

first dates. Although they went there often, he could never get accustomed to the name. Affettuoso; why not the Affettuoso? At times when, for one reason or another, he had failed to make love to his wife when she expected him to, she would get up, dress, and go down to the Adagio. It had preceded him. It was her home base. She felt safe there. From what? Did he menace her with his indifference? With his egoistic, self-comiserating, tiresome search? He saw, in a fresh moment of horror, the blowfish, the allusive threat of the gay photographer. The hydrangeas had wilted and looked like old foam on a beach; it had been a dry, barren summer in Lisbon. Why was he so grave and cautious, bending enough to believe but never

enough to be carried away? She would return from the Adagio while he was sleeping, and in the morning they would look at each other accusingly across the debris of the breakfast table. The fire hadn't gone out. It was banked, banked against some long, unexpected, and improbable winter.

"What's she doing there?" he asked, hoping wildly for an appeasing, miraculous answer. What?

"She's on the bottle," Jimmy said.

"Stop horsing around, kid," Fielding said.

"Give 'em hell, Art-bo," the boy said.

"Jesus Christ," Fielding said.

"Don't swear in front of us kids."

"What you been doing, Jimmy?" Fielding asked.



"I've got my new office, Marge, and I'm afraid I'm no longer on the way up."

"We were up at Grandma's. She told Ma I should be baptized."

"What did Ma say?"

"She told Grandma to take me downtown and get me baptized if it made her happy. Emily's saving her allowance to buy a Bible. I think we should all go to church every Sunday and confess."

"Confess?" said Fielding.

Heigh-ho, nobody at home. He couldn't get it out of his head. Confess. What ever happened to Pinky Puddles? Why wasn't she at home when that was where she was supposed to be?

"Emily and me played with rocks,"

Jimmy said. "And Grandpa let us build things out of wood. Let's move to the country. It's awful in New York. Everywhere you look there's a big thing in front of you. There's a big thing this way and a big thing that way. You're surrounded."

"Where's Emily?" Fielding asked wearily.

"She's sleeping."

"Is Ma really in the Adagio?"

"I told you. I got the number in case there's a forest fire or a tidal wave or something."

"Oh."

"I forgot to take my pill," Jimmy said.

"Your pill?"

"My little lover pill."

"What?"

"Dr. Wacky's Little Lover Pills for Promotion of Love Bug Bites. Do you want to hear the ingredients? Sugar, licorice, gum arabic, flour, artificial color and flavoring, net weight."

"Yes," Fielding said.

"I got to go back to sleep now, Art-bo, so I can watch more birds go south tomorrow. Why'n't you come home and build a middle-income project, so you can look with me? Ma loaned me Grandma Fielding's pearly binoculars. You can see everything up close."

"Yes," said Fielding.

"Bye, Daddy."

Fielding looked in the phone book, then dialed a number.

"American Airlines. Reservations. Miss Endicott speaking. May I help you?"

Dark hair? Wearing one of those white blouses that button in the back. You can see the brassiere through it.

"... help," Fielding repeated, tonelessly.

—GILBERT ROGIN

OUTSTANDING opportunity for cook. Experienced in management. Must be soluble and sober.—Adv. in the Houston Chronicle.

You must mean "voluble."

A REPORTER AT LARGE

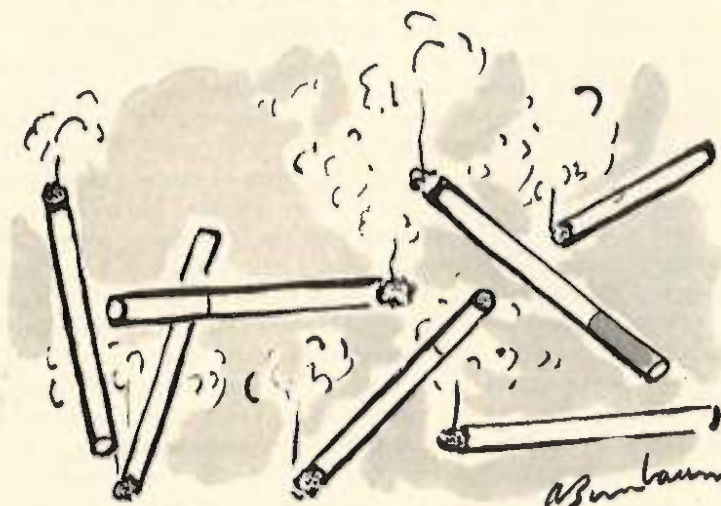
A CLOUD OF SMOKE

WHEN a manufactured product that most consumers accept as useful or pleasurable comes under strong suspicion of being harmful to certain users, a number of acute problems confront the manufacturer. To solve them, he can do one of several things. If he is quite satisfied that his product presents no risk, he can do his best to reassure the public—and, if the sale of his product is subject to official regulation, the government—of its harmlessness. If

he recognizes that a risk exists for certain users, he can try to modify his product, in order to render it as harmless as he knows how, or he can warn buyers of the nature of the risk, or he can withdraw the product from the market until its safety is firmly established. Whichever course he follows, the nature of the difficulty before him is not only technical and economic but moral. Such moral dilemmas are recurrent in American industry. At present, one of the most serious of them involves the tobacco business—the oldest industry in the country. During the past decade and a half, a number of medical people have produced an increasing weight of evidence showing that an association exists between people's smoking habits and the incidence of various diseases, including coronary heart disease, chronic bronchitis, emphysema, and lung cancer.

Of all the associations alleged to exist between smoking and disease, none has received more public attention than that between smoking and lung cancer. During the last half century, the annual death rate from all causes in this country has declined, but the death rate from lung cancer, once looked upon as a rare disease, is known to have increased strikingly. Between 1935 and 1962, deaths from lung cancer in the United States rose from four thousand to forty-one thousand, and while some of this increase is accounted for by population growth, the rate, standardized for age, is still about ten times what it was in the mid-thirties. Among men, who are seven times as likely to die of the disease as women, cancer of the lung has come to be the predominant form of fatal cancer in this country.

The extraordinary increase in the



lung-cancer death rate first became the subject of intensive investigation among medical people in the late forties, and at that time (as subsequently) a number of possible causes were considered—among them the increase in various kinds of air pollution and the increase in the habit of cigarette smoking. The role of cigarette smoking attracted particular interest because of the rapid growth of the habit since the early part of the century, when most tobacco was smoked in pipes or chewed. Cigarettes became popular during the First World War, and between 1920 and 1948 the annual consumption of them rose from a rate of about seven hundred and fifty for each adult in the population to about twenty-four hundred. In 1949, Dr. E. Cuyler Hammond, reporting to the American Cancer Society on trends in cancer mortality, pointed to a strong statistical connection between heavy cigarette smoking and the incidence of lung cancer. Since then, scientific studies have been undertaken in various countries—the most elaborate of them in the United States being conducted by Dr. Hammond and Dr. Daniel Horn, and, in England, by Dr. W. R. Doll and Dr. A. B. Hill—and their principal result has been to implicate cigarette smoking as a factor intimately associated with lung cancer. In 1960, the Board of Directors of the American Cancer Society, having reviewed a number of these studies, gave as its judgment that "the clinical, epidemiological, experimental, chemical, and pathological evidence presented by the many studies reported in recent years indicates beyond reasonable doubt that cigarette smoking is the major cause of the unprecedented increase in lung cancer." In 1962, the Royal College of Physicians, in Britain, issued

an extensive review of the subject. It concluded that "cigarette smoking is the most likely cause of the worldwide increase in deaths from lung cancer," and that the habit probably also contributed to the development of coronary heart disease, chronic bronchitis, and lesser diseases. Both societies have asserted that while lung cancer is rare among nonsmokers—and almost nonexistent among nonsmokers in rural areas—it is less rare among cigar and pipe

smokers, and its incidence among cigarette smokers varies in direct ratio to the number of cigarettes smoked and the amount of smoke inhaled. And both organizations have concluded that ordinary urban air pollution seems to be a comparatively minor factor in the incidence of lung cancer, although the disease can be induced by prolonged exposure to certain industrial dusts and fumes. According to a summary made by the American Cancer Society earlier this year, the death rate from lung cancer—death certificates being taken at face value—is seven times as great for people who smoke less than half a pack a day as it is for nonsmokers, while for those who smoke two or more packs a day, it is more than twenty times as great.

As a consequence of these and other assertions, which were accompanied by widespread publicity, the American tobacco industry has had to cope with a lot of trouble. The trouble began to be very noticeable in 1953. In that year, the *Journal of the American Medical Association* carried an article by Dr. Alton Ochsner—a physician who had been warning his colleagues for at least seventeen years of a suspicious relationship between smoking and lung cancer—in which he flatly called smoking a principal cause of the disease. Also in that year, an article appeared in *Cancer Research* reporting on the results of a study of the possible carcinogenic effects of tobacco smoke by Dr. Ernest L. Wynder and Dr. Everts Graham, who concluded that cancer could be induced on the skin of mice by tobacco condensates, and yet another article, entitled "Cancer by the Carton," appeared in *Reader's Digest*. Following this publicity, cigarette sales declined

for the first time in twenty-one years. The situation was perturbing enough to induce the major tobacco manufacturing and handling companies to take full-page display ads in the press at the beginning of 1954; these announced that the industry, while it had full confidence that its products were not injurious to health, was "pledging aid and assistance to the research effort into all phases of tobacco use and health," and had set up a Tobacco Industry Research Committee, to be directed by "a scientist of unimpeachable integrity and national repute," which would have available the services of "an Advisory Board of scientists disinterested in the cigarette industry." The scientific director appointed was Dr. Clarence Cook Little, an eminent geneticist and cancer specialist, who was then director of the Roscoe B. Jackson Memorial Labora-

tory, at Bar Harbor, Maine, and who had formerly been managing director of the American Society for Control of Cancer, the predecessor of the American Cancer Society. Since its formation, the Tobacco Industry Research Committee has spent over six million dollars, contributed by tobacco manufacturers, for the support of research by various medical groups into various aspects of smoking and cancer and other diseases. In the nearly ten years that the committee has been at work, Dr. Little has consistently maintained that the relationship between smoking and health has been insufficiently investigated and is too complex to warrant a conclusion that smoking is a cause of lung cancer or of other diseases; that it remains to be seen whether genetic, hormonal, emotional, or other differences between smokers and nonsmokers—as well as differences

in their external environment—afford clues to their differing health risks; and that the cause of lung cancer, as of cancer in general, is still unknown.

Several eminent medical men agree with Dr. Little. However, various governments abroad have considered the weight of the evidence associating cigarette smoking with lung cancer so impressive that they have adopted a policy of discouraging cigarette smoking, especially among younger people. In Britain, where the lung-cancer death rate is even higher than in the United States, the Ministry of Health, acting on a recommendation of the Royal College of Physicians, has been engaging for the past year in an extensive publicity campaign to warn people that cigarette smoking is dangerous to health, and so far about a million posters—a typical one entitled "Before You Smoke, THINK:

Cigarettes Cause Lung Cancer"—have been distributed to British schools, clinics, and post offices, and put up in various public places. As a result of the government's approach to the problem, the Independent Television Authority, the group that governs commercial television in Britain, has come to an agreement with British cigarette manufacturers to restrict the showing of cigarette commercials to the hours after 9 P.M., in order to minimize children's exposure to them. In Canada, too, after the Canadian Medical Association issued a report that characterized cigarette smoking as "a grave and extensive health problem," cigarette commercials have been voluntarily restricted to late-evening hours. Various restrictions on cigarette advertising have been put into effect by the governments of West Germany and Denmark, and even the Soviet Union has mounted a poster campaign asserting that smoking is an unhealthy habit. In the United States, the American Medical Association has not yet taken an official stand on the nature of the association between smoking and lung cancer. Nor has the United States government. But in October of last year, largely as a result of a letter sent



"Mr. Bliss, it was really sweet of you to ask me to your Thanksgiving dinner."

Royal Secret

FRAGRANCE

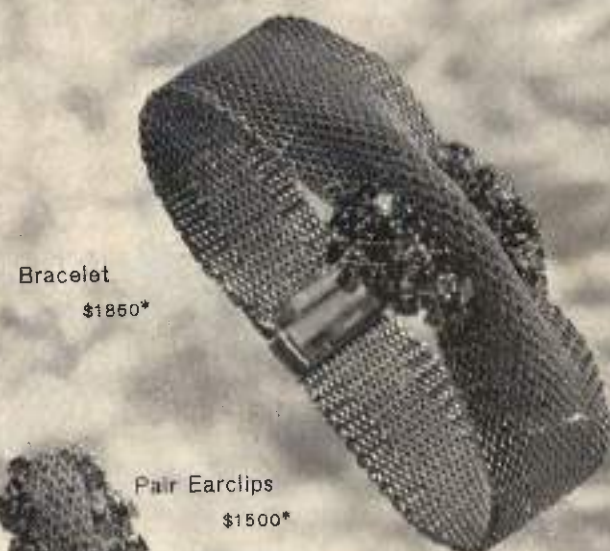
to make your bath pure luxury ...
your body a scented column of silken smoothness
... and your presence a sheer delight!

BATH PERFUME • SPRAY MIST • BATH POWDER
BATH FOAM • SOAP

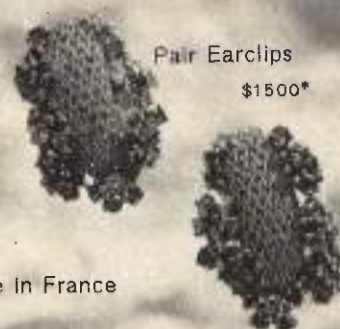


Germaine Monteil

WOVEN 18kt Gold
with Precious Stone Flowers



Bracelet
\$1850*



Pair Earclips
\$1500*

Olga TRITT

424 Park Avenue
(Between 55th and 56th Streets)
New York 22, N. Y.

Made In France

*Federal Excise Tax Included



...where Santa hangs his hat!



Christmas bonus:
a two-in-one
jewelry box

Ours alone—
a huge cabinet PLUS
a removable travel
case which opens to
two sectioned trays.
Both red velvet lined,
in ivory or black
simulated leather
tooled in 24K gold. 23.00

Fifth Avenue, New York • Chicago • Boston • Philadelphia • Rochester • Detroit • Baltimore • Cleveland • St. Louis
Indianapolis • Atlanta • Twin Cities • Buffalo • Kansas City • Cincinnati • Washington, D. C. • Hartford • Providence

to the President jointly by the American Cancer Society, the American Heart Association, the American Public Health Association, and the National Tuberculosis Association asking that a committee be appointed to examine "the social responsibilities" of business and government in protecting the health of the public, the Surgeon General of the United States Public Health Service announced that he had appointed an Advisory Committee on Smoking and Health to "make a comprehensive review of all available data on smoking and other factors in the environment that may affect health." This review, he said, would be followed by recommendations for action, if necessary. The first phase of the study is now nearly completed, and it is expected to be finished and published before the end of this year.

The American cigarette industry, while it has suffered some hard blows, has by no means been laid low by them. If one were to match the weight of all the unfavorable publicity about smoking against the weight of cigarette advertising campaigns, advertising and smoking would unquestionably triumph. The initial drop in cigarette sales has long since been recovered. Since 1953, the number of cigarettes smoked in this country in a year has risen from three hundred and eighty-seven billion to more than half a trillion. Only part of this increase can be accounted for by the expansion of the population; on an adult per-capita basis, the figures have risen from 3,559 cigarettes in 1953 to 4,005 this year. In England, cigarette sales dipped about four per cent in the year following the Royal College report on smoking, but the drop has since been recovered and the English tobacco manufacturers are now selling more cigarettes than ever. As for the American cigarette industry, its prosperity, whatever its difficulties, is greater than at any other period in its history.

In growing to its present state of affluence, the industry has undergone considerable changes in its patterns of cigarette merchandising over the last few years. The most noticeable changes have been, of course, the introduction of many new brand names and the rise in the popularity of filter cigarettes. Twelve years ago, there were five big brands—Lucky Strike, Camel, Chesterfield, Old Gold, and Philip Morris—which accounted for ninety-five per cent of all cigarette sales in the country. Now fifteen brands account for roughly the same percentage. The large cigarette companies of that day and this—R. J. Reynolds, American Tobacco, Liggett & Myers, Philip Morris, P. Loril-

AMERICA'S No. 1 SELLING SCOTCH WHISKY!

CUTTY SARK

SCOTCH WHISKY

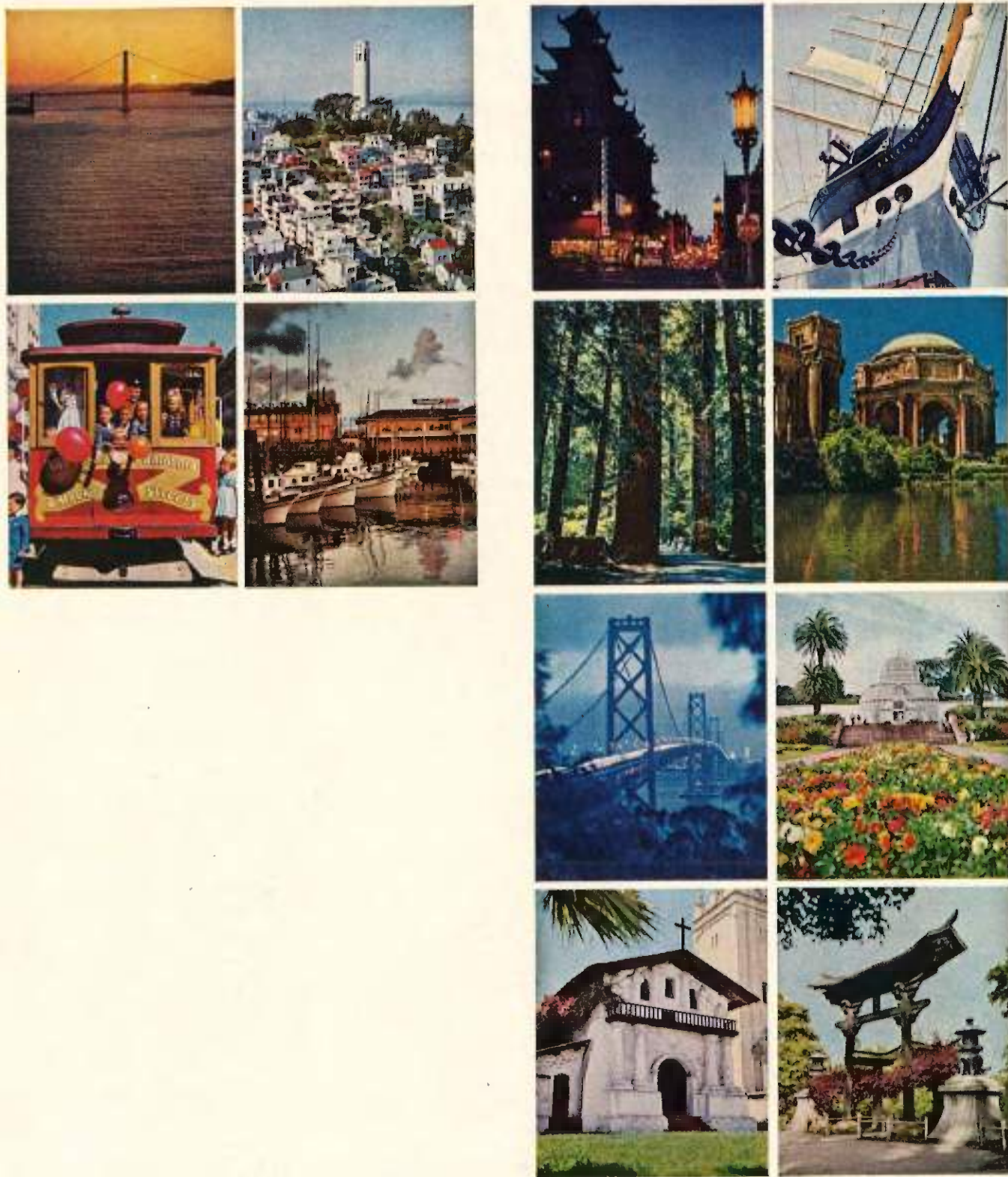


100% SCOTCH WHISKIES

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THE BUCKINGHAM CORPORATION • NEW YORK, N. Y.



Why to plan 3 days in San Francisco.

In three days you can get a taste of San Francisco. Sample such exotic dishes as *saltimbocca*, *shrimp tempura* and *abalone meuniere*. Visit Fisherman's Wharf. Ride an 1890 cable car. Walk across the Golden Gate Bridge. Later, you can see a stage play, a Chinese opera, or a Broadway musical. Then take

For your free illustrated guide, write San Francisco Convention & Visitors Bureau, 1375 Market St., San Francisco 3, California

Why to plan 6.

your choice of 85 nightspots. And when it's time to go, climb Telegraph Hill and say goodbye to 2 bays, 4 islands, 5 bridges and more than a dozen cities.

If that seems like a lot to cover in 3 days—it is. And it's only part of San Francisco. To see it *all*, just make one change in your plans—*stay a week*.

lard, and Brown & Williamson—are now manufacturing fifty-one different brands, in sixty-nine sizes and packages. The familiarity of some brand names, like Philip Morris and Old Gold, has faded in the public consciousness; now the big names include Kent, Winston, Marlboro, and L & M, and nobody can get through an evening of television without encountering showers of commercials for such newer brands as Newport, Salem, Spring, Montclair, Belair, and Alpine. Among these newer brands, the majority are filter cigarettes of one length or another. The filter has perhaps been the principal merchandising device used by tobacco manufacturers in their attempt to reassure smokers about possible health hazards. In the early fifties, filter cigarettes constituted barely one per cent of all cigarettes sold; now they account for almost fifty-five per cent. Presumably, the function of a filter is to trap condensates—including nicotine and the so-called tars—from the smoke of a cigarette. The first filter cigarette to be promoted here in a big way was Kent, which was put on the market, at a premium price, by Lorillard, the makers of Old Gold, in 1952. At the time, the only other filter cigarettes were Brown & Williamson's Viceroy, which had a crêpe-paper filter, and Benson & Hedges' Parliament, which had a filter packed with a tuft of cotton. Lorillard, which had been failing with Old Gold and needed something new, introduced Kent with a great fanfare over its "exclusive Micronite filter," made of stuff that had been "developed by researchers in atomic-energy plants." In 1953, when the question of smoking and health had become a matter of general public discussion, the prospects for Kent, helped along by hygienic-sounding advertising about the material in the Micronite filter ("so safe, so pure, it's used to filter the air in leading hospitals"), looked promising to its makers. But Kent sales slumped not long thereafter, partly because many smokers found it so hard to draw smoke through the filter that they scarcely had the sensation of smoking at all. Nevertheless, Lorillard's competitors were all hard at work on filter cigarettes of their own. Brown & Williamson put new infusions of advertising money into promoting its Viceroy. Philip Morris not only bought out Benson & Hedges in order to get the cotton-filtered Parliament but proceeded to develop a filter cigarette of its own from one of its old properties, Marlboro. Reynolds, the makers of Camel, came along with Winston. American Tobacco, which already had

Make him happy
Christmas Day.
Keep him happy every day.



YOUR ALLIGATOR GOES WITH YOU EVERYWHERE



Alligator Gold Label—America's most wanted gabardine—fine all wool worsted in your favorite styles and colors—\$45.75. With zip-in all wool warmer—\$58.75.



Alligator Stormwind—most outstanding value in finely woven cotton poplin. Handsome styling—smart colors. With zip-in luxurious acrylic pile warmer—\$28.50.



Alligator Samthor—extra fine cotton gabardine—smart new styling, good looking colors—\$20.95. Also models with zip-in luxurious acrylic pile warmer slightly higher.



Alligator Galetone—finest imported yarn dyed cottons in plain and fancy weaves and smart woven patterns. Many smart styles and colors—\$29.95. Slightly higher with zip-in warmers.

Other Alligator coats in a wide choice of fine fabrics, smart styles and colors \$11.95 to \$71.75 at better stores everywhere.

Alligator
THE BEST NAME IN ALL-WEATHER COATS AND RAINWEAR
The Alligator Company • St. Louis, New York, Chicago, Los Angeles



Holiday in lace—

suddenly new, infinitely alluring in Ole Borden's skimpy cotton locè dress with its own slip lined with rayon® sibonne.

Black or red, 6 to 16.

In the Town Shop—50.00

At all Lord & Taylor stores

the cork-tipped, king-size Herbert Tareyton, now dressed it up with a "new Selective Filter," featuring "an entirely new concept in cigarette filtration—a filter tip of purified cellulose, incorporating *Activated Charcoal*, a filtering substance world famous as a purifying agent." Liggett & Myers put out L & M, with a "Pure White Miracle Tip of Alpha-Cellulose" ("Just what the doctor ordered"). By 1955, the filter boom was on in earnest, with each tobacco company striving to outdo the others in claims for the efficiency of its particular filters. It was the beginning of an era known in the business as the Tar Derby. The boom was a great gift to the industry in that it counteracted many of the injurious effects that publicity about smoking and health had been having on sales. It was also a gift to the industry in that while most of the manufacturers charged premium prices for filter cigarettes, the filters actually cost less to produce than the tobacco they displaced. The filters used in some brands were capable of reducing, to some extent, the amount of tar and nicotine normally inhaled per cigarette, but the ones used in several other brands, in spite of their loudly proclaimed merits, weren't. According to Dr. Hammond, some of the filters actually strained out less tar and nicotine than the tobacco they displaced would have done. Furthermore, as time went on, most of the tobacco manufacturers compensated for the filter's reduction of flavor by packing their cigarettes with stronger-flavored grades of tobacco, some of which had a higher tar and nicotine content than before. Also, as time went on, they added, for reasons of economy, "reconstituted" or "homogenized" material, including tobacco remnants that in less efficient days would have been discarded. And, in order to let the customer know that he was indeed smoking a cigarette, several of the manufacturers began loosening up their filters. The net result of such changes was that smokers who switched from regular cigarettes to filters in the belief that they were reducing the risk to their health were sometimes exposing themselves to greater amounts of tar and nicotine than ever. (To take a couple of examples derived from a report published in 1958 by a congressional investigating committee and based on laboratory tests conducted by Consumers Union: A smoker of Lorillard's Old Gold who in 1953 switched to Lorillard's Kent in order to cut down on tar and nicotine would have accomplished his aim in that year, but by 1957, if he was still smoking Kent, he would have been inhaling, through the atomic-

VAN CLEEF & ARPELS

"Paris Jewel Boutique"



Gifts For Noël

All the qualities that have made Van Cleef & Arpels world-famous are found in our Boutique jewels.

Daisy ensemble, with delicately ribbed petals of gold and diamonds. Clip... \$695. Earclips... \$750.

Winking owl, with gold feathers and perch, emerald eye and diamond eyelids... \$375.

Other distinctive, exciting gifts from \$100.

* Life size. Fed tax incl. 18 kt. gold



746 FIFTH AVENUE, NEW YORK



VAN CLEEF & ARPELS

World-Famous French Jewelers

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Designs © Actual size

AVAILABLE IN AMERICA

GUERLAIN'S VETIVER SPRAY for MEN

Decidedly masculine...classically French



The great continental favorite...
now in a handsome new spray bottle.
A subtle, sophisticated, distinctive scent...
a most appropriate gift for a man.
4 oz. \$5.00 plus tax

THE IMPERIAL is the finest expression of
Florsheim quality materials and workmanship... for
the man who never settles for less than the very finest.

FLORSHEIM

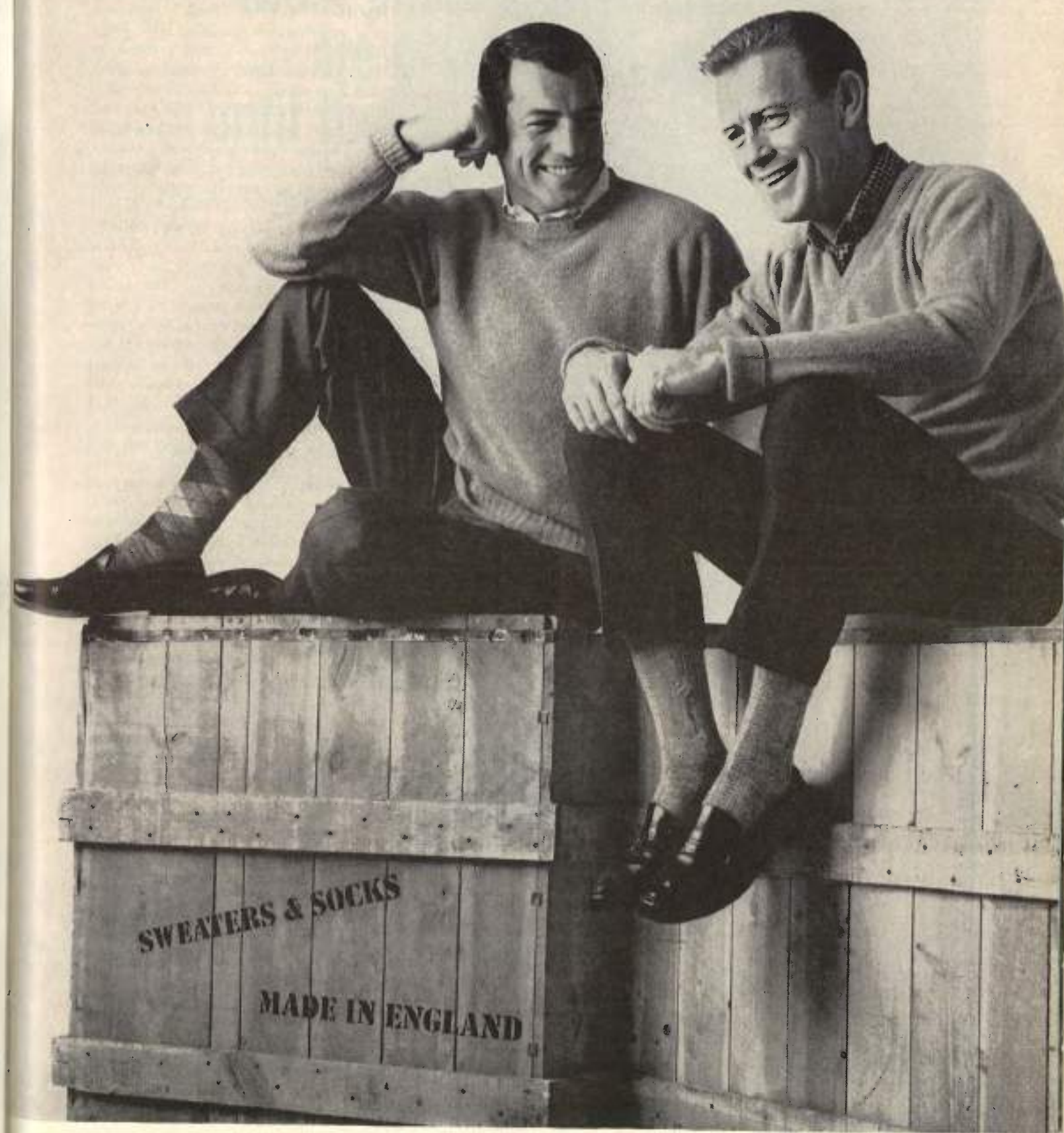


The SUMMIT, 92613, hand sewn run-around wall
pattern, three-eyelet blucher in black calf, \$32.95

THE FLORSHEIM SHOE COMPANY • CHICAGO 5 • MAKERS OF FINE SHOES FOR MEN AND WOMEN
A DIVISION OF INTERNATIONAL SHOE COMPANY

age Micronite filter, six per cent more tar and twenty-six per cent more nicotine per cigarette than he had inhaled when he smoked Old Gold in 1953; in the intervening years, Lorillard, to increase sales of Kent, had loosened the Micronite filter. Again, if a 1955 smoker of Reynolds' Camel switched to the same company's Winston, he would have found that in 1957 he was taking in sixteen per cent more nicotine and twenty-three per cent more tar than he had been with Camel. Of course, it might be argued that a Winston, being king-size and considerably longer than a Camel, would contain more tobacco, and hence more nicotine and tar, but in 1956 the president of Reynolds conceded to a Senate-House committee that a Winston actually contained eight per cent less tobacco than a Camel. In any case, it should be added that today the tar-and-nicotine content of all cigarettes—filtered and unfiltered—has been markedly lowered.)

The furious Tar Derby reached its climax in 1960, when the Federal Trade Commission, which hitherto had had little success in trying to get the tobacco manufacturers to moderate their claims for filter cigarettes, put its foot down and announced that no more tar-and-nicotine claims would be permitted in cigarette advertising, and that the tobacco companies had made a "voluntary" agreement to this effect. Since that time, cigarette advertising has carried on without making specific, as distinct from implied, claims about the effectiveness of filters. Nowadays, most of the overt claims made about the advantages of particular cigarettes revolve around considerations that are entirely subjective and beyond the reach of measure—considerations of "taste," "flavor," "mildness," and the like. Yet the issue of health seems to underlie cigarette advertising as strongly today as it ever did during the Tar Derby. In their glow of supreme physical well-being, the models in the cigarette ads—whether the man and the girl snuggling up to each other on the deck of a yacht and lighting up each other's Tareyton ("The Tareyton ring marks the real thing") or the champion water skier celebrating an exhibition of his skill by puffing away at a Camel ("Every inch a real smoke")—certainly seem to be living refutations of any theory that smoking might have something unhealthy about it. In the last few years, smoking—and romance between smoking couples—seems to have moved outdoors from more stuffy surroundings. This impression is reinforced by the ads



Byford

NEW YORK 350 FIFTH AVENUE LONDON 18, BOLTON STREET, W. 1

Neiman-Marcus

Dallas • Houston • Fort Worth



Sapphires and Diamonds

from our Collection of Precious Jewels:

Cluster Ring...marquise diamonds with brilliant cushion shape sapphire. 15,000.00*

Bracelet...pear-shape and baguette diamonds with twelve emerald-cut sapphires. 15,000.00*

*prices include federal tax

JUNGLE GARDENIA

Favorite
fragrance
of the world's
most beautiful
woman!

TUVACHÉ
RARE PERFUMES



Spray Mist \$5.00

Perfume \$3.00, \$8.00, \$15.00

Skin Perfume \$3.50, \$6.00, \$9.00

730 FIFTH AVENUE

NEW YORK CITY

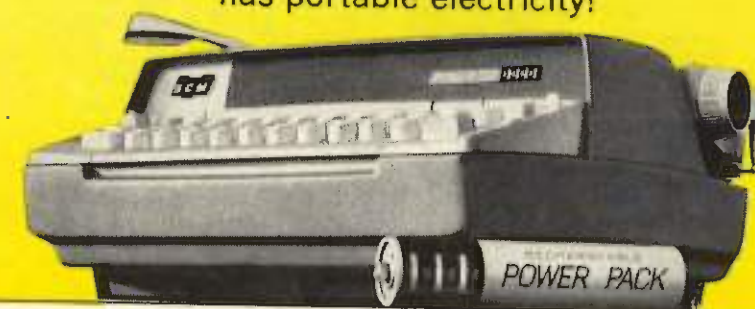
for menthol-flavored cigarettes. Since 1957 or so, menthol cigarettes have become the fastest-growing segment of the business. They have been promoted for their "cool" or "fresh" taste, and the millions of smokers who have switched to them—partly, perhaps, in the understandable, if mistaken, belief that their smoke is somehow cleaner than that of other cigarettes—may have had this belief strengthened by gazing at some of the countless television commercials and four-color ads showing couples plunging in and out of the surf on Caribbean-looking shores ("Newport smokes fresher") or dallying by waterfalls or covered bridges surrounded by delicate greenery ("It's springtime every time you light up a Salem!"). And as the cigarette-ad models seem to have taken en masse to fresh air (in some commercials air itself seems to have become almost a commodity—as in Salem's claim that "Salem's high-porosity paper air-softens every puff"), so do they seem to have acquired the habit of inhaling. Fifteen years ago, when network television was just getting started and visual cigarette advertising was pretty much confined to the printed media, tobacco ads did not even go as far as to show the models in the act of smoking, let alone inhaling; the cigarettes were merely held near the mouth. In the early television commercials, some of the girl models, while they were smokers, all right, didn't really inhale and weren't required to blow much smoke around. Now the tobacco companies require as a matter of course that models be able to inhale properly, and even the youngest-looking of the girls seem to be able to do so pretty deeply. (Dr. Hammond, in an article surveying a number of studies on smoking and health: "In relation to total death rates, the degree of inhalation is as important, perhaps more important, than the amount of smoking.") While specific claims about the value of filters in dissipating the effects of inhaling may be taboo, the filters themselves are very much in evidence in cigarette ads and commercials. Whatever uneasiness about his habit may lie in the mind of a smoker, he can always look to the ads for some kind of reassurance, and no doubt somewhere he can find it. A Parliament smoker, for example, might take comfort in hearing and seeing in commercial after commercial that "Parliament gives you Extra Margin." He can have little doubt that the Extra Margin is essentially one of safety, even though the word "safety" is never mentioned; Parliament commercials with the "Extra Margin" theme are keyed to activities that involve physical danger, such

Most people think portables are pretty much alike... until they ask to see an electric

They'll see the Smith-Corona Coronet, the world's first electric portable.



Or they'll see the Smith-Corona Poweriter. It goes Coronet one better, has portable electricity!



THAT'S ALL! SORRY! NEIN! NON ESISTE!
(That is, no other American or European manufacturer makes an electric portable.)

Smith-Corona's patented key action let us put electricity to work in portables. And you'll be amazed what electricity does for your typing. You won't have to pound. Electricity does the work. You can underline a whole row just by holding down the underline key. Electricity also repeats dots, dashes, spaces and the letter "X." Automatically! Even hunt-and-peck typing looks expert, because electricity strikes each letter with the same stroke. You can enjoy electric typing with the Smith-Corona Coronet for only a few dollars more than a good manual. Or you might prefer the new Poweriter. It types electrically anywhere...without a cord on its rechargeable energy cell or plugged into any outlet (110 volts AC). Like all American-made Smith-Coronas, both Poweriter and Coronet are built to last. No wonder Smith-Corona portable parts are guaranteed 5 years.

GUARANTEE: Any Smith-Corona branch office or dealer will replace without charge (except for labor and shipping) any part that proves defective within 5 years of purchase date. No labor charge within 90 days of purchase. Warranty covers all parts except motor, rubber parts, energy cell, charger, or damage from accident or misuse, and extends only to original purchaser when Warranty Card is mailed within 10 days of purchase.

SCM CORPORATION, 410 PARK AVE., N.Y. 22, N.Y.



SMITH-CORONA PORTABLES

**BONNIE LASSIE**

Our long dinner skirt
of all wool plaid.

White or red background
With blue, red and black crossbars.
Sizes 8-14 **25.00**

White silk blouse: **17.00**
(PLEASE ADD 75¢ FOR SHIPPING)

545 MADISON AVE., AT 85TH ST., NEW YORK 22

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**FOR CHRISTMAS:
BONWIT'S NIGHT CARRIERS**

Perfect gift ideas by Coblentz...
our pure silk ottoman evening purses
with a fetching bow trim, each in
black or navy. Double Handle,
8 1/4" x 6 1/4", 23.00 Clutch, 9" x 5 1/4", 21.00
Prices plus fed. tax.

Mail and phone orders.

Handbags

Fifth Ave. at 56th Street, New York
Manhasset White Plains Short Hills Philadelphia
Chicago Oakbrook Cleveland Boston Palm Beach

**BONWIT
TELLER**

as speedboat racing, parachute jumping, bobsledding, and ice hockey, and the viewer is led to equate the cigarette with such safety devices as protective goggles, crash helmets, and life preservers. However, if Parliament with its recessed filter is indeed something like a life preserver, Parliament advertising is silent on the nature of any danger that the smoker is being preserved against. That issue is clouded in smoke, perhaps very like the smoke called for in a recent "story board," or illustrated script for a proposed Parliament commercial. A boy and a girl, looking happy and secure with the Extra Margins of seat belts and Parliaments, are jolting along in a jeep over sand dunes: "THEY LAUGH AS THEY SMOKE. CUT TO HER REACTING: LAUGHS AS SHE TAKES IN DEEP, DELICIOUS DRAG ON CIGARETTE. STAY ON HER AS SHE REMOVES CIG... LOOKS AT FILTER WITH QUIET APPROVAL. CUT TO HIM FAST. HE BLOWS OUT SMOKE SO YOU KNOW HE THINKS PARLIAMENTS ARE GREAT."

THE scale on which cigarette advertising is conducted is enormous and is expanding steadily. During the last ten years, the tobacco companies have increased their annual expenditures on television commercials from forty million dollars in 1957 to about a hundred and fifteen million dollars last year, and as the number of brands on the market has increased, so has the competition between them—a struggle in which battalions of water skiers, airplane pilots, and speedboat racers are deployed to overwhelm the opposition and assure the fidelity of the public to a particular brand. A good deal of earnest conferring among the strategists of the tobacco wars involves considerations of "brand loyalty" and "brand image." The creation of a brand image involves the manufacture and assembly of prepackaged elements of a sort of daydream—a set of visual and aural associations that will be launched from Madison Avenue into the minds of scores of millions of actual and potential smokers, there to be kept orbiting incessantly around the periphery of consciousness. "Tremendous loyalties are built up for a product as personal as a cigarette," the vice-president of an advertising agency in charge of a big cigarette account says. "The food a man eats, the toothpaste he uses, the socks he wears are all pretty personal matters to him, but none of these things tend to be as personal to him as the cigarette he smokes. It attaches a tremendous personal significance. He has it on display all day long. He has it on



*the
Cartier
touch*

CARTIER, INC. | INTERNATIONALLY RENOWNED JEWELLERS SINCE 1847 | FIFTH AVENUE AND FIFTY-SECOND STREET, NEW YORK PLAZA 3-0111

CARTIER, S.A., PARIS | CARTIER, LTD., LONDON | CARTIER, INC., PALM BEACH



L'Air du Temps Perfume, made and sealed in France. 85.00 to 10.50. Shown: Crystal bird bottle by Lalique. Eau de Toilette, Sprays, Dusting Powder, 20.00 to 6.00. Plus tax.

his person. He has it in his mouth. He draws its smoke into his lungs. It is safe to say that many cigarettes have a satisfactory taste, but the principal thing is the personal identification with the brand."

A good example of the creation of a brand image occurred in the promotion of Philip Morris's Marlboro filter cigarette. It was introduced into the cigarette market on a national scale in 1955, when the filter boom was just getting under way. At that time, the use of filter cigarettes was still associated to a considerable extent with women. Furthermore, Marlboro itself, up to then, had been a woman's cigarette, available with either an ivory or a ruby tip, but no filter. When the Philip Morris people decided to go into the filter business, they picked the Marlboro name, with the help of market research, as a promising one, and then abandoned the old brand except for the name. In promoting the new filter Marlboro, they resolved to strike at the prevailing notion that "there was something sissy about smoking filter cigarettes," as a Philip Morris executive recently put it. "We decided to go in for male-oriented imagery," he said. The result was a barrage of Marlboro ads showing the filter brand being smoked by determined-looking males with tattoos on their arms. "The image of the Marlboro man that we projected was one of the successful, up-the-hard-way sort of guy, who got himself tattooed somewhere along the line," the same Philip Morris executive said. "Gray, mature, rugged—the wealthy-rancher type rather than the Arrow Collar type. The brand personality of Marlboro was altogether different from the personality of, say, our Parliament, which was a sort of friendly, gregarious spirit—a fella-and-girl kind of warmth. The Marlboro approach has been a kind of male, mood thing. Marlboro advertising uses women only secondarily. On TV, we do use Julie London—she sits and sings the Marlboro Song, 'You Get a Lot to Like with a Marlboro,' to a guy in a night club or in the back seat of a limousine—but, generally speaking, the Marlboro man is alone. He is reflective as he relaxes with the cigarette. There is masculinity, and I would even say moodiness, rather than just mood—although not fickle moodiness. This brand personality is very important to us. The consumer who lights up the product—we've conditioned him. We've told him what kind of product he's got." Within two or three years after its introduction, Marlboro, pushed by vigorous advertis-

The STANDARD Micronic Ruby Eight, Model SR-H437, has true superheterodyne circuitry. Its 10 semi-conductors even include 1 diode, 1 thermistor. Automatic gain control. Tunes wide range of stations. Weighs only 4-1/2 ounces. Comes complete with chain and bob... external antenna cord for optional stepped-up volume... standard earphone for private listening... 2 long-life mercury batteries. In jewel gift case, \$39.95.



ACTUAL SIZE

Your ear would never suspect *it's the world's tiniest 8-transistor radio!*

Those pure tones, that room-filling volume, actually come pouring out of a dainty, jewel-like radio *you can hold in the hollow of your hand!*

But only your eyes would tell you so. To the ear, this STANDARD 8-transistor precision instrument plays like a full-size model.

New in concept, here is a marvel of micro-miniaturization, *electronic years ahead* of other portable types.

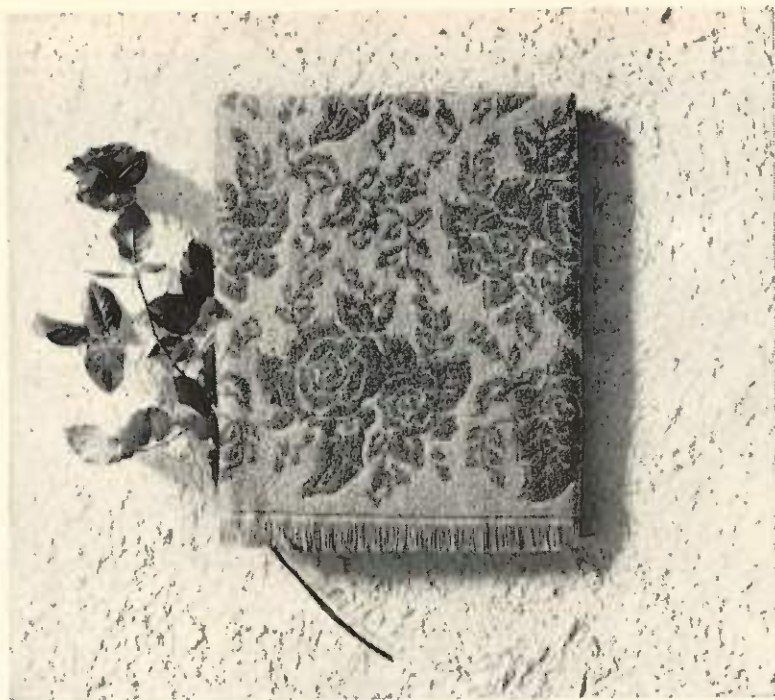
Like all seven STANDARD radios, this elegant receiver brings you a *written warranty*.

Reputable stores the world over have been chosen to demonstrate STANDARD radios to you.



SIX MORE PORTABLE TRANSISTOR RADIOS BY STANDARD RADIO CORP. ARE SHOWN AT SELECTED STORES OF HIGH STANDING NEAR YOU:

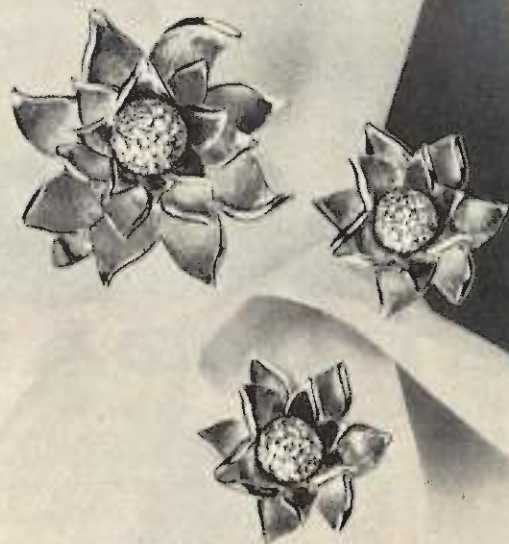
Companion MODEL SR-G430, the Micronic Ruby, world's tiniest 7-transistor portable... \$29.95.
MODEL SR-J715F, 10-transistor, FM only... \$49.95.
MODEL SR-J716F, both FM and AM... \$54.95.
MODEL SR-J800F, receives all 3 bands, FM, AM, and SW (latter includes marine band)... \$89.95.
MODEL SR-J832F, FM and AM, extremely free from distortion... \$59.95.
MODEL SR-Q10X, practical 2-way communication, in pairs... \$149.95.



Mantilla from the España Collection by Callaway

The beauty and delicacy of Spanish lace...the warm, rich colors of the fiesta...the freshness of a rose in bloom inspired Callaway's Mantilla. This thick, soft "Label of Luxury" towel by Callaway is available in nine brilliant colors at Lord & Taylor and other fine stores everywhere. Callaway Mills, Inc., La Grange, Ga.

Our Lotus Brooch...in 18 kt. gold, its delicate petals unfolding around a cluster of diamonds. \$600. Matching earrings, \$700. Federal Tax included. Shown actual size. Mail and phone orders invited. Send for free 1963 Christmas Gift Portfolio.



GEORG JENSEN INC.

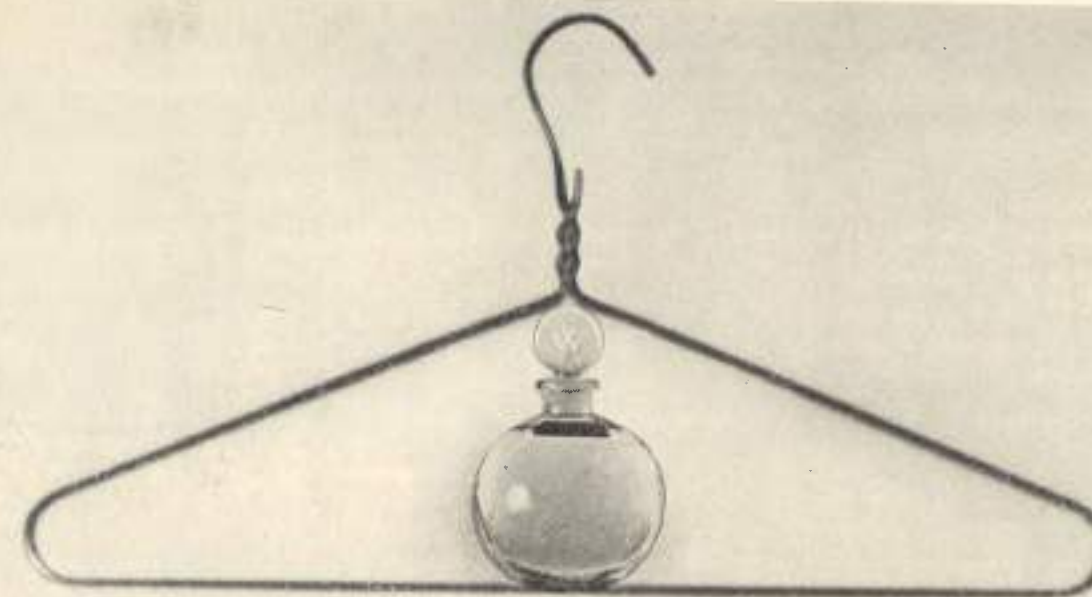
667 FIFTH AVENUE, NEW YORK 22, N.Y. PL1-2400
Scarsdale Millburn Manhasset

ing campaigns, became one of the best-selling filter cigarettes on the market. And, thanks to a big chunk of the thirty million dollars that Philip Morris is estimated to spend annually on advertising, it still is. In an average week, perhaps ninety million people are exposed to Marlboro—or, in the language of Madison Avenue, "delivered" to the advertisers, at a certain cost per thousand viewers.

For all the manipulative air of such talk, it would be quite incorrect to assume that any given force of advertising automatically assures a given degree of success in persuading the public to buy a particular brand of cigarette. Of the fourteen new brands that the tobacco companies have introduced with extensive advertising and on a national scale in the last five years, very few have been taken up by the smoking public in a way that their manufacturers have considered satisfactory. The market place has been littered with what the merchandisers sadly refer to as "brand failures"—makes with names like Hit Parade, Brandon, Oasis, and Duke of Durham. "You never can count on what's going to happen when you introduce a brand, even with the best planning," a tobacco executive has said. "Let's say you see a niche in the market for a new product and you think you can put out something that will fill it. You go to your experts, who come up with acceptable combinations of tobacco blends and filters. You test these out on consumer panels, just as you do everything else—the color of the package, the design, the brand names you have in mind, and so on—and eventually you start manufacture and put the product on sale in a regional test market. You ask yourself questions: Is the media weight you're putting behind it sufficient? Is this an item acceptable to the retailers? Is it going to get repeats—you're getting the tryers, but are they coming back? Is the taste of the product more satisfying? You listen to consumer reaction—to the things they play back to you. If you have a package innovation, is that playing back? How much do you need to remold your advertising to fit the things that play back? You need the answers to these and other questions before you make a commitment to go national. If you get a positive answer, you put it in the corporate mix and you're ready to go. Once you've committed yourself to going national, you've committed yourself to a multimillion-dollar decision."

The introduction of new and competing brands of cigarettes on a national

HAL REIFF



When you have
'nothing to wear'
try on
Je Reviens' Perfume
by WORTH

You'll scarcely need anything more. Je Reviens perfume is a unique concentration of the world's finest scented oils, blended with the care of the original House of Worth (circa 1859). Your wardrobe can contain Perfume, Cologne, Tale, Bath Oil, Soap and Powder, all made and sealed in France. From \$45. to \$4.00 plus tax. At stores of distinction.

Parfums Worth, 5 East 57 St., New York

*('JUH RUH-V-YEN')

Gano-Downs
Denver, Colorado



福 • GOOD LUCK

禄 • WEALTH

寿 • LONG LIFE

禧 • HAPPINESS

Our reversible silk sheath leads two lives. Solid color Fuji silk reverses to silk brocade. Embroidered Oriental motif in contrast color appears on both sides. Designed by Royal Lynne and jetted from Hong Kong by B.O.A.C. Royal/Jade, Pink/Olive, Coral/Black. Sizes 8 to 16. \$40 (add 55¢ for mail orders).

Gano-Downs... 16th at Stout
Denver 2, Colorado

scale resembles a game of chance in which the ante required for each player begins at something like eight million dollars and playing the game itself can be far more costly than that; the American Tobacco Company is estimated to have put between twenty and thirty million dollars into the promotion of its Hit Parade brand before it gave it up as a lost cause. However, the possible winnings are enough to insure no shortage of players, and hardly a season passes without the entry of some new brand from the test markets into the arena of full-scale national promotion. The competition being what it is, the contenders seldom pass up an opportunity to seize on a promotional point that they think may give them an edge, however slight, on their opponents—whether the edge is a newly coined word for a filter or a new and hygienic-looking set of surroundings for the television-commercial models to smoke in. Cigarette merchandisers are constantly concerned with “dimensions of difference” (“At that time, the brand’s dimension of difference was provided by the flip-top box”) and “product differences” (“Then Newport came along and added ‘A Hint of Mint’ and that was the product difference”). So far this year, no fewer than three new filter brands—Montclair, Paxton, and Lark—have been shot out of the corporate mix and into the national market, and their promoters have made the most of whatever differences exist between them. Montclair, with “a unique development in compound filters,” is the only cigarette that “puts the menthol in the filter, where it cannot burn” and “makes the last puff taste as fresh as the first puff.” Paxton, the “first menthol cigarette to meet the challenge of today’s smoking needs,” features a “new Humiflex pack” and a “new team of filters back to back,” one of the filters being “fortified with Pecton.” Lark features a “three-piece Keith filter” that contains “two modern outer filters plus an inner filter of charcoal granules—a basic material science uses to purify air.”

What impurities, if any, these and other such portentously described filtering devices are actually supposed to filter out remains unexplained in the ads. In fact, it is difficult to find a tobacco manufacturer who will concede that cigarettes contain anything impure enough to require filtering out at all.

THE fact that the tobacco industry never deals overtly in its advertising with the issue of smoking and health does not mean that it has no pronounce-



ALEXANDRITE
OF REGAL BEAUTY

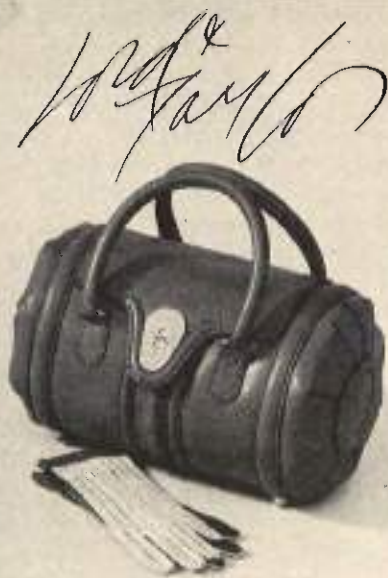
BREATHES A HERITAGE OF THE
COURTLY SPLENDOR OF BYGONE
DAYS THAT LIVE FOREVER IN
THIS MAGNIFICENT GEM. EXQUI-
SITELY MOUNTED IN PLATINUM,
SUPPORTED BY TIERS OF FINE
BROCK & CO. DIAMONDS

8800.00 F.T.I.

A Distinctive Brock Creation

BROCK AND CO

515 WEST SEVENTH STREET
LOS ANGELES



Italian casual—

handbag for tweeds and
knits—imported just for
Lord & Taylor in black
or tan cawhide with a
band of striped canvas!
26.00 plus Fed. tax.

At all Lord & Taylor stores



What a way to Winter

And now almost anybody can, thanks to BOAC's daily Rolls-Royce 707 fan-jet service and new On-Season Excursion Fares. In Jamaica for just \$199* round-trip. Or in Nassau, for only \$147* round-trip. Both fares from New York, any Monday, Tuesday, Wednesday or Thursday. And BOAC always pampers you so.

All over the world
B.O.A.C.
takes good care of you

*17-day Economy Excursion Fares Effective Dec. 15th • See your Travel Agent or British Overseas Airways Corporation



*urban or suburban...
swing along with*



Serbin

Sweater Dress......perfect around-the-clock and around-the-seasons! The serene, clean, look of a white sheath...a care-free 100% acetate shark-skin knit. Short-sleeved and accented with a navy grosgrain belt. Topped with a navy, bulky Orlon cardigan bordered in red-white- and blue. Sizes 8-18 **\$25**
Slightly higher on west coast

Serbia, Inc., 1260 S.W. First St., Miami 35, Florida

ments to make on the subject. Most of its pronouncements are issued by the Tobacco Institute, Inc., a trade organization that was formed by the major tobacco manufacturers in 1958 to look after some of their common interests. (It is independent of Dr. Little's Tobacco Industry Research Committee. The Tobacco Institute, which has its headquarters in Washington, is headed by George V. Allen, the former director of the United States Information Agency, and Mr. Allen, in speeches before various organizations, has set forth its position by saying that the answers to questions about smoking and health are unknown, that the whole subject remains a speculative one, and that while some statistical studies have pointed the way to further research, they have not provided answers to the original questions. "We are not on a crusade either for or against tobacco," Allen has been quoted as saying. "If we have a crusade, it is a crusade for research." During the pursuit of such research, he has called for a "respite from theories, resolutions, and emotional statements" about smoking and health. The Tobacco Institute, in fact, is quite vocal on the subject of research, and, with the help of Hill & Knowlton, a big public-relations outfit with headquarters in New York, it sends more than a hundred thousand physicians around the country a quarterly publication called *Tobacco and Health Research*, a summary and compendium of items having to do with research on these subjects. The items are presented under such headings as "Autopsy Study Fails to Support Smoking Tie to Vascular Ills," "Lung Cancer Deaths 20% Overstated," and "Experts Differ on Royal College Report."

Besides pointing out to doctors what it considers the statistical fallacies and misconceptions in the studies that have drawn a causal connection between smoking and certain diseases, the Institute has had to contend with public criticism not only of the industry's own use of statistics in the past ("More Doctors Smoke Camels Than Any Other Cigarette") but of the manner in which it has continued to promote its products, particularly among young people. In England, the advertising of cigarettes on commercial television—as here, the principal medium used—is governed by a quite elaborate set of "guidance notes," drawn up by the television companies and subscribed to by the tobacco manufacturers. They provide, among other things, that "advertisements should not encourage people, and young people in particular, to believe that they will have any advantage romantically, physically,

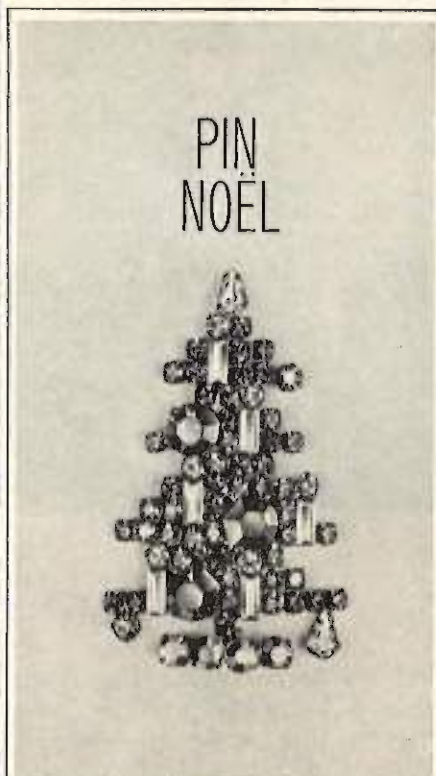


Treasured
paisley

From England,
hand-printed pure silk scarf with
red, blue, green, gold, brown or
teal border. 27" square, about \$8.50.
Other sizes from \$3.50.

Liberty
of London

In New York: B. Altman & Co.; Indianapolis: L. S. Ayres & Co.; Cleveland: The Halle Bros. Co. For names of other fine stores, please write to: Liberty of London Inc., 452 Fifth Ave., New York



Since you can't wear the tree, wear this clever replica. Tree, candles, decorations handsomely blended in gay holiday colors. \$5.00 plus tax.

Pin by *Albert Weiss*
For the store nearest you write: Albert Weiss & Co., 15 W. 37th St., N. Y. 18

socially, or in their jobs if they smoke." Among the specific appeals to be avoided are:

"Hero appeal" and the appeal to "manliness."

The appeal of social success, or the suggestion that smoking is part of the modern, smart, sophisticated, or fashionable way of life. . . .

The creation of a romantic atmosphere in which it is implied that cigarettes are an essential ingredient.

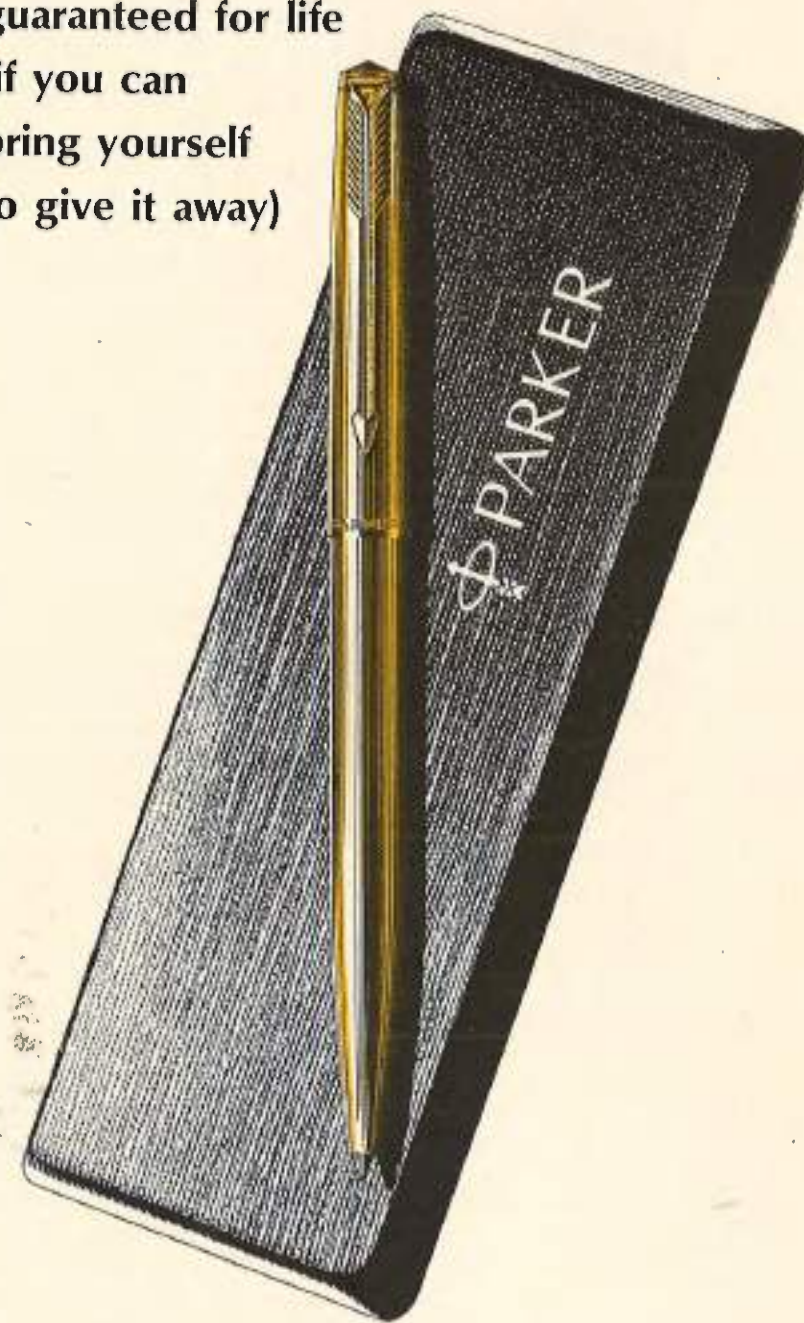
An impression of exaggerated satisfaction; e.g., deep inhaling or expressions of intense enjoyment associated with smoking.

The use in advertisements of young people *unmistakably* under the age of twenty-one.

The suggestion that cigarettes overcome "nerves" or strain, [or are] an aid to relaxation or concentration.

Nothing like this set of restraints exists in cigarette advertising on television here, of course, and nothing remotely as thoroughgoing seems to have been urged upon the American tobacco industry or the television broadcasters by their critics. However, last November, LeRoy Collins, the former Governor of Florida and the current president of the National Association of Broadcasters, who has the reputation of being a maverick in the broadcasting business, made a speech before a group of broadcasters in Portland, Oregon, in which he suggested that, because of what he called "mounting evidence that tobacco provides a serious hazard to health," broadcasters had a moral responsibility to consider taking "corrective action" against the televising of some types of cigarette commercials, notably those featuring well-known athletes and those expressly designed to influence young people. The reaction of the broadcasting industry to Collins' remarks was not at all favorable, and for a while there was talk that Collins would be asked to resign from his job. Nonetheless, his speech did have the effect of stirring up questions about the wisdom of aiming cigarette advertising at young people, and last June the Tobacco Institute, responding to this pressure, issued a statement declaring that the tobacco industry had always taken the position that "smoking is a custom for adults," and that, in conformity with this belief, a number of companies had decided to discontinue advertising in college publications and engaging in other campus promotional activities. For years, most of the tobacco companies had been conducting campaigns to persuade college students to smoke their particular brands, both through placing advertising in college publications (the cigarette

**Give the gift that's
guaranteed for life
(if you can
bring yourself
to give it away)**



When you give or get a Parker International Jotter, it is guaranteed for life with normal refill replacement. If this ball pen ever stops writing perfectly we replace it with the same or a newer model without charge. ■ Our refill, incidentally, outlasts ordinary ones up to five times. Its textured ball spins in a stainless steel socket and is impregnated with costly diamond dust. Prevents skipping. It will write beautifully without bearing down. ■ Magnificent gifts from \$5 to \$75 (the latter in solid 14K gold).

PARKER—At 75 years—Maker of the world's most wanted pens

PARKER INTERNATIONAL JOTTER

FIVE TO SEVENTY-FIVE DOLLARS

©1963 THE PARKER PEN COMPANY, JANESVILLE, WISCONSIN, U.S.A.

GUARANTEE VALID ONLY IN U.S.A. AND CANADA.



CHRISTMAS PRESENT

Man's watch of eighteen karat gold with seventeen jewel Girard Perregaux movement. Alligator strap. One hundred fifty dollars, including federal tax.

TIFFANY & Co.

NEW YORK
SAN FRANCISCO • HOUSTON



industry became the biggest single source of revenue for many such publications) and through the promotional activities of paid "campus representatives" among the student body, to whom they gave quantities of sample packs for free distribution.

The Institute's declaration that smoking was "a custom for adults," and thus, presumably, not one for non-adults, did have one result that applied on a broader basis than merely the college-publication level. This fall, the American Tobacco Company began an extensive campaign for Lucky Strike cigarettes in which the advertising copy contained the statement that "smoking is a pleasure meant for adults." This sentiment appeared under a headline, spread over two pages, that asserted, "Lucky Strike Separates the Men from the Boys . . . But Not from the Girls." On the left-hand page, the first part of the headline was illustrated by a photograph of a helmeted, Lucky Strike-smoking racing-car driver who is smilingly flourishing a winner's cup as he receives the adulatory glances of youths pressing close behind him; on the right-hand page, the second part of the headline was illustrated by a shot of the same model—still equipped with his cigarette, smile, and cup but minus the young male fans—being hugged by a girl admirer. Unfortunately, the ad men, having presumably set out to illustrate the theme that cigarettes are not for boys, thus achieved just the opposite effect by making the smoking of Lucky Strike appear to be the act that turns a boy into a man. But such mistakes can happen in cigarette advertising. It is even possible that they will happen more frequently in the future. With the growth rate of the cigarette market slowing down and the competition between manufacturers becoming increasingly heavy, there is really only one way for the industry to maintain its rate of expansion, and that is by doing business with the great mass of young people who reach smoking age each year. This is a potential market that is literally getting bigger by the minute. Over the past decade, the number of people between eighteen and twenty-four in this country increased by only two per cent, owing to the low birth rate of the depression years, but over the next decade their number, owing to the high birth rate of the postwar boom period, will increase by fifty-two per cent. And in the young-adult population bulge ahead the eighteen-year-olds of 1966 are the fifteen-year-olds of 1963. As these fifteen-year-olds are maturing, so is the tobacco for them to smoke, as it lies waiting in millions of



\$18.50

Gentleman's Scarf

FROM ITALY

Rich quality printed silk. Hand combed fringe. Length 52 inches

NAVY WITH RED. BLACK WITH GOLD.
NAVY WITH WHITE. BLACK WITH WHITE
MAY BE ORDERED BY MAIL

FR TRIPLER & Co.

Clothing • Hats • Haberdashery • Shoes
MADISON AVENUE AT 46 STREET • NEW YORK



BEWARE!

Aruba can be habit-forming! You'll never want to leave this Dutch West Indies isle, thanks to superb accommodations, cuisine, entertainment and dancing at the air-conditioned

**ARUBA CARIBBEAN
HOTEL/CASINO**

For reservations, call your Travel Agent or Utell Int. in N.Y. JU 2-3780. Or write Aruba Caribbean Hotel-Casino, Suite 219—160 Central Park So., N.Y., N.Y. 10019.

What does a Scotsman wear over his kilt?

A Heatherrr Tweed Sportcoat

by
**HART
SCHAFFNER
& MARX**



We've been told a Scotsman knows a thrifty buy at a glance. Like the HS&M Heatherrr Tweed shown here. Costs more to start with, to be sure. Costs him less in the long run, though. Why?

Take the lapels, for instance. Put your fingers behind one. Flip it forward. Notice how

it springs back. Lies flat every time. Secret's behind the seams.

Row upon row of interloop stitching inside each lapel.

Lot more than ordinary sportcoats. Lapels behave. Won't curl.

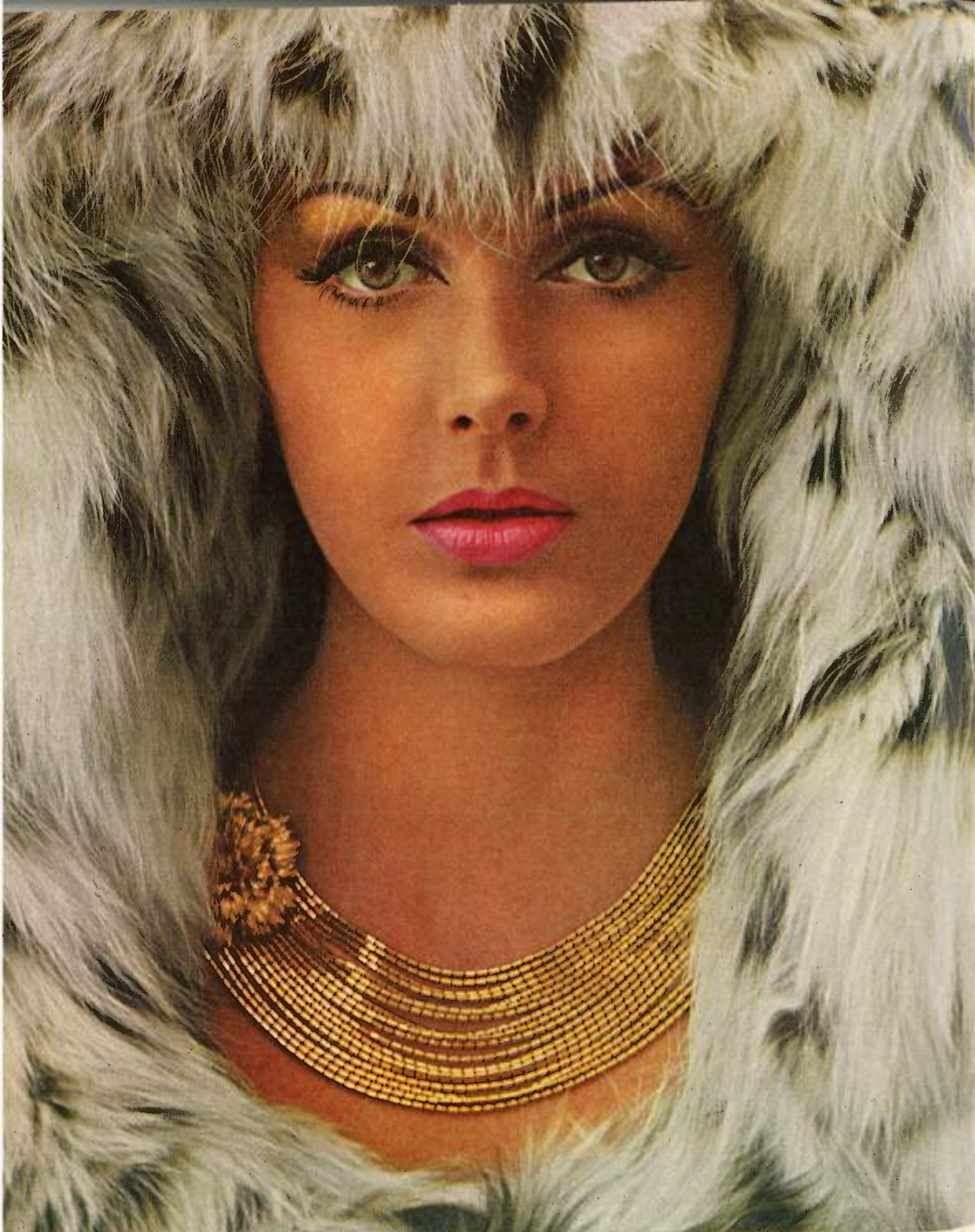
You can't see it when you buy it. Like the

HS&M sportcoats from \$59.95 to \$110.

under-pressings inside the jacket. Every inside seam is pressed. This shapes and moulds the coat during the tailoring. Not afterward. The smooth fit you buy is the one you keep. It's the precious stuff called "Quality." Precious because it lasts.

As we said, "A thrifty buy."





MONET, MASTER JEWELER, CREATES THE "TEMPO" COLLECTION • NECKLACE, \$25. MATCHING EARRINGS, \$10. PIN, \$5. PLUS TAX. AT THE FINEST STORES.

jewelry in the golden manner of **Monet**

hogsheads in the curing warehouses of the tobacco manufacturers.

BECAUSE of my interest in the dilemma confronting the tobacco industry, and because it seemed to me too bad that, owing to the relative anonymity of so many of the responsible people in the industry, their personal views on the issue of smoking and health—as distinct from the formally phrased announcements issued on their collective behalf—should be so little known, I set out recently to interview several people who are concerned with the merchandising of cigarettes. While I cannot say that there was any great eagerness to see me and talk about this touchy subject, I must say that when I was received, it was always with great courtesy and attentiveness.

My first call was upon James C. Bowling, who is assistant to Joseph F. Cullman III, the president of Philip Morris, Inc., at the Philip Morris headquarters on Park Avenue—a very smart set of offices. Bowling is a well-dressed, round-faced man in his middle thirties who talks smoothly and equably in a Southern accent. He has spent all his working life with Philip Morris. Even when he was attending the University of Louisville, he worked for the company as a campus representative, and after his graduation he worked for it as a tobacco salesman and then as a supervisor of campus representatives, making his way up through the ranks to his present position. Bowling was smoking from a pack of his company's new Paxton cigarettes—the ones with the team of filters back to back—and, like every other executive I encountered, he seemed to smoke almost incessantly. I asked him for his views on the connection that has been said to exist between smoking and disease, and he told me that, like all his colleagues, he had given the matter a good deal of serious thought. "We believe that there is no connection, or we wouldn't be in the business," he said earnestly, and, in a phrase that was to become familiar to me, he went on to characterize the issue as "the health scare." "I remember a speaker last year at the three hundred and fiftieth anniversary celebration of America's first tobacco crop at Jamestown telling of the trials that the tobacco industry had at that time," he said. "They had a health scare at the inception of the industry in America. And the scare goes further back than that—King James issued his 'Counterblast to Tobacco' in 1604. We've had these trials from time to time, and each time the industry has come through

Even in the dark you'd know...

Réplique

PERFUME • TOILET WATER • BATH OIL • SOAP • DUSTING POWDER • TALC

Can the warmth of a gift be measured?



Yes.

If you let us send each on your gift list 10 one pound cans of the world's richest coffee: **Brown Gold. Only \$12.50 postpaid and giftwrapped, anywhere in the U.S.A.**

Brown Gold is not only 100% Colombian coffee; it is the choicest of all Colombian coffees, with the richest aroma and taste.

When you give Brown Gold, be prepared to receive compliments on your thoughtfulness and good taste.

Isn't it nice for once to give something that's warm and personal, without having to know sizes and special interests? Use this coupon to order:

ANDES COFFEE CO.
30 WEST RUBY AVENUE
PALISADES PARK, NEW JERSEY

Gentlemen:

Please send 10 one-pound cans of all-purpose grind, vacuum packed Brown Gold Coffee to each on the attached list. (Please print or type the names and addresses of your gift list carefully on a separate sheet of paper). I have enclosed a check or money order for \$12.50 for each 10 cans I have ordered.

YOUR NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

All orders are sent postpaid and gift wrapped.

Brown Gold
CHOICEST OF ALL THE COFFEES OF COLOMBIA

stronger, because people have demonstrated conclusively that they want to smoke. When the health scare hit in 1952 or '53, we were all staggered, though. The matter was put forward not as a thesis but as an absolute fact. Yet it was clear to us—and to a few eminent statisticians, like the late Sir Ronald Fisher—that the case was far from proved, and the industry did the correct thing by taking the attitude that nothing could or should be done until the facts were in. The work of the Tobacco Industry Research Committee has been under way for ten years, and it has required a great deal of patience for the industry not to answer the attacks on tobacco during that time, while the research has been going on. It has required a great deal of restraint not to lash back at the anti-cigarette forces. The people on the T.I.R.C. are eminent people. We in the industry have no contact with them, but we read all we can about the research they're doing. Everybody in the industry has been forced to become an authority in his peer group on the subject. It's impossible for me, for example, to go somewhere without meeting someone who wants to talk about it. I wonder how many conversations about it take place without a full understanding of the facts. Gosh, we're awed at how a story can be told and retold by the anti-cigarette people, and how little attention is given in the press to claims for cigarettes. But I'm also impressed with the way many people are sifting the facts for themselves and coming up with the conclusion that the case against tobacco is not proved."

Bowling lit up another Paxton and went on, "It surprises people sometimes that we should take it so seriously. I don't know why we should take it lightly. I'm from Kentucky, and I know what tobacco has meant to that one state. Some people who attack the industry don't stop to think that we're *people*—and people with a social conscience. Just as I feel I'm personally committed in this business, so do other people. I don't know of one executive who has resigned as a result of the health scare. The purveyor of pleasure-feeling may have been put in some jeopardy by the attacks of the anti-cigarette people, and the attacks may have made us more than a trifle self-conscious, but we believe that we're right, and that history will show this to be so. Meanwhile, people are smoking and enjoying it. An eminent physician sat in the chair you're sitting in not so long ago, and he said that if people were to stop smoking, there had better be something pretty powerful to

wonderful... pure pork SAUSAGE



Choice cuts of pork—loins, shoulders, hams—seasoned with just the right touch of pure *natural* spices to bring out that wonderful flavor that everyone loves in Jones Dairy Farm Sausage.


JONES

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Colorful Takahashi "old fashioned" enamelware make exciting additions to your home and holiday gift list. Coffee pots, mugs, and collanders are in 8 sparkling colors from 79¢ to \$5.00. This symbol  is found on Takahashi's 30-piece selection of quality enamelware sold at fine stores everywhere.

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...it gives you the leisure time to be yourself

It is your faithful servant...

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when you are cooking

- Keep ready dishes hot while slow ones are still cooking

when you are serving

- Keep second helpings hot and handy at the table

when husband is late

- Dishwashing will be finished before his arrival. His meals will taste just-cooked later, too

when time is short

- Cook early... keep entire meals hot... serve when convenient

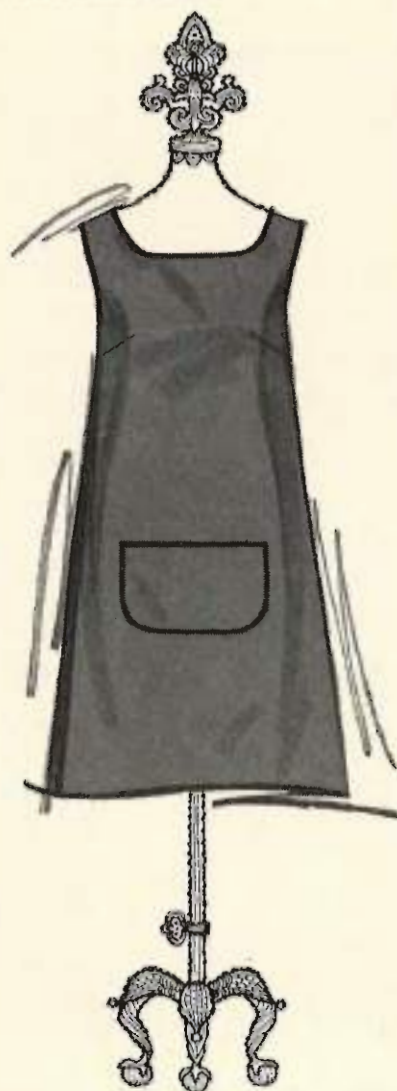
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Your Salton Hotray keeps food at its proper serving heat... electrically... automatically... without overcooking, without changing flavors or textures. Its patented radiant glass surface provides uniform controlled heat transfer... the built in "Flavour Guard" thermostatic controls guarantee it. Beautifully styled, shatter-, dent- and alcohol-proof heating surface. Write today for new, free recipe booklet and catalog. Salton, Inc., 511A East 72nd St., New York 21, N. Y.

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This, in vigorous Vycron polyester and cotton, is one of the breeziest things a VILLAGER® collector could collect. Its pocket was designed by 'possums and kangaroos for carrying their young. When not holding infant marsupials, it holds a reversible kerchief handy for signalling yachts. Celery trimmed with Blueberry and Blueberry trimmed with Celery. Sizes 6 to 16.

About eighteen dollars at good stores and college shops



1407 Broadway, New York

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take its place or there would be more wife-beating and job dissatisfaction than people's natures could tolerate."

From Bowling's office I went on to see John T. Landry, a tall, clear-faced, curly-haired man who, at thirty-nine, is the company's director of brand management, which means that he is responsible for the advertising of all its brands. Landry came to Philip Morris in 1956; previously, he had been the advertising manager for the Blue Coal Corporation, in New York, and before that he was in the advertising-research department of *Newsweek*. He made it clear to me that he really enjoyed being in the tobacco business. "It's hectic, it's competitive, and there are a lot of easier ways to live, but it's a great business," he said. "It's a real big business, a very responsible and honest business." Although Landry had a pack of Paxtons on his desk, the cigarette he was smoking was a Marlboro. The executive in charge of the promotion of a particular brand of cigarette is expected to smoke that brand, but Landry, being in charge of all Philip Morris's brands, could smoke any of them with propriety, and he told me that his personal preference was for Marlboro. After some discussion of brand promotion, I brought the conversation around to the issue of smoking and health. "We all assume that, as Mr. Cullman, the president of our company, said at the last annual meeting, cigarettes will ultimately be exonerated," Landry told me with conviction. "We all feel that way or we wouldn't be selling them. We're parents, citizens, members of society, you know. This business has been a respectable business for hundreds of years. I frequently get asked by people I come across about my attitude toward cigarettes. I've seen our research facilities in Richmond, and I know that other companies have facilities just as big, and up to this point nobody has ever shown anything conclusive about cigarettes and health—lung cancer and all that. It just hasn't been proved. I think if it were proved I would give up smoking. I also think I'd get the heck out of the business. Not because the business would be hurt but because I would not like to sell a product that was harmful. Even now, I wouldn't try to convince anyone that cigarettes are physically good for him, but from an emotional point of view smoking eases tension, and if I didn't smoke I'd probably develop a tic or something. My wife smokes, I smoke, and we certainly don't have any fear of it. I don't think that cigarettes will ever be found to contain anything dangerous to health. The problem is be-

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Surely you've heard of these three deluxe Jamaica hotels: The Montego Beach and The Royal Caribbean in Montego Bay, and The Jamaica Inn in Ocho Rios.

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Tiffany Bow pin of
ribbed eighteen karat gold.
One hundred forty four dollars,
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PARFUMS MARCEL ROCHAS PARIS AND NEW YORK

For those
who
have the taste
as well
as the means



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PIGUET**

Genève

Audemars Piguet & Co. Inc.
665 Fifth Avenue
New York 22 N.Y.

Illustrated: "Skeleton" wrist watch

ing worked on, and in the meantime I am very happy in this business."

From the offices of Philip Morris I went to those of Benton & Bowles, the advertising agency that prepares the ads for about half of the company's products, where I had an appointment with Henry Pattison, the chairman of the agency's executive committee. Pattison, who has direct charge of the Philip Morris account, is a highly experienced advertising man, and has been with Benton & Bowles in an executive role for more than twenty years. He is a big man in his fifties, with a rather cherubic face and an affable manner, and he received me not from behind a desk but at a small, round table, topped with polished, tooled leather that was decorated with sample packages of Philip Morris products. He was smoking from a pack of Parliaments. After some talk about the merchandising of cigarettes, we got around to my main question. "I think that if it were ever conclusively shown that there was some connection between smoking and, say, lung cancer, most agencies would not be advertising cigarettes," he said. "But it's easy to get stampeded, and the tobacco industry is being very much maligned. Fifty years ago, when I was a boy, my grandfather was a druggist in Alexandria, and I remember how Coca-Cola was then under the worst attack you could conceive of. People used to spread the rumor that it was a dope—the most unbelievable stories, all completely without foundation. The same thing has happened to the tobacco industry, which has been under attack for a couple of hundred years. People have been shot. Now the industry has been presented as a bunch of ogres trying to corrupt American youth. The fact is that I have never met a finer group in my life than the people in the tobacco industry—I'll stack them up against any other group for morals, ethics, and beliefs. And tobacco has given pleasure to an awful lot of people. You should not act on hunches, suspicions, and stir-ups. This cancer business, now—nobody knows about it. I have to accept that there is some connection between smoking and health, but just what it is we don't know. You can concentrate on the negative side—build a negative case for cigarettes' being banned—and ignore the positive case. Some people may be immoderate users. But I don't think any industry should be persecuted for the immoderation of its users, provided the industry hasn't promoted immoderation—and certainly the tobacco industry hasn't. You won't find anybody in the cigarette business telling you to smoke

NOVEMBER 30, 1963



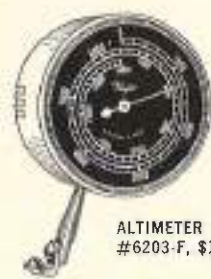
Christmas is here...

It's in our hearts looking forward to this glad time of year. And, too, it's in the anticipation of *reveillon* on Christmas Eve and the cheer and sumptuous feasting of the Yuletide. You'll find our holiday celebrations and traditions are so different from back home. Come and enjoy them with us.

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ALTIMETER
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For the motorist: New UNI/MAG* ALTIMETER tells altitude of hills and valleys mile by mile with amazing sensitivity. NAVIGATOR COMPASS keeps you on course day or night. Push-button night lighting. Easily installed. Other sports instruments from \$1.49 to \$99.95. At finer automotive, hardware and sporting goods stores. *TRADE MARK

BY **Taylor**

THE NEW YORKER

two and a half packs a day. I was having lunch the other day with a doctor, and he said, 'There's the biggest killer in the United States! What we're doing—eating!' This anti-cigarette campaign is not a haphazard thing; it's a well-conceived, well-directed campaign from some over-all headquarters—from the timing of releases to everything else. Some of what is being put out goes so far overboard that it makes me almost sure it isn't true. They say that sixteen thousand people died last year of lung cancer. The obvious conclusion is that they were victims of cigarettes. But nothing is said about how many would die of lung cancer if all cigarette smoking stopped. If we pulled that trick in the advertising business, we'd be put in jail."

I remarked that I had been wondering whether Parliament's claim about Extra Margin didn't presuppose, to some degree, an element of danger to smokers.

"I have a theory that everything around us has an element of danger," Pattison said. "Your swimming pool can kill you. Cars can kill you. Coffee can kill you. Justice Holmes said that security is not the logical end of man."

At the Ted Bates advertising agency, Howard Black is one of the executives in charge of the Brown & Williamson cigarette accounts—Kool, Viceroy, Life, and a couple of other brands. In discussing his attitude toward smoking and health, he said that the position of the tobacco manufacturers was analogous to that of an automobile manufacturer confronted by statistics about automobile accidents. "I don't think that the tobacco industry would think of disbanding because one percent—or whatever the figure is—of heavy smokers died of lung cancer any more than the automobile manufacturers would think of going out of business because five hundred people get killed in auto accidents on the Fourth of July," he said. "The automobile industry is going to go on. So is the tobacco industry."

The president of Brown & Williamson is William S. Cutchins, a courteous, gray-haired Southerner, who took me to lunch at the Barclay Hotel and spoke to me of his philosophy. "I went into the tobacco industry years ago, because it was a perfectly honorable business, and I set out to reap the rewards of free enterprise," he said. "I'm doing what I'm doing today because of the rewards that the free-enterprise system has to offer." He went on to say that he was as anxious as anyone else to see a well-reasoned solution to the questions that had been

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A&F Key Ring. Open mouth of full-bodied fish serves as clasp. Solid Silver. . . 11.00*
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Telescopic Spin Rod. Extends from 13" to 6'. Beryllium copper with cork handle, screw-lock reel seat. . . . 19.50

Monogram® 200-Six Spin Reel. 200 yds., 8-lb. monofilament capacity. Folding handle with right or left-hand wind. 24.95



Lambskin Suede Cardigan. From Austria. Back, collar-and-button panel and sleeves are matching wool knit. Rayon-lined. In tan, green or charcoal gray suede. S, M, L, XL. 65.00



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you
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it
with



The new fragrance by Yardley

raised in connection with smoking and health, adding that some of the attacks on the tobacco industry were entirely unjustified, and that while many of the scientists who held "anti-cigarette views" were absolutely sincere, he did not think that the case for cigarettes had been presented to the public as it deserved to be.

I asked Cutchins what he would do if he came to accept the position that there was a connection between smoking and certain diseases.

"The first thing I'd try to do would be to correct it," he said. "A fundamental of common decency as well as of enlightened self-interest." He advised me to read a red-covered booklet—a copy of which he had with him—called "Headline Hunting with Statistics," which was a reprint of a speech given before a group of security analysts by Robert K. Heimann, assistant to the president of the American Tobacco Company. Later, I did so. It was a full-scale attack on what the author called "the anti-cigarette crusade," and sharply questioned the statistical validity of various studies that have found a link between smoking and disease. One section of the speech wound up, "Not all of the questions are scientific ones. You might well ask whether the American Cancer Society would be spending so much time and money propagandizing anti-tobacco statistics if the millions of dollars they have solicited from the public for so many years had shed any light on the causes of cancer."

SOME time later, I again encountered Heimann's name, in an article in the *Times* headlined "2 DOUBT SMOKING IS CANCER CAUSE." Here he was identified as "Dr. Robert K. Heimann, a sociologist and statistician" of the American Tobacco Company, but when I went to call on him, I saw him not in his capacity as a sociologist and statistician but in his capacity as assistant to the president of the American Tobacco Company in charge of public relations. He is a slightly built, rather poker-faced man, who was once the editor of *Forbes Magazine*. Among other things, he told me, with emphasis, that experiments using cigarette smoke had never induced lung cancer in an animal. (Dr. Hammond has said, with equal emphasis, that experimental animals have so little tolerance for cigarette smoke forced into their lungs that they do not live long enough for further investigation.)

A day or so later, Heimann arranged to have me meet his chief, Robert B. Walker, who in April of this year suc-



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... a go-every-where suit of worsted jersey. Lined skirt and jacket. Blue, red, navy, black, moss green, celery, pink. By Westbury, 8 to 18 . . . 19.95

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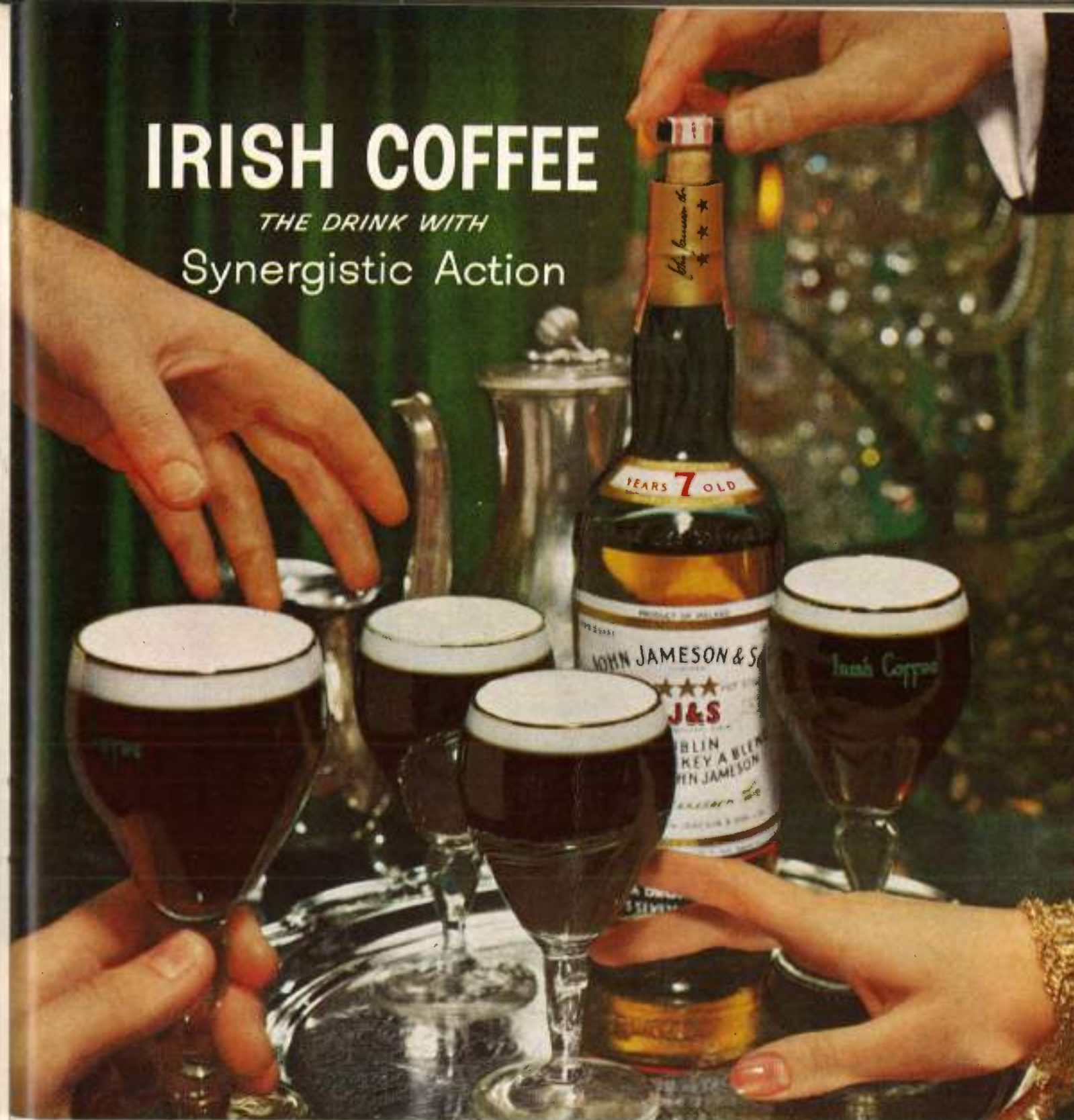
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IRISH COFFEE

THE DRINK WITH

Synergistic Action



IRISH COFFEE made with famous John Jameson Irish whiskey! It looks so gay . . . it tastes so grand. Its magic lies in the fact that the coffee, John Jameson and the cream combine in some mysterious way to create a seductive new flavour. It is what scientists call synergistic action, which means that the cooperative action of the ingredients is infinitely more delightful than any of them taken independently.

The synergistic action of Irish Coffee is a wonderful conversation piece. But do insist on John Jameson. It is *all* pot still whiskey—matured 7 years in oak casks.

HOW TO MAKE IRISH COFFEE

Into prewarmed stemmed 7-ounce goblet, put jigger of John Jameson Irish whiskey and 1 to 2 teaspoons of sugar. Stir in *strong* black coffee to ½ inch of top. Carefully float chilled whipped cream to brim. Drink through the cream.

P.S. A simple way to enjoy the synergistic action of coffee and John Jameson is to add 1 jigger of John Jameson Irish whiskey to coffee as you usually drink it.

JOHN JAMESON


BLENDED IRISH WHISKEY • 86 PROOF

IMPORTED BY W. A. TAYLOR & COMPANY, NEW YORK, N. Y. • SOLE DISTRIBUTORS FOR THE U. S. A.





MERCURY . . . THE CAR THAT MADE THE STATION WAGON BEAUTIFUL

At one time you had to sacrifice beauty to gain the extra room in a wagon. Over the years, Mercury led the way in changing that. The room was kept, in fact increased (now 99.2 cu. ft. — just about the biggest there is). But Mercury knew that with most owners the station wagon is their only car. It has to do triple duty... as a family car, a "dress-up" car, and a cargo carrier. Mercury made it beautiful... luxurious inside. Just how beautiful you can see in the picture above. LINCOLN-MERCURY DIVISION  MOTOR COMPANY



MERCURY . . . The Wagon Specialist

ceeded the late Paul Hahn as president of American Tobacco. In contrast to the New York headquarters of the other tobacco companies I visited—all of them very modern-looking, with lots of formica and blocks of colors—the offices of the American Tobacco Company have a certain grand, old-fashioned air, and the furniture there looks just as it must have looked in the days of the late George Washington Hill, the great tobacco-empire builder. The secretaries' filing cabinets, desks, and chairs are all made of solid oak, and on each desk is a small silver plate engraved with its occupant's name. Here and there are plaques bearing various office slogans devised by Hill, such as "Quality of Product Is Essential to Continuing Success" and "Get Your O.K. in Writing." The offices of nearly all the executives are equipped with solid-mahogany desks and chairs, and the office of the president is on an even more solid scale—a vast room, with panelled walls of bleached mahogany, chairs of mahogany and black leather, a couple of black leather sofas, and a huge desk of unbleached mahogany. When Heimann escorted me into this office, Walker, a masterful-looking, gray-haired man of fifty with a pink rose in his buttonhole, was sitting behind his great desk in what looked like a judge's chair. It was indeed a judge's chair, he told me when he got up to greet me; it had belonged to Judge Gary, the first chairman of the United States Steel Corporation.

Getting down to the purpose of my interview, Walker said, "We are facing some rough seas. But I am thoroughly convinced that the tobacco industry will survive and flourish. The people in this industry are loyal, dedicated people—people dedicated to the good of the country, people who have made a contribution to humanity. I don't want to paraphrase Winston Churchill, but I will. I don't think that any industry has given so much pleasure to so many people for so many centuries, and is so deserving of more consideration and fair play than it is now getting." Having said this, he looked across at Heimann, who was sitting on a sofa to one side of him, and remarked appraisingly, "That's pretty good. 'So much pleasure to so many people for so many centuries.'" He lit up a Lucky Strike and puffed at it with pleasure.

I said that some people felt there was a mounting weight of evidence implicating cigarettes as the source of some danger to health, and he replied, "There isn't a mounting weight of evidence. There's a mounting wave of propaganda. The hypothesis about smoking



You'll feel pretty wrapped in the fragrance of Chantilly



Perfume (from Paris by Houbigant) 6.50 to 20.00/Spray Perfume* 5.00/Spray Mist* 5.00
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has not been proved. Now, under our American system everybody is innocent until proved guilty, and even then the verdict is subject to appeal and reappeal. This is not the case here. Many doctors subscribe to the cholesterol theory that we've all heard so much about. Cholesterol may be the killer of us all. But until it's proved, should the whole dairy industry be condemned? Should everybody give up ice cream even if it takes a few hours off your life? Some doctors say that we don't have the answers about cholesterol, and some say that we don't have the answers about tobacco. Is it fair to condemn the tobacco industry under the present circumstances? This is a seven-billion-dollar business, and the taxes on the tobacco industry last year could pay for the whole space program for a year."

OF all the tobacco-manufacturing people I talked to, Morgan J. Cramer, president of the P. Lorillard Company, which manufactures Kent and Newport cigarettes, was distinctive, for a couple of reasons. For one, he was the only executive who even mentioned (although he certainly did not elaborate on) an issue that I understood was troubling the tobacco industry—the pending lawsuits brought against individual tobacco companies by the heirs of victims of lung cancer. For another, he was the only man to concede that cigarettes might possibly contain substances worth filtering out. He didn't say that these substances were harmful, but he did say that "certain things in smoking that don't affect taste, enjoyment, or pleasure can be removed, and since there has been some question about them, they're better out than in." To that end, he said, his company had come up with a new filter that would remove phenol from the smoke. (In the available literature on smoking and health, it seems to be commonly recognized that phenol is one—but only one—of the many substances in tobacco smoke that are suspected of playing a carcinogenic role.) But beyond this I found no compromise. "I don't believe that cigarettes are causing all these diseases," he said. "Cigarette smoking has been in existence a long time, and we consider that we have a serious responsibility to the smoking public. If we were convinced that cigarettes were harmful, we wouldn't be in the cigarette business."

Did he think, I asked, that cigarette companies should inform the public—by labelling or by other means—of the statistical association that is supposed



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SUEDE JACKET, 95.00**

This is one gift he will prefer to all others. Our supple suede leather jacket is tailored to perfection with patch-flap pockets and three leather buttons. In a rustic tone of tobacco brown and in a complete range of sizes. Men's Shop.



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...the gift set of ALL-PURPOSE
LOTION and DEODORANT STICK

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Individually, ALL-PURPOSE
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*How to make a Jr. Executive feel
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DESK SET by Sheaffer

You couldn't pick a more appropriate Christmas present for a young man on the way up (or already there, for that matter). Even the case looks important.

But this gift is more than a status symbol. Sheaffer Desk Sets combine richly styled bases designed to complement any office and famous Sheaffer pens with cartridge filling action, superbly crafted with 14K gold points, kept writing-moist in exclusive humidors-sockets.

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SHEAFFER'S

Choose from a wide variety of Sheaffer Desk Sets at your dealer's, or write for free catalog: W. A. Sheaffer Pen Company, Department Y-11, Fort Madison, Iowa. (Set shown, in brilliant jet crystal, \$20.00. Also available with personalized name plate.) ©1963, W.A.S.P. Co.

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Attractively priced.

Pullover, about \$30.

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Frank L. Savage Inc. 17 E. 37 St., New York

to exist between smoking and disease.

"The public has been informed," he replied. "The public knows all about it."

My final interview was with Adolph J. Toigo, the president of Lennen & Newell, the advertising agency that handles the ads and commercials for most of Lorillard's cigarette brands. Lennen & Newell annually handles about thirty million dollars' worth of Lorillard advertising. After the comparative frankness of Cramer on certain aspects of the issue of smoking and health, I hoped that Toigo might be equally informative. He is a short, gray-looking man, with graying hair, a gray mustache, and a rather pale face. He was wearing a gray suit. As we talked about the cigarette business in his big, paneled office, I found my hopes fading. "Kent has grown more than any other filter cigarette," he said. "We believe the right combination of filter and tobacco is responsible. That reflects our current campaign. Lorillard has spent a lot of money anticipating consumer requirements. There's a lot of idealism in the big corporations. I have quite an aversion to the opposite interpretation."

After a while, I asked him what he thought about the cigarette-health question.

"Well, I think it's a controversial subject on which there is no proof—no established proof—of cigarettes' being harmful," he said. "What's more, I think it's *beneficial* to smoke. Otherwise they wouldn't be doing it."

AS I left Toigo's office—and the offices of Cramer, Bowling, Landry, Pattison, Black, Heimann, and Walker before him—I could have no doubt but that the lines had been drawn and the battle joined. And I could no more foresee an accommodation between the opposing forces than I could before I started.

—THOMAS WHITESIDE

BOLTON — Placing four out of the first five runners in a ten man race, Nashoba Regional High cross country team defeated Groton High 17-54 in a dual meet yesterday.

By winning Nashoba registered its fourth victory in seven tries this season. The order of finish and their times were: Malcom Clouter (N) 16.22, Robert Day (N) 17.05, George Sharkey (N) 17.14, Jay DeJongh (G) 17.16, Steve Dopp (N) 17.24, Walter Pieciewicz (N), Larry Hamilton (N), Doug Ousley (N), three moose from Newfoundland.

—Worcester (Mass.) Gazette. Unfair!

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THERE'LL ALWAYS BE AN ENGLAND

[From the London Times]

HIGH COURT OF JUSTICE
QUEEN'S BENCH DIVISION

COMMANDER LOSES

BOAKS V. SOUTH LONDON PRESS LTD.

Before Mr. JUSTICE LAWTON and a jury

His LORDSHIP, on the verdict of the jury, entered judgment for the South London Press Ltd., in this action by Lieutenant-Commander George William Boaks, of Palace Road, S.W.2, for damages for libel contained in an article in the *South London Press* on March 27, 1962, under the title of "Heliport Bridge." The words complained of were: "Commander Boaks of Streatham whom I usually describe as nutty sends me a plan for Tower Bridge that I, for once, think brilliant."

The plaintiff, by his statement of claim, contended that he was the secretary and first founder of a society embodying in its full name its purpose, namely, the provision of nation-wide helicopter service. The society's name was the British National Airways National Heliport Network and Central London Airport and Aerodrome Association. The plaintiff, in a letter to the features column writer of the *South London Press*, put forward proposals for alleviating traffic delays arising from the opening of the bascules of Tower Bridge for passing steamers. The plaintiff contended that the letter formed the basis of comments giving rise to the words complained of.

The defendants, by their defence, contended that the words were not defamatory in themselves and that they amounted to fair comment honestly made on a matter of public interest. The defendants contended, *inter alia*, that in April, 1959, the plaintiff announced his intention of contesting three Parliamentary seats at the next election and that in August, 1959, the plaintiff had applied for planning permission to moor H.M.S. Vanguard by Waterloo Bridge. It was further contended that in February, 1961, the plaintiff had asked for planning permission to use his garden as a helicopter station and in September, 1961, had asked the London County Council to use his house as a museum.

The plaintiff appeared in person; Mr. Colin Duncan for the defendants.

SUMMING-UP

His LORDSHIP, in the course of his summing-up to the jury, said that the defendants stated that they had merely expressed an opinion that the plaintiff was nutty, while the plaintiff could have maintained that they had intended it as a statement of fact. If a newspaper stated that a man had stolen 10s. from his grandmother, had struck his mother and seduced his girlfriend, and then concluded that the man was a cad, it would be for the jury to say whether that was a fair comment in the context in which it was made. If the jury were of the opinion that the statement was defamatory of the plaintiff, then it was for them to assess a reasonable sum by way of damages.

Solicitors.—Messrs. Oswald Hickson, Collier & Co.

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