

### Shocking Story Of The Pill Business

It has been said that false and misleading advertising claims as the American public to spend more than a billion dollars a year on foods, drugs and lotions that have no real benefit.

This was the theme of a recent book by Ralph Lee Smith called, "The Health Hucksters," which is being published by the author.

The shocking story of how food and drug advertising exploits your health, debunking false claims for vitamins, cold remedies, reducing formulas and other quackery.

It is, as the author pointed out, a case of the old "medicine man" in modern garb, peddling his wares with smooth Madison Avenue sales talk.

The Food and Drug Administration is constantly on his trail, exposing his devious and deceitful sales talk — his play on people's fears, perplexities, and human frustrations. Hardly a week goes by without an FDA expose.

A recent instance of this kind had to do with the marketing of "mineral-rich" salt, said to have been extracted from sea water and advertised as good for practically every ailment man can have.

It is hard to believe that people are taken in by such extravagant claims. But they obviously are, for these are generally profitable ventures — while they last.

Vitamin pills and remedies have been debunked again and again by health authorities as unnecessary in the American diet. Yet millions still solemnly take their vitamins, encouraged by advertising claims, which bring returns of some half-billion dollars a year to vitamin manufacturers, according to the author of "The Health Hucksters."

While the majority may not swallow the quack balldoon, many do swallow the newest pills — pills for popping up, relief from tensions and so on. The very same "tranquilizer" is being trolled in millions in these troubled times.

The flood of drugs on the market in recent years is phenomenal. Mr. Smith reports in his book that one drugist told him that while 10 years ago he stocked only about 400 drug items, today he has nearly 2,000 on his shelves, with more being added every week.

"How much of this represents real progress in medicine?" he asked in his research. "Only a small portion of it, according to leading doctors," he said.

It has taken the tragic case of the sleeping pill, tranquilizer, thalidomide to bring home to the American people, and people elsewhere in the world, the extent to which new drugs are rushed into use without sufficient testing to bring warning of their harmful side effects, writes Josephine Ripley in the Christian Science Monitor.

Even now, long-approved drugs are coming under suspicion as possibly and in some cases — probably responsible for serious conditions quite apart from those for which they were taken.

All this has given needed impetus to the administration's approach for more FDA authority in the inspection, approval, and control of drugs.

In particular, the government wants authority to take a drug



**HONOR —** Dr. Frances O. Kelsey, shown at right, the Conscience-born and educated medical officer who blocked the general sale of child-deforming drug thalidomide, was awarded the highest civilian decoration, the President's Distinguished Federal Civilian Service Medal.



**WINS AWARD —** Meindert DeJong, of Grand Rapids, Mich., has been named the first American to win the Hans Christian Andersen Silver Medal for contributions to children's literature.

off the market, even after approval, if a question develops as to its safety. Removal is difficult under present procedure.

It is also felt that the FDA should have more time to examine and review new drugs to investigate their manufacture, and make as certain as humanly possible that they are safe.

The Food and Drug Act was passed in 1906, overhauled in 1939, and has been revised in various ways since then. The proposed amendments now under consideration are second only in scope to the remodeling job of 1939. They are recognized — especially in the light of recent developments — as urgent measures needed to protect the public from the tremendous sale pressures from competing manufacturers.

This, in effect, was the message of the "Health Hucksters." Its last chapter had a warning: "Needless A Consumer's Bill of Rights" to protect the public against false advertising claims, and against the tremendous sale pressures from competing manufacturers.

You know, I find so many people get confused with the various ways in which men who deal with eyes are described. For instance we have oculists, ophthalmologists, optometrists and opticians. And it is important to know the difference. For instance an optician is one who makes eyeglasses. That is to say he grinds the lenses in accordance with whatever prescription you take him. He also advises you as to the type and fit of frames best suited for you.

An optometrist is qualified to test your sight and prescribe what glasses are necessary. He does not treat diseases of the eye except of a minor nature. An oculist or ophthalmologist is usually a medical doctor who specializes in diseases of the eye and can prescribe accordingly. He knows if the trouble with your eyes is purely local or is attributable to other bodily conditions. He knows if an extract is forming or if there are lesions at the back of the eye. For a person in good health, but with weak sight, an optometrist will suggest a vacation.



**SUNNY ITALY —** Mrs. Jacqueline Kennedy and her daughter Caroline arrive in Ravello, Italy, with Princess Radziwill for a vacation.

### CHRONICLES OF GINGER FARM

It is very quiet and peaceful — that is, among the trees on our farm. Sure, we can hear the traffic along the Dundas Highway but our own car is sitting immobile in the garage. There is no sound of a car's engine or of a horn. There is no sound of a car's horn or of a horn. There is no sound of a car's horn or of a horn.

Well, no one has reason to complain about the weather on this Civic Holiday week-end and I expect many people are having a good time — especially those who are away and out of earshot of television and radio, and thus unaware of the tragedies that have occurred during the last few days, the worst of which was the propane gas explosion at Maple. That is something that could happen anywhere yet we are so accustomed to gas stations and storage tanks that we never think of them as a potential danger. And that applies to us as well as other people. Here we are, sitting pretty on our own land, in a quiet lot in a residential district. Yet right at the back of our property are five gas stations in a row. Between the gas stations and the house, property owners burn rubbish every week or so. If just one of those bonfires got out of hand it could spell tragedy for all of us. Everyone is careful and takes the usual precautions against fire, but I doubt if they have the gas stations in mind. Perhaps they will be conscious of their closeness from now on.

We have become conditioned to so many things during the last twenty-five years. Excess noise, for instance. What happens when you turn the radio or TV on? Naturally the first thing we hear is a commercial that is almost deafening. Sure, we can turn the volume down but when the news or program begins we just have to jump up and turn it up again. There should be a ruling to require commercials to be no louder than the program that follows. Anyway I have stopped buying one brand of tea because they have such loud commercials. Unnecessary noise should be eliminated as I am certain it contributes a great deal to the tension under which we live.

Tatly is barking his head off so I had better go and let him in. That, definitely, is unnecessary noise, and someone who reads this column might hear him and ask why don't I practise what I preach!

A black millionaire in apartheid South Africa is almost as rare as an impala on the streets of Johannesburg. But the breed does exist — three specimens to be exact — and the rarest is Khosro Schtuans, who made his millions through "witchcraft."

royalty, jotting notes on programs with a long, slender gold pencil.

The French press, which gave heavy play to the Radziwill shut-out, accused Givenchy of being devious, not vindictive. Under a headline, Hubert De Givenchy: What a Publicity Genius, Paris four children: "Givenchy didn't hesitate to alarm the doors of his salon in Princess Lee Radziwill's face. This gesture will get him millions in the way of publicity."

As for Lee Radziwill, her reaction to the incident was hardly regal. "If that's the way Givenchy feels, too bad," she said. "I won't darken his door again. He has lost my sister as a client and she is good publicity for him. Now I'm wearing St. Laurent's clothes and shall continue to do so. Jacqueline will too."

**Modern Etiquette**

Q. When a man and girl have been going together regularly is it proper for her to give him a birthday gift, even though there has not yet been a similar occasion for him to give her a gift?

A. Under these circumstances, there is no reason why she should not give him a gift.

Q. Do you go along with the custom of men keeping their hats on in the corridors and elevators of public buildings?

A. Yes, if the elevator is crowded he is more considerate in keeping his hat on, which takes less room than holding it in front of him. As to public corridors, I see no practical reason for his not keeping his hat on his head if he wishes.

Q. I am a girl who is unmarried, but have no father, brother, or other male relative to give me away. My fiancé has suggested that his father perform this rite. Would this be proper?

A. Yes, this would be quite all right.

Q. Is it all right for the bridegroom's mother to invite her friends to her son's wedding?

A. She has no right to do this herself. She may suggest the names to her son, and he passes them on to his fiancée, who sees the mailing of all invitations.

### Zat Poor Princess Gets Ze Gate!

Lee Radziwill has never been an outsider — and the reason is easy to understand. She is a beautiful, beautifully dressed socialite, a sister-in-law of the President, and as the wife of a Polish Prince who grew rich in real estate, she is a princess for good measure.

Doors open near the month one slammed shut. As she joined the fashion world's froth, she reported the new Paris fashions for McCall's magazine, Princess Radziwill was barred from the showings. Designer Hubert de Givenchy, Why? The answer depended on who was asked.

A Givenchy spokesman said the Princess's telephoned request for a seat in the salon at a customer's showing was refused only because she had become a journalist. Givenchy, who permits no reporters at his showings until late August, evidently plays the fashion press. It makes fun of fashion designers, he thinks, by talking about footings, glazer shoulders on coats, and hats that look like flower pots.

"It makes readers laugh, but it's hard on designers," he says.

But members of the fashion press hinted that Givenchy's refusal may not have stemmed from a belief that all reporters should be treated equally. The New York Herald Tribune's knowledgeable Eugene Sheppard reported that Princess Radziwill had recently switched her patronage from Givenchy to rival Yves St. Laurent. "Some of the hated press are wondering if Givenchy hadn't already heard the news when he refused to reserve a seat for Princess Radziwill," Miss Sheppard wrote. Barred by Givenchy, Princess Radziwill was seen the same day wearing St. Laurent designs, changing from a white silk suit for a morning to a black and white dress for an afternoon Chanel show. At these affairs the Princess, who held a non-writing job with Vogue briefly in 1958) managed to get a front-row place and sat headhigh like

the Canadian crossings were then made in ten days). Within a decade, Collins had failed, due to a shipwreck, in which he lost his own wife, son and daughter. In 1870 Thomas Ismay, son of a small Cumberland ship-builder, challenged the Canadian with his White Star line, offering more capacity, speed, and luxury. Ismay was a business master with two unusual guiding principles: (1) If you have a good thing don't be greedy — let others have some; (2) don't let weak competition fall, let strong rivalry take its place.

Warren Tate also pays tribute to the Atlantic on the deck rather than on the balance sheets. The early days of the Canadian, especially elegance and publicity became a part of their liners, were something like national heroes. At one point Tate claims that he does not grasp the exact distinction between these captains who were described in 1868 as "a sailor, a social sailor, and a sailor captain." But if a "social" sailor, like Captain, do tell me, is it always as foggy and nasty as this off the Banks? "Captain," the old sailor replied. "How the devil do I know, Madam! I don't live here!"

**Never A Life Lost Through Neglect!**

There is perhaps no more striking achievement in the history of human security than the fact that, in 122 years of operation, the Canadian line has never lost a single passenger's life through accident or neglect. And this has been against the stupendous and often malcontented hazard of the Atlantic Ocean. Warren Tate's history of steam navigation on those waters, "Atlantic Conquest," is compact, balanced, and dramatic. Lieutenant Commander Tute, R.N. (Ret.) is a sea writer and journalist of zest and directness ("The Cruiser," "The Rock," "Leviathan") and a literary voyage with Tute at the helm is efficient business.

Fortunately, he is no tactician and he likes to talk about other men. Thus "Atlantic Conquest" turns out to be essentially a story of human skills and spirit and the great ocean is made to yield to the puny strength of man — much of the time. Steam power was early regarded as a foolish presumption over sail, but wooden paddle-wheelers slowly broke the prejudice. In 1819 the 300-ton auxiliary steam packet Savannah reached Liverpool from New York in 27 days and fifteen hours (steaming 60 hours of the way). Her instigators have been forgotten and she drew curiosity but as a business venture she was a flop. This, however, was the first crossing of a major ocean by a steam-engineered ship.

Next, in 1838, the little Sirius of the British and American line (conceived by an American, Dr. Junius Smith) steamed into New York from England, a few hours ahead of the much larger, 1,340-ton British-owned Great Western, designed by the "little giant" engineer, Lombard Kingdon Buel, who was later to produce the first iron steamship driven by screw.

In 1840 the "Unadored" crowd was in action with three steamships. This was a stellar group of men headed by Samuel Cunard, a solid Quaker merchant and shipowner from Halifax, N.S., and Robert Napier, the "scrupulous" Scottish builder who may be regarded as the father of Clyde-side ship engineering. Safety was their cry, and safety was their reward.

The list of great Atlantic entrepreneurs goes on. In 1850 Edward Knight Collins, a Cape Cod sailing seaman and pioneer of high speed, took the mythical Blue Riband for Atlantic speed from

**Red China Seems Tired Of It All**

What is happening to the foreign policy of Peking? A tired dragon is showing a wan and forced smile. It appears chiefly as the face of the foreign minister, Marshal Chen. Some weeks ago he began spreading a new line of confidential candor and something approaching agreement at the Geneva conference on Laos. He himself explained the reason for it: "China's economic strains, he said a diplomat, are so severe that even if China wanted to fight a war — which he asserted it did not — it was in no position to do so."

Since then information has been coming in from many directions to confirm this. The best information available to the United States Government from a fresh survey of the situation now caps the various private sources of information. Communism is ingrained to a pitiful degree, much worse plight, a much more serious breakdown of its administrative and industrial as well as its farm systems, than the outside world had recognized.

There is no visible rebellion, either now or in sight for the future, although there is speculation on what might happen if an army almost entirely of peasants were to ferment. Patience is ingrained to a pitiful degree in China. A Washington official is quoted by the New York Times as saying the reaction in China to the spreading breakdown, manumission, stoppages of industry for lack of materials, return to the country of many who went to the city for succor, and the like is "apathy, dejection, demoralization, despondency, and despair."

III feeling toward the Soviet Union stems in part from this situation. At Geneva Marshall Tute, R.N. (Ret.) is a sea writer and journalist of zest and directness ("The Cruiser," "The Rock," "Leviathan") and a literary voyage with Tute at the helm is efficient business.

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