six dates. Although they went there
often, he could never get accustomed to
the noise. Afterward, why not the At-
laceau? At times when, for one reason
or another, he had failed to make love
to his wife when she expected him to,
he 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 manage her with his in-
difference? With his egoistic, self-con-
suming, indifferent hands? He saw,
in a fresh moment of horror, the blowfish,
the alluring threat of the gray photo-
graph. The hydrangeas were withered
and looked like old foam on a beach; it
had been a dry, barren summer in Lisbon.
Why was he so grave and caution,
shuddering 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 accordingly across the
debris of the breakfast table. The fire
hadn't gone out. It was banked, banked
against some long, unexpected, and im-
possible winter.

"What's she doing there?" he asked,
hoping wildly for an appeasing, miracu-
lar answer. What? She's on the bottle,"
Jimmy said.

"Stop hogging around, kid," Fielding
said.

"Don't swear in front of us kids,"
Jimm said.

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

"I've got my new office, Marge, and I'm afraid
I'm no longer on the sexy up."
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 Laboratory, 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 non-smokers—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...
WOVEN 18kt Gold
with Precious Stone Flowers

Bra clet $1860*
Pair Earclips $1500*

Made In Fr an c e

*Federal Exc h a ng e 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
toasted in 24K gold.
22.00

Olga Tritt

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

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 commit-
tive 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 an-
ounced that he had appointed an Ad-
visory Committee on Smoking and
Health to "make a comprehensive re-
view 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 pub-
lished 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 advertis-
ing campaigns, advertising and smoking
would unquestionably triumph. The ini-
tial 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 3,539 ciga-
rettes 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 af-
fluence, the industry has undergone con-
siderable changes in its pattern of cigare-
nette 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 ac-
counted for ninety-five per cent of all
cigarette sales in the country. Now
fifteen brands account for roughly
the same percentage. The large cigare-
te companies of that day and this—
R. J. Reynolds, American Tobacco,
Liggett & Myers, Philip Morris, P. Loril-
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 au naturel, visit Fisherman’s Wharf, ride an 1890 cable car, walk across the Golden Gate Bridge. Later, you can see a stage play, attend a Chinese opera, or a Broadway musical. Then take your choice of 85 nightspots. And when it’s time to go, climb Telegraph Hill and say goodbye to 2 bays, 4 islands, 9 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.

Why to plan 6.

In three days you can get a taste of San Francisco. Sample such exotic dishes as saltimbocca, shrimp tempura and abalone au naturel, visit Fisherman’s Wharf, ride an 1890 cable car, walk across the Golden Gate Bridge. Later, you can see a stage play, attend a Chinese opera, or a Broadway musical. Then take your choice of 85 nightspots. And when it’s time to go, climb Telegraph Hill and say goodbye to 2 bays, 4 islands, 9 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.

For your free illustrated guide, write San Francisco Convention & Visitors Bureau, 1375 Market St., San Francisco 3, California.
The cork-tipped, king-size Herbert Tareyton, now dressed 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 1953, the filter boom was on in earnest, with each tobacco company striving to outdo the others in claims of 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 changed 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 those 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 lengthening 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 Lordship's Old Gold who in 1953 switched to Lordship's Kent in order to cut down on the 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...
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 noble, masculinized cologne scent... a most appropriate gift for a man.
6 oz $15/30 philtex

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

THE FLORSHEIM SHOE COMPANY • CHICAGO 6 • MAKERS OF FINE SHOES FOR MEN AND WOMEN
A DIVISION OF INT'L/UNION.COM, INC.

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 Tareytons ("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...
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 EXISTE!

That is, no other American or European manufacturer makes an electric portable.

Smith-Corona's patented key action lets 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, cell, charger, or damage from accident or misuse. Does not extend only to originator when Warranty Card is mailed within 90 days of purchase.

Jungle Gardenia

Favorite fragrance of the world's most beautiful woman!

TUVAChÉ HAREX PERFUMES

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

Cluster Ring... marquis diamond with brilliant cushion shape sapphire $15,000.00

RARE PERFUMES

Parfume... Spray Nine $6.00

Perfume... $6.00, $15.00

Skin Perfume... $7.50, $15.00, $30.00

for menthol-flavored cigarettes. Since 1937 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 smoker friskers") 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 on music 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 filters 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 deep. (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 taken, the filters themselves are very much in evidence in cigarette ads and commercials. Whatever unassimilable 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
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 recent 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 cloaked in smoke, perhaps very like the smoke called for in a recent "safety board," or illustrated script for a proposed Parliament commercial. A boy and a girl, looking happy and secure with the Extra Margin of seat belts and Parliament, are jolting along in a jeep over sand dunes. "HE LAUGHS AS THEY SMOKE. CUT TO HER REACTION: 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 current 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 a series of elements of a sort of dream—a set of visual and mental 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 perimeter of consciousness. "Tremendous hypotheses 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 toothpastes 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

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:
$9.14 x 6.3"; $20.00. Clutch, 9" x 5.14; $21.00.
Prices plus fed. tax. Mail and phone orders.

Handbags
Fifth Ave. at 65th Street, New York
Shenphen, White Plains, Short Hills, Philadelphia,
Chicago, Oakland, Cleveland, Boston, Palm Beach

THE BERMUDA SHOP LTD
80 BONNIE LASSIE
Our long slimmer 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 75c FOR SHIPING)

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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.

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 males with tatooes 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-reacher 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—all though 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 advertising...

"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:

**MODEL SR-G430**, the Micronic Ruby, $59.95.
**MODEL SR-J705**, 10-transistor, FM only, $49.95.
**MODEL SR-J725**, 10-transistor, FM and AM, $64.95.
**MODEL SR-J825**, 12-transistor, FM, AM and SW (latter includes marine band), $129.95.
**MODEL SR-J852F**, FM and AM, extremely fine from海岸。$89.95.
**MODEL SR-G55X**, practical 2-way communication in days. $49.95.
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.

George Jensen Inc.

GEORG JENSEN INC.
687 FIFTH AVENUE, NEW YORK 22, N.Y. P11.2400
Scarsdale
Millburn
Manhasset

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 combination of the world's finest scented oils, blended with the care of the original House of Worth (circa 1899). Your wardrobes new elegance. Parfums, Cologne, Talc, Bath Oil, Soup and Powder, all made and sealed in France. From $15 to $20 plus tax. At stores of distinction.
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 mil-
lion dollars into the promotion of its Hit
Parade brand before it gave it up as a
lost cause. However, the possible win-
ings 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 com-
petition 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 hygiene-looking set of surround-
ings for the television-commercial mod-
els to smoke in. Cigarette merchants
are constantly concerned with "dimen-
sions of difference" ("At that time, the
brand's dimension of difference was pro-
vided 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 corpo-
rate mix and into the national market,
and their promoters have made the most of whatever differences exist
to distinguish between them. Montclair, with "a unique development in compound filters," is the only cigarette that "puts the
mouth in the filter, where it cannot
burn" and "makes the last puff taste as
fresh as the first puff." Paxton, the "first
mouth filter to meet the challenge
to-day's smoking needs," features a
"new Humiflex pack" and a "new team
of filters back to back," one of the fil-
ters 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 filter-
ing devices are actually supposed to filter
out remains unexplained in the ads. In
fact, it is difficult to find a tobacco man-
ufacturer who will concede that cig-
ettes contain any impurity 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 prononce-

Gano Downs
Denver, Colorado

86
Some statistical studies have pointed the search, and, with the help of Hill, emotional statements 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 rejection of 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 public-relations outfit with headquarters in New York, it sends more than a hundred thousand physics students 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 "Antony Study Falls 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 Camel 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—here, as elsewhere, the principal medium—is governed by a quite elaborate set of "guideline 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, 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, violently and hopelessly addicted to tobacco, being shown as normal.

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 "the alarming evidence that tobacco provides a serious hazard to health," broadcasters had a moral responsibility to consider taking "corrective action" against the advertising of some types of cigarette commercials, notably those featuring well-known athletes and those capable of influencing the taste of young people. The reaction of the advertising 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 stop their particular brands, both through placing advertising in college publications (the cigarette
industry became the biggest single source of revenue for many such publications) and 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 salutary 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 cigarettes, smile, and cup—but minus the young male fans—being hugged by a girl admirer.

Unfortunately, the ads, 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 1959. We've been told a Scotsman knows a thrifty buy at a glance. Like the HS&M Heather Tweed Sportcoat 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 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."
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. Callahan 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 'Counter-blast to Tobacco' in 1604. We've had those trials from time to time, and each time the industry has come through..."
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:

<table>
<thead>
<tr>
<th>Your Name</th>
<th>Address</th>
<th>City</th>
<th>State</th>
</tr>
</thead>
</table>

Brown Gold

CHOICEST OF ALL THE COFFEES OF COLOMBIA

wonderful...

pure pork

SAUSAGE

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.

HOTRAY® and HOTABLE®

This is a Salton Hotray®

It is your faithful servant...

when you entertain

• Relax, enjoy leisurely cocktails and hors d'oeuvres with your guests

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
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 marusials, it holds a reversible kerchief handy for signaling 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

comment dit-on femme en anglais?

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.

Well, now you may interchange accommodations to your heart's content at all three; mingle with the pink gin crowd at one hotel, join the beach worshippers at another, relax in the club-like intimacy of the third.

All three are directly on the Caribbean, all have private beaches, continental cuisine, dancing and entertainment, the full gamut of sports facilities including automatic membership in golf and tennis clubs.

Stay at any or all for $16 per day per person, double occupancy, breakfast and dinner included.

You'll find all this and more in Jamaica.

See your travel agent or call Ray Morrow, 51 East 42nd St., New York 17, N.Y. 212-7-2345

Three hotels for the price of one

Three hotels for the price of one

From Bowing'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 1958; 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 Paseros 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 eradicated," 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—long 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-
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 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 accounts, 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 inoffensive manner, and he received me not from behind a desk but at a small, round table, topped with polished, tanned 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 stumped, and the tobacco industry is being very much maligned. Fifty years ago, when I was a boy, my grandfather was a druggist in Alcoa, and I remember how Coca-Cola was then under the worst attack you could conceivable. 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 sit-ups. This career business, now—nobody knows about it. I want 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 bad—and ignore the positive case. Some people may be inhumane users. But I don't think any industry should be persecuted for the inhumane use of its users, provided the industry hasn't promoted inhumane— and certainly the tobacco industry hasn't. You won't find anybody in the cigarette business telling you to smoke

\[\text{two and a half packs a day, I was having lunch the other day with a doctor, and he said, 'There's the biggest killer in the United States! What we're doing is a crime!'}\]

This anti-cigarette campaign is not a naphazard thing; it's a well-conceived, well-directed campaign from some over-all headquarters—from the Oklahoma to the release of everything else. Some of what is being put out goes far overboard. In the tobacco industry, if it is not a naphazard thing, it is truly an untruth. They say that sixteen thousand people died last year of lung cancer. The obvious conclusion that they were victims of cigarettes. But nothing is said about how many would die of lung cancer if all cigarettes were 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 promise, to some degree, an element of danger to smokers.

"I think that everything around us has an element of danger to smokers. I don't think that a speech everywhere has an element of danger to smokers. I'm doing what I'm told to do. I've got a job. I'm not a lawyer."

At the time of my visit, a premium gift was being offered by the agency: a metal dish in the shape of a smoking man, with an engraved inscription:

"For the automobile industry is going to go on. So is the tobacco industry.

The president of Brown & Williamson, who I met at a luncheon at the Barclay Hotel and spoke to me of his philosophy. "I went into the tobacco industry years ago, because it was a perfectly honorary 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 so anxious as anyone else to see a well-reasoned solution to the questions that had been
Whatever you wear, wear it with Flair

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-cigarettes 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 selected from the public for so many years had shed any light on the causes of cancer."

SOMETIME later, I again encountered Heimann's name, in an article in the Times headlined "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 no 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 was

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 not let John Jameson. It is off put still whiskey—matured 7 years in oak casks.

HOW TO MAKE IRISH COFFEE

Irish Coffee is prepared steamed 7-ounce gallet, put jigger of John Jameson Irish whiskey and water to taste, add 1 teaspoon of sugar. Stir in strong black coffee to ½ inch of top. Carefully float whipped cream into 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.
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 \(\text{Ford} \) MOTOR COMPANY

MERCURY...The Wagon Specialist

After 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-emery 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 the occupant's name. Here and there are plaques bearing various office slogans devised by Hahn, 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 bleached mahogany. When Heimann escorted me into this office, Walker, a 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 fitting—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 the 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 my 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 approvingly, "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...
The New York Bank for Savings would love to mail a regular check in any amount you decide — not necessarily to you but to someone else you love.

We call this interesting plan an Endowment Payout Plan. You'll call it convenient if you have someone in mind you'd like to provide for: parents, grandchildren, a child's allowance, new words. And the recipient will call you a Guardian Angel. It's easy. Start with a lump sum up to $15,000 or a smaller amount and add to it regularly. If you deposit $5,000 you can provide $150 monthly for ten years — big interest dividends are included.

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Please open a Payout-Endowment Account as specified. No charge for deposit is $10.

Endowment Account for...

My Name...

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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, president of Lorillard & Newell, the advertising agency that handles the ads and commercials for most of Lorillard’s cigarette brands. Lorillard & 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-haired man, with greying hair, a gray mustache, and a rather pale face. He was wearing a gray suit. As we talked about the cigarette business in his high-pitched office, I found my hopes fading.

“Kont 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 difficult for me. Otherwise, they wouldn’t be doing it.”

As I left Toigo’s office—and the offices of Cramer, Bowling, Lanyon, Patterson, Black, Holman, 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 WHITEHEAD

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: Malcolm Cluster (N) 16:22; Robert Day (N) 17:03; George Shaheen (N) 17:14; Jay DeLaugh (G) 17:16; Steve Dooly (N) 17:23; Walter Povolny (N) 18:18; Larry Hamilton (N) 18:50; Doug Orwig (N) 20:33; three misses from Newfound.

—Wexer (Mass.) Gazette

Unique Pocket or Fob Watch

This strikingly handsome timepiece, exclusively Movado, is as thin as a coin. It is embossed with a beautiful St. Christopher (patron saint of travellers) medallion. The MOVADO movement is exceptionally accurate. It can be worn either as a Fob watch—it comes with its own plated leather thong and stitched leather case—or with a chain as a pocket watch. It makes a particularly tasteful gift—it is an eloquent way to wish “good fortune” to someone dear. The St. Christopher. 14K Gold—$175. Sterling Silver—$115. Red Tax Inc.

WORSTED FLANNELS

From one of the oldest and finest mills in England, our own worsted flannels made up in soft colors or checks. Suitable for use with blazers and sport coats.

Cambridge, Oxford, or clergy gray, black-olive, or Host. 119.50

Print front or pleated available.

Mail Orders Accepted.

At All Retail Stores.

H. E. 44th St.

CHIPP NEW YORK, N.Y. 10017

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ENGLISH

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FLANNELS

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 not a man of a high character. The plaintiff, he said, had asked for planning permission to use the new buildings for 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. The Movado.

For jewelry nearest you or for free brochure write:

MOVADO, 3d Floor Main, 1. Y. in Canada at King St., West, Toronto.

MOVADO, Ltd., Main, 1. Y. in Canada at King St., West, Toronto.

MOVADO, Ltd., Main, 1. Y. in Canada at King St., West, Toronto.

MOVADO, Ltd., Main, 1. Y. in Canada at King St., West, Toronto.