

A Shocking Tale of Health Advertising

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

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

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 investigating committees, the American Medical Association, the Federal Trade Commission, and the National Better Business Bureau, with which he was formerly associated as an editor.

He is concerned only with that part of the drug industry 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 vitamins, cosmetics and so-called "health 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.

The consumer is at their mercy. 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 hucksters, accuses them of huckstering himself directly to the reader: "There is no reason why you should settle," he challenges, "for anything less than the 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 accuses the huckster's wares and their claimed benefits, in case after case, chapter after chapter. As for "the good stuff" vitamins and mineral 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 tooth decay" are debunked on 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 "blinded out of \$100 million annually by the makers of worthless weight-reducing preparations."

The doctor is under constant pressure by drug manufacturers 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 drugs — 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 labeling 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 foisted by sharpshooting lawyers who find easy ways of getting around the present "horse and buggy" laws.

What is needed, the author concludes, is "a consumer's bill of rights." He urges the American people to rise up and demand it from their Congress.

Buy Now, Pay Later

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 thousands 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 practice. 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 48 per cent of American families use 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-payment plans.

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 worthwhile 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. — Houston Post.

Embroider this sampler for baby's room

A sweet reminder the proud parents will cherish. Give a gift that's truly personal — a sampler story of the Happy Event, Pattern 894; transfer 12 x 18 inches; color schemes.

Send THIRTY-FIVE CENTS (stamps cannot be accepted; use postal note for safety) for this pattern to LAURA WHEELER, Box 1, 123 Eighteenth St., New Toronto, Ont. Print plainly PATTERN NUMBER, your NAME and ADDRESS.

JUST OFF THE PRESS! Send now for our exciting new 1961 Needle-It Catalog. Over 125 designs to crochet, knit, sew, embroider, quilt, weave — fashions, home furnishings, toys, gifts, banners, hats. Plus FREE instructions for six smart vinyl caps. Hurry, send 25¢ now!

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 invitation?
A. Quite proper, this is a white proper and nice thing to do.

Q. When one is carrying one's tray in a cafeteria, is one supposed to ask permission of a stranger to sit at his or her table?
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 specifically 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 on having everything on his plate with gravy. I think this is bad manners. What do you think?
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 seeped the meat.

Q. An ardent TV viewer has decided to mend his ways and broaden his activities — now placed his television set on a high shelf so that he'll have to get out of his chair in order to reach for them.

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 reasons.
2. Discussing your engagement or marriage plans with your like further evaluation, clergy-men, 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 marriage.
5. Don't fall into the trap of believing that the "smooth dancer" is necessarily the best (husband). Remember that successful marriages are based on various personality assets, such as consideration for others, dependability, and loyalty.
6. Marriage is not an escape hatch. The unhappy single person all too often becomes an unhappy married person.
7. If you or your family suspect that personality problems may interfere with your future happiness, these problems should be discussed and evaluated.
8. Marriage should be a serious plan, not something you would do just because everybody is doing it.
9. Each individual must recognize that the final choice of a marriage partner is his or hers alone. The functions of dating, courtship, and engagement assist in the making of a wise decision.
10. Talking things over is an essential means toward understanding the other person. Each partner should have the time and ability to discuss his feelings, plans and hopes for the future.
11. The person who bickers and can't get along with others is probably the kind of person who will bicker in marriage.
12. Don't expect that, after

FREE ON A SWING

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

CHRONICLES OF GINGER FARM

by Gwendoline P. Clarke

Who says Fall is over? We had two days of squaw winter and now we are enjoying real Indian summer. It is just grand for getting odd jobs done that some-thing 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. Got the hall done last week — 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 all.

Last Friday, it being such a wonderful day, I went to Milton to fulfil a promise to an 87-year-old lady. I had said I would take her to visit the old farm home to which she had come as a child 82 years ago. It had remained in the family until recently, that is, until her bachelor brother inherited it. Most of the farm was willed to Halton County for restoration purposes. The house, barn and 4 acres of land were sold to a man who, when he inherited Woburn and the farm, also found himself saddled with a \$3,000,000 bill for death duties. That was six years ago, since when he has sold off all but a million and a half, which he confidently expects to settle within three or four years.

When he took over Woburn, the Abbey was in an appalling condition. It hadn't been decorated for close on a hundred years. Half of it had been knocked down by his father, the 12th Duke, who was interested only in birds, animals and fish. What was left was jam-packed with furniture, china and pictures and big biggedly-piggledly all over the place. Within six months, working eighteen hours a day most of the time the 13th Duke

had everything ready for visitors. Queen Elizabeth didn't sleep here. But Charles I did, several times. So did Queen Victoria. And the magnificent State Bed-room with its fabulous tapestries (newly restored by a special 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.

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British Duke is More Than Showman

These people who dismiss John Russell, 13th Duke of Bedford, as just a showman, are more than wrong. He is a recreational, an extremely successful businessman.

It is true that at his home, Woburn Abbey, the Duke puts on the greatest shows in England. It grosses more than \$1,000,000 annually and is growing all the time. Last year there were 100,000 satisfied customers; this year he hopes to top the million mark.

But the Duke is not ashamed of his ordinary man. He is capitalizing on his ancestors' farm running and in good stead. He wants entertainment, money, educational plans in his own (own) age group. He is a high shelf so that he'll have to get out of his chair in order to reach for them.

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After work, the Duke occasionally drives up to town. London is less than fifty miles away and his huge American car (one of three in his stable) eats up the distance comfortably in about forty minutes. He bought it second-hand for about \$3,000. Originally it cost £8,500 and was a present from the owner to Jockey Lester Piggott when he rode Sir Victor Sassoon's first Derby winner.

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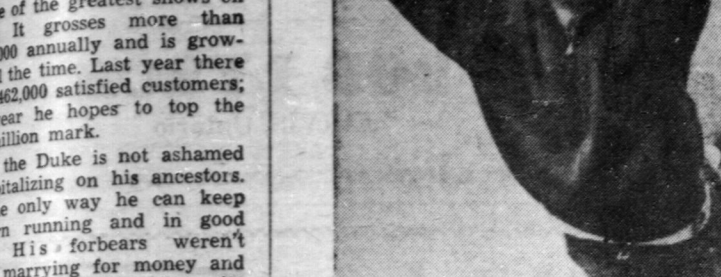
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MERRY MENAGERIE

"Junior! You are not old enough to smoke—much less to bid!"



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HE MADE THE SAVE

His eyes glued on the ball, Spanish goalkeeper Rommelito heads for the turf at a London, England, soccer practice.



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