

infinite pains." These two are accredited geniuses. They ought to know.

10. *And Don't Every Forget* that life is too important to

take too seriously. You'll muff your shots if you get too tense and intense about things. Relax. Play. Easy does it.—*Wilfred J. Funk, from Your Life.*

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Endorsing Celebrities

I DON'T care what kind of soap the glamor girls use; and I don't object to the glamor girls endorsing so-and-so's soap—if what they say is the truth. But what I do object to are the half-truths, the outright untruths, and the subtle suggestions which lead to incorrect inferences. As one advertising executive put it:

There is nothing we can do, of course, about correcting some of the "screwy" individual copy appeal of so many advertisers, appeals which are downright silly. Cosmetics, patent medicines, and foods which promise beauty, health, and happy living to all and sundry are nailing themselves to the cross. Cigarettes which will help your digestion, reduce acidity, and, by none too subtle inference, make an opera singer, a baseball star, or a great lover of the office boy, are heading their products straight into the furnace of public contempt.

And what of the celebrities themselves? There is reason to believe that many of them are in the position of the well-known opera star who, after selling his endorsement to a certain brand of cigarettes, and later being questioned concerning his endorsement, said in substance: "Of course . . . cigarettes don't irritate my throat. I never use them."

But just when we have reached the point of complete discouragement there comes relieving news. The *New York Times* reports that:

The famous Corrigan grin disappeared for a while as he spoke of what some beer company had done. They used his photograph in such a way as to imply that he endorsed their beer, he said. As a matter of fact, he neither drinks nor smokes and he is going to endorse only the fuel and other things he actually has used, he said.

A leading tobacco firm in America is said to have received the following answer from Son Henie: "I do not smoke. I will not accept your \$2,500.00. I am shamed of women who smoke. It is a disgraceful, dirty, and degenerating habit. Goodbye."

If these reports be correct, we say: Congratulations to Douglas Corrigan and Sonja Henie, and many others like them.

We like honest celebrities and honest advertising.—*Richard L. Evans, condensed from The Improvement Era.*