

philippine studies

Ateneo de Manila University • Loyola Heights, Quezon City • 1108 Philippines

Clear Description of An Old Foe: Canser

Review Author: Rosalina I. Zamora

Philippine Studies vol. 11, no. 3 (1963): 452—453

Copyright © Ateneo de Manila University

Philippine Studies is published by the Ateneo de Manila University. Contents may not be copied or sent via email or other means to multiple sites and posted to a listserv without the copyright holder's written permission. Users may download and print articles for individual, noncommercial use only. However, unless prior permission has been obtained, you may not download an entire issue of a journal, or download multiple copies of articles.

Please contact the publisher for any further use of this work at philstudies@admu.edu.ph.

<http://www.philippinestudies.net>
Fri June 30 13:30:20 2008

and carefully qualified conclusions should be applied to the Philippine scene only after the factual situation here has been carefully investigated. Fr. Garrett's study is only a beginning but it suggests that the numerous problems of advertising are more complex than moralists might have been led to believe.

It must be pointed out that although, from a moral stand-point, Fr. Garrett's general ethical norms are beyond dispute, nevertheless his socio-psychological and economic analysis on the level of fact have been seriously questioned by at least one critic (Douglas J. Murphy, Vice-President, Young & Rubicam, Inc., N.Y., in *Social Order* XII (February, 1962), pp. 91-92; Cf. also Fr. Garrett's rejoinder, *Ibid.* (March, 1962), p. 144). Because of an exaggerated claim in the past, perhaps occasioned by such books as Vance Packard's *The Hidden Persuaders*, that advertising is a principal factor in creating new and previously non-existent consumer needs, Fr. Garrett, on the basis of his findings, tends to minimize the extent of the power of advertising to create changes in consumption. Whether or not Fr. Garrett's factual evidence warrants his conclusion may be questioned. This debatable point should be left open to further investigation.

At the end of the book, Fr. Garrett gives a one-page summary in the form of a "check list" for "judging the liceity of any given advertising, advertising campaign or general movement in advertising as whole". It is excellent. Fr. Garrett has admirably expressed the principle of double effect and the three determinants of morality as found in ethics handbooks in a terminology intelligible to advertising men. In the absence of an advertising code of ethics, advertising men who use Fr. Garrett's "check list," if they are reasonable and honest, will find that good ethics is also good business. The 25 pages of extensive bibliography, perhaps the largest ever to be published on this topic, will be invaluable to future students of the problems of advertising.

VITALIANO R. GOROSPE

CLEAR DESCRIPTION OF AN OLD FOE

CANCER. By R. J. Harris. Baltimore, Md.: Penguin Books, Inc., 1962. 127 pp.

In nine short chapters this book gives a clear and simple explanation of the cancer problem—its nature and control. For a good number of years, scientists have been exploring different avenues of research in their fight against cancer. Dr. Harris' explanation

of the known facts and current theories gives the reader a perspective for viewing the cancer problem with hope.

In the first two chapters the author discusses very briefly the nature of the cell and cell division. From his description, one gets the impression that it is during the prophase stage of cell division that the chromosomes begin to divide longitudinally into identical halves, each half being called a chromatid. Most cytologists hold that the chromosomes, at the beginning of prophase, are already longitudinally double but that the chromatids are so closely twisted around each throughout their length that they appear as single threads. However, his description of growth and differentiation in normal cells and how an abnormal growth differs from a normal one arouses an interest in the mechanisms of growth. Cancer evidently is a problem of growth. It is known to be an abnormal one due to the rapid and abnormal multiplication of cells.

A brief explanation of the different types of cancer in man is also given. The author believes that the incidence of cancer in the different organs and sites in man may be attributed not only to some environmental factors but also to racial differences. From the genetic point of view, this could be another cue for further exploration.

Many scientists believe that cancer is a disease of many causes. Some of the occupational and environmental hazards to which man is exposed because of his job and his surroundings and which are known to be possible causes of cancer in man are considered in this book. The relationship between viruses and cancer cells is also discussed. The development of new techniques such as tissue culture and the use of the electron microscope have given us a better knowledge of the structure and the nature of viruses. Because of the great emphasis that research in virology is being given at the present time, many different kinds of animal tumors are now known to be caused by viruses. Thus, a new approach to the study of the relationship between viruses and human cancers is now being undertaken by several scientists. Although surgery and radiation therapy are still the most effective means of treating early and localized cancers, the author also describes the considerable progress being made in experimental research involving cancer chemotherapy. In the final chapter, Dr. Harris discusses the direction which future advances may take in the field of experimental research for the complete conquest of cancer.

In general, this book is very informative and stimulating. It is well worth reading although it is evident that there are still many areas which need further research in order to fill in the gaps in our knowledge of cancer and its control.