

One of the most hotly contested points along the whole battle line over the new bill to be presented before the coming Congress will be the matter of advertising. Advertising does not figure in the present food and drug law, because in 1906, when it was enacted, advertising was not such a force in national buying and selling as it is now. The present law merely prohibits untruth in labelling, so that an unscrupulous manufacturer or dealer can tell all the lies he thinks will bring him a profit so long as he does not print any of them on the package.

The new law strikes directly at this weakness, and it takes in plenty of territory while it is at it. An advertisement of food, drug or cosmetic shall be deemed to be false, it states, "if in any particular it is untrue, or by ambiguity or inference creates a misleading impression regarding such food, drug or cosmetic."

It is that latter clause, the ambiguity or inference one, that is raising a particular howl from the ranks of a certain part of the proprietary medicine trade. Manufacturers of products which the present law cannot prove to be fraudulently presented are expert in oblique statements, that create impressions without making straight assertions, and they are rightly afraid of what may happen to them if they are suddenly confronted with the necessity to tell the truth, the whole truth, and nothing but the truth.

Some of their agents have tried to spread their panic to the newspapers and magazines, by the claim that editors can be fined and jailed for printing false or misleading advertising, of whose nature they could of course hardly be expected to be completely informed.

Accuracy in Advertising

The sponsors of the Copeland bill disclaim any intention to hold either newspapers or advertising agencies responsible for the factual content of the advertising they print or prepare for printing and they declare their intention to exclude them specifically from such responsibility. But by the same token, they do intend to "crack down" on the Ananias fringe among food, drug and cosmetic manufacturers, whose irresponsible claims work harm alike to advertising media, legitimate businesses, and the long-suffering consuming public.

One new and important advertising

medium will doubtless show the effects of this new demand for accuracy in advertising to a much greater extent than newspapers and magazines. That is the radio. After all, editors have been in the game long enough to know an advertising Ethiopian in the woodpile when they see one, and most of them want nothing to do with advertising that will defraud or injure their subscribers. But radio is a younger business and apparently either less worldly-wise or less discriminating than newspapering, for the stuff that gets into some radio advertising "spiels" makes newspapermen (and the general public, too) hold their noses. It will be most interesting to watch the revision of radio "plugging" if and when the Copeland bill is enacted into law.

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ASTRONOMY-PHYSICS

Arctic on Short Rations Of Ultraviolet Radiations

RESULTS of the recently concluded Polar Year, in which twenty nations with lands or interests in high latitudes both north and south collaborated in the gathering of geophysical and meteorological data, are beginning to be digested. The major findings will probably be the last to be announced to the public, for they require the longest and most tedious labors over the comptometers and sliderules; but in the meantime some interesting facts and figures on conditions in the regions of the aurorae and the midnight sun are beginning to trickle out.

One determination of very considerable practical importance in the everyday affairs of the probably near future is that the Far North is on permanently short rations of ultraviolet radiation. This has been learned from studies of solar radiation conducted at College-Fairbanks, Alaska, by scientists of the U. S. Naval Research Laboratory, under the leadership of Dr. H. B. Maris. It was learned that there is an adequate amount of this physiologically necessary radiation in the Arctic sunlight only when the sun is high in the heavens, and that occurs only during the noonday hours in midsummer. Summer mornings and afternoons, and the whole days of spring and autumn, are deficient or practically null in their ultraviolet

PHYSIOLOGY

Lack of Vitamin G May Cause Eye Cataracts

CATARACTS and other disturbances of the eyes can be brought about, in rats and mice at least, by a diet lacking in vitamin G, Drs. William C. Langston and Paul L. Day of the University of Arkansas School of Medicine reported to the Southern Medical Association meeting. Feeding vitamin G to the animals retarded the development of the cataract and even prevented its maturing, but did not cure the condition brought about by lack of the vitamin. The Arkansas investigators did not state whether this vitamin has any relation to cataract in man.

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concentration; and of course the long winter night, with the sun either totally gone or at most a feeble glimmer near the southern horizon, is a time of ultraviolet starvation.

When, therefore, we turn our attention to the more thorough exploitation of the natural resources of the Far North, or establish permanent aviation bases or weather observatories there, we must give special consideration to the ultraviolet requirement of the men who will do a right-face on Horace Greeley's advice and "go North." The short-lived gold rushes into the Yukon valley brought their vitamin-deficiency problem in the scourge of scurvy. But most of the gold-seekers soon came out again; they presented no permanent problem such as a long-time occupation of lands of twilight and dark will bring.

The conquest of the North must either be carried on by rotating corps of men who will take turns coming south for sun-soakings, or by equipping them with batteries of ultraviolet sun-lamps, or by making up in their diet for what they lack in direct irradiation. Codliver oil by the quart, as the Norwegian fishermen of the most northerly fjords drink it, may have to become a part of the daily tipple of the men of the "Drang nach Norden."

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