring and beautiful to wear. Priced only at \$12.50, National Products, 346 Sabiston St. Nanaimo, B.C. Agents wanted.

PAL-PLUG COMBINED shot gun plug and match container, \$1 each. Box 63, Postal Sta-tion D Hamilton, Ont. Originally it cost £8,500 and was

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TWEDDLE CHICK HATCHERIES LTD. STAMPS

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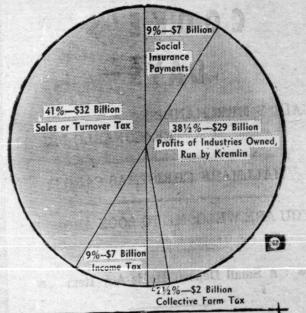
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may interfere with your future happiness, these problems should be (discussed and) evaluated. by Anne Adams 8. Marriage should be a serious plan, not something you would do just because everybody A deep-descending coll frames you in softest flatte 9. Each individual must recogabove a slimming skirt, nize that the final choice of a in daytime cotton or wool marriage partner is his or hers

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