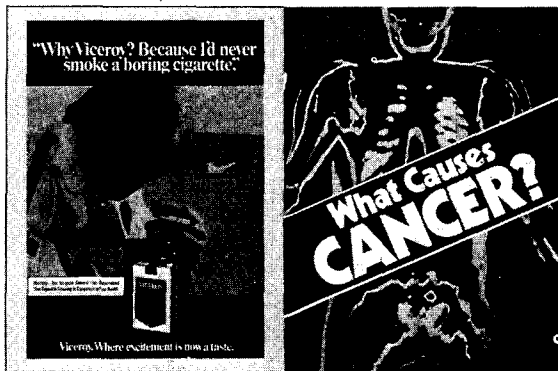


Equal Time

Last month we criticized magazines that claim to have high standards but accept advertising on harmful products like cigarettes. Now *The Washington Post* reports that *Playgirl* has decided to root out a million dollars' worth of its erotic advertising—30 per cent of its total ad revenue—in what vice-president Ira Ritter calls an effort to upgrade the product.

"What we're talking about is the ads for vibrators and lotions, books and films, potency pills that actually are just placebos, ads that have been creeping into a lot of magazines recently. It's almost impossible to monitor some of these advertisers, and our running them is more or less an endorsement in the consumers' eyes."

Mr. Ritter did not comment on *Playgirl's* cigarette ads. His myopia was more than matched by the people at *Newsweek*, who put together this front and back cover combination for the January 26 issue:



Baby Talk

Our picture of the happy American family has been shaken by Ann Landers who recently asked her readers: "If you had it to do over again, would you have children?" Seventy per cent answered No. Some sample letters:

"From Fargo, N.D.: My husband and I were married eight years before we had our first child. Within four years we had three. (The third one was a mistake.) Then I had my tubes tied and my husband had a vasectomy—just to make sure. We both agree our happiest years were before we had the kids. They have brought us a lot of heartache and very little pleasure. If we had it to do over again we'd have remained childless.—Rather Die Than Sign My Name

"From Tampa, Fla: I am 40, my husband is 45. We have two children under the age of eight. I was an attractive, fulfilled career woman before I had these kids. Now I'm an exhausted, nervous wreck who misses her job and sees very little of her husband. He's got a 'friend,' I'm sure, and I don't blame him. Our children took all the romance out of our marriage. I'm too tired for sex, conversation or anything else. Sign me—Too Late For Tears.

"From New York: I've lived 70 years, and I speak from experience, as a mother of five. Was it worth it? No. The early years were difficult. Illness, rebellion, lack of motivation (we called it shiftlessness and laziness in our day). One was seriously disturbed—in and out of mental hospitals. Another went the Gay Lib route. Two are now living in communes (we never hear from them). Another has gone loony with the help of a phony religious leader who should be in jail. Not one of our children has given us any pleasure. God knows we did our best, but we were failures as parents and they are failures as people.—Sad Story."

Historical Footnote

The art of identifying the significant or telling detail is one that all young writers should master. But Mary McCarthy hasn't learned it, apparently, as the following example from her recent article about Hannah Arendt in *The New York Review of Books* suggests:

"She liked shoes; in all the years I knew her, I think she only once had a corn."

Tidbits and Outrages

Revolution and Red Tape

Despite the greatest assault on bureaucracy in modern history, the bureaucratic spirit has endured in Chairman Mao's China, according to this story by Ross H. Munro of the *Toronto Globe and Mail*:

"SHUN I, China—In the Cultural Revolution, Chairman Mao Tse-tung issued a directive with far-reaching implications: China's cadres should go down to the countryside to revive their revolutionary commitment through manual labor. In October 1968, the cadres—a term encompassing bureaucrats as well as such professionals as teachers—began setting up May 7 cadre schools in the countryside throughout China. One of their slogans was 'maintain the spirit of hard work and plain living.'

"The May 7 school for cadres from Peking's Hsuanwu District was perhaps typical. In a poor section of a commune northeast of Peking, the cadres slept on the ground in tents through the winter while they painstakingly built crude dormitories with their own hands. For one or two months they lived with peasants and worked alongside them in the fields."

But seven years later, Munro reports, the bureaucrats are getting things back under control:

"Much has changed. . . at the Hsuanwu cadre school, life has become quite comfortable. A recent visit found the cadres planning to build TV rooms and erect a prefabricated bathhouse. The first crude dormitories stand next to new buildings showing excellent masonry and brickwork. . . .

"The time spent living and working with the peasants has been condensed into a two-week period. . . . The cadres now devote four hours to manual labor and four hours to political study each day. The routine allows plenty of spare time for recreational activities, such as volleyball and other ball games, theatrical and musical activities, television viewing, painting and, in the summer, swimming."

Within a few years, they'll be bringing their wives.

With Three Servants You, Too . . .

Buffets are booming, everything served with maxi-speed, mini-fuss: breakfast, lunch, or dinner. When she flies in now and again from her villa in "the Newport of Italy," Porto Santo Stefano, Susanna Agnelli instantly asks 12 friends to her New York apartment for a luncheon buffet. How does this whiz—who is mayor of Porto Santo Stefano and granddaughter of the Agnelli who began the family's Fiat auto empire—produce a dozen delicious Italian dishes and a roomful of laughter on a day when any other traveler would sag with jet lag? The answer is easy: Italian dishes, the incredible energy of Suni (her name since the childhood she describes charmingly in her book *We Always Wore Sailor Suits*, Viking), and the help of three young Argentine girls."

—from Leo Lerman's
"People Are Talking
About. . ." column
in *Vogue*

Thanks a Lot Department

We have commented before on the Shah's chutzpah. Here, from *The New York Times*, is the latest example:

"Vienna, Dec. 20—A meeting of the Organization of Petroleum Exporting Countries opened here today with an Iranian official, speaking for the producers, recommending that oil be priced at \$12 to \$15 a barrel to guarantee investments in alternate sources of energy."

The Alaska Pipeline. Mary Clay Berry. Indiana Univ.

American Medical Avarice. Ruth Mulvey Harmer. Crowell.

Anarchy, State, and Utopia. Robert Nozick. Basic.

Behind the Middle East Conflict. Gil Carl AlRoy. Putnam.

Brain Bank of America. Philip Boffey. McGraw-Hill.

Breach of Faith. Theodore H. White. Atheneum.

The Bureaucratic State. H. R. Shapiro. Samizdat.

Can America Win the Next War? Drew Middleton. Scribners.

The Case Against Direct Election of the President. Judith V. Best. Cornell Univ.

The Changing Dream. John Tunney. Doubleday.

The China Hands. E. J. Kahn, Jr. Viking.

The Citizen and the State. George J. Stigler.

Common Sense II. The Peoples Bicentennial Commission. Bantam.

Congress: Its Contemporary Role. Ernest S. Griffith, Francis R. Valeo. New York Univ.

Congress: Process and Policy. Randall B. Ripley. Norton.

Conversations with Kennedy. Benjamin C. Bradley. Norton.

The Corrupt Society. Robert Payne. Praeger.

Curing the Mischief of Faction: Party Reform in America. Austin Ranney. Univ. of California.

Dateline: White House. Helen Thomas. Macmillan.

The D. C. Dialect. Paul Morgan, Sue Scott. Washington Mews Books.

Don't Make No Waves—Don't Back No Losers. Milton L. Rakove. Indiana Univ.

To Defend These Rights. Valery Chalidze. Random House.

Drugs and Minority Oppression. John Helmer. Seabury.

The Dying of the Light. Arnold A. Rogow. Putnam.

Execution Eve. William F. Buckley. Putnam.

Federal Programs and City Politics. Jeffrey L. Pressman. Univ. of California.

The Final Report of the Committee on the Judiciary. Peter W. Rodino, Jr. Bantam.

A Ford, Not a Lincoln. Richard Reeves. Harcourt Brace Jovanovich.

The First Casualty. Philip Knightley. Harcourt Brace Jovanovich.

Nominations Submitted by Readers, Editors and

Fragile Structures. Peter Amory Bradford. Harper's Magazine Press.

Growing Up in America. Fred and Grace Hechinger. McGraw-Hill.

A Global Approach to National Policy. Richard A. Falk. Harvard Univ.

The Hard Years. Eugene McCarthy. Viking.

Health Care Politics. Robert F. Alford. Univ. of Chicago.

History of the Congress of the United States. Alvin M. Josephy. American Heritage.

How the Good Guys Finally Won. Jimmy Breslin. Viking.

If Men Were Angels. James Buckley. Putnam.

Inside the House. Daniel Rapoport. Follett.

Annual Political Book Award 1975

Interest and Ideology. Bruce M. Russett, Elizabeth C. Hanson. Freeman.

Life and Liberty: A Return to First Principles. Frederick Martin Stern. Crowell.

The Making of the Monroe Doctrine. Ernest R. May. Harvard.

The Mayor's Man. Barry Gottehrer. Doubleday.

Mediocracy. Kevin P. Phillips. Doubleday.

Meeting at Potsdam. Charles L. Mee, Jr. Evans.

Money. John Kenneth Galbraith. Houghton Mifflin.

The Morality of Consent. Alexander Bickel. Yale.