

Ex-Ad Man Sees Peril In Smoking

WASHINGTON (UPI) — Emerson Foote quit one of the top jobs in American advertising in protest against cigarette ads. To him his job was like walking alongside a lake and seeing a man drowning.

"I'd jump in and try to save his life," he told UPI in an interview. "Similarly if I became convinced that 100,000 people were dying every year from smoking cigarettes, I'd try to help them."

He said he thinks the U.S. Public Health Service estimate that 125,000 Americans die every year from afflictions blamed on cigarette smoking is far too low. He believes it is at least twice that.

Foote is white-haired, gentlemanly and 58. He was chairman of the board of McCann-Erickson, a major Madison Avenue advertising agency, when he dropped his resignation bomb shell last September. He announced he had become convinced that the surgeon general's report linking cigarette smoking to lung cancer was right.

Conflicting interests. If this was so, he decided, cigarette advertising in its present form amounted to "encouraging people to kill themselves."

Foote, who had made an avocation of voluntary health work, said he thus found himself in a position of conflicting interests.

"I was appointed to the President's Commission on Cancer, Stroke and Heart Disease last March and this rekindled my interest in the cigarette report," he said.

"I concluded that smoking was not only a significant health hazard but a unique one. I decided that I wanted to be in a position to take a public position on smoking. So I very politely informed McCann-Erickson that unless they wanted to resign their cigarette accounts, I wouldn't be able to continue with them."

Foote, who had been president of the company and board chairman until 1963, arranged to dispose of his stock and accepted a non-paying job as chairman of the Inter-Agency Council on Smoking and Health.

In this post he recently conducted a two-day seminar in Washington on the first anniversary of the surgeon general's report on smoking and health. Gives Up Habit.

A two and three pack-a-day smoker himself until he gave up the habit five years ago, Foote said he had not handled cigarette advertising business personally since before he joined McCann-Erickson 13 years ago. He said his more than 35 years in the business included some time on cigarette accounts but that he did not take up his anti-smoking avocation out of guilt.

The only ill effect he ever got from smoking was occasional hoarseness, he said. And he doesn't really have anything against advertising cigarettes. But he thinks that in the view of the surgeon general's report, all cigarette packages and ads should carry the words: "Warning: The continued smoking of cigarettes may impair your health and may cause your premature death."

He believes that legislation requiring this warning should be enacted by the states if Congress doesn't get around to it pretty soon. He contends that inclusion of his warning probably would discourage the cigarette makers from advertising at all. In that event he believes there would be much less inducement to young people to smoke.

The dapper Foote, who maintains a New York City apartment and a Connecticut country home, said he expects to return to work eventually, probably in the advertising business.

MOTHER OFFICIATES
BLYTHE, Calif. (UPI) — The Rev. Kathryn White will officiate tonight at the wedding of her daughter, Lynda, to Russell Davis in the Four Square Church.

Mrs. White has been pastor of the church more than four years.



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IN VALENTINE VALUES

DON'T FORGET!
Next Sunday, Feb. 14th is the day!
Remember her with a beautiful box of candy chosen from the largest selection ever assembled in the Klamath Basin! Choose just the right size to fit her taste & your budget!
MAKE IT A BIG ONE - SHE DESERVES IT!

PAY LESS GUARANTEES EVERYTHING IT SELLS

BRACH'S CONVERSATION HEARTS
Each with printed motto!
BIG BAG 33¢

QUEEN ANNE SELECT CHOCOLATES
In Valentine Gift Box
FULL LB. 99¢

Brach's Chocolate Covered Marshmallow Hearts
TRAY OF 6 33¢

ALL THE FAMOUS NAMES!
Brach's, Whitman's, Brown & Haley, Harriet Hubbard Clark and others!

Brach's 1 lb. Size HEART BOX CHOCOLATES 1.87

WHITMAN'S CHOCOLATES
IN VALENTINE HEART BOXES
69¢ UP TO 7.95

OTHER BRANDS IN A VARIETY OF NEW ELEGANT HEART BOXES PRICED FROM 69¢ UP TO 22.50

BROWN AND HALEY ALMOND ROCA 1.87
Fresh & CRUNCHY

BROWN AND HALEY TRAY CHOCOLATES
Choice of 8 Assorts.
CHOOSE NOW 1.49

Always a Favorite! Whitman's SAMPLERS
In Gay Valentine Trim
FRESH AT PAY LESS 2.15

THE NEWEST! GRAY PLUSH RAT FINK
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AT PAY LESS 3.27

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HIRSCH-WEISS SLEEPING BAGS
All deluxe features such as twin air mattress pockets, warm flannel lining, 2 will zip together to make double bed. Fine Hirsch-Weiss quality.
LOW, LOW PRICE! 11.99
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What nicer gift than this fine luggage in either brown or blue. One low price!
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YOUR CHOICE EACH 3.97
plus tax

REGAL HEAVY ALUMINUM TEFLON COOKWARE OUTFIT
Containing: 1 qt. covered sauce pan, 2 qt. covered sauce pan, 4 qt. dutch oven, 10 inch fry pan with cover to fit either dutch oven or fry pan. Nylon spatula and spoon included in count.
PAY LESS 14.98
LOW, LOW PRICE

Fully Automatic Electric TEFLON FRY PAN
Complete with high dome cover and heat control!
SALE PRICE 17.77

Remember Your Valentine SUNDAY FEB. 14
Floor to Ceiling
POLE MIRRORS 8.99
Choice of 2 Styles!

Masterpiece in Wood SALAD BOWLS
With Serving Pieces!
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Guaranteed one full year!
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Miss Marvel Lee SEAMLESS NYLONS

The nylons that have earned a reputation for long wear and exclusive at Pay Less!

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SHALIMAR perfumes	7.50 up
20 CARATS cologne	2.50
FRIENDSHIP GARDENS	3.00

Pay Less Drug Store

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FINEST QUALITY
LADY SCHICK Ballerina SHAVERS
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