

comment

# Taking the broad view

TWO THIRDS of Britain's television viewers thought that too much coverage was given to the last General Election. That is the first message to Lord Annan, who is heading the Government's new Committee on the Future of Broadcasting.

To help him shape the programmes of the future he wants the public to tell him of their likes and dislikes.

But, if everyone did just that the exercise would do no more than confirm the ratings charts which are published weekly, and that means, by and large, those long, boring serials and sagas would top the list.

Surely after years of experience the television authorities must have the best idea of what the public wants to watch? At the same time they must also recognise that no matter what they put out they could never satisfy all the people all the time.

Thus Lord Annan and his 14-member committee have an unenviable task. Such is the speed of changing tastes that by the time —two and a half years hence—that the committee has completed its research, the findings will be out of date.

It would appear to be so much simpler to institute a few simple rules like old films must not be shown for at least five years after their first screening, Coronation Street should become the subject of a compulsory purchase order, and Crossroads should become a roundabout.

But, above all, nothing should be done to interfere with the protection that the On-Off switch affords.



Another setback, we'll admit. But look at Curly there. He grunts, "Nil desperandum, Goat!" (In English, "Don't despair!")

Just then he sees an ambulance. (Like ours, it's painted white). An ambulance upon the quay is not a usual sight. "An accident," grunts Curly Wee and waits with eager gaze—For Curly Wee is just like us in very many ways!

◆ DERRICK HILL (left) talks to Mark Gabor, whose book *The Pin-up*, a candid investigation into the highly lucrative business of cheesecake, is about to have its second reprint.



Julie Ege, one of Britain's most popular pin-ups.

# Revealing all —Mr Gabor master of the lucrative art of cheesecake

It all started out—as all good coffee-table tomes should—with some sharp, New York publisher asking: "Not what he could do for culture, but what culture could do for his Christmas '72 list. Then he remembered this guy... yeah! The ideal guy... who'd got a good background in 'illustrated, gift-type' books, a few years back, and was now scratching an intermittent living ripping-off fat cats, for about 75 dollars a day, doing fancy carpentry work in their apartments and knocking together... well, O.K., 'designing and executing'... experimental theatre sets.

So he got together with Mark Gabor, and they started kicking a few ideas around. This was 1970. Now Mark knew that sex was a good-seller and would look good on a coffee-table. And then he got this hunch. "There's going to be a 'nostalgic wave', said the hunch, "and it's going to be a 'biggie'."

Next, they shuffle sex and nostalgia around together and see if they can come up with something that would look good in Pop's Christmas stocking—the one Mom leaves out for him on the coffee-table. Burlesque? ... Hollywood sex symbols? ... circus girls? ... pin-ups... pin-ups? Pin-up! Great!!! "The Pin-up."

supposed to have exclaimed on seeing the resulting photograph: "Why this is better than cheesecake!" ... and he's tried to show how it has developed, mirrored the prevailing sexual zeitgeist, and even pushed it along a little.

It is, needless to say, a large book, with examples of the genre popping out from every page. Its visual range takes in the young Shirley Temple and Paul de Feu (the first male nude pin-up to

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appear in a major British women's magazine), with just about every conceivable potential pin-up in between.

Most of all, though, the book is full of ladies; of all shapes and sizes and colour. So although Pan Books, who publish the paperback edition in the U.K. and who are now doing a second reprint, place the book in their 'Art/Sociology' list, this is obviously a volume that would set many a plastic raincoat palpitating with emotions that had little to do with love of either subject.

Mr. Gabor is visiting Britain at the moment, researching for his next book, which is to be a coffee-table book on calendars. All kinds of calendars, not just girlie ones.)

Mr. Gabor, a friendly but fairly serious man of 35, who lifts and twists his shoulders to help his words on their way, is not at all worried that "it's being bought by lots of people who want to look at the pictures for, in fact, the original intention of the pictures in the original publications." He considers he's written a sociological text that, by and large, supports all the worse things that the Radical Feminists (and, by the way, they don't call the women's movement "Women's Lib" any more in the States; it's "Radical Feminism"), have said of pin-ups.

Mr. Gabor's researches brought about a change of attitude in him, he says. Before, he thought pin-ups, cheesecake pin-ups, were just harmless decoration, wondered what the R.F.'s (still W.L.S. then) were getting uptight about.

Then I started to see thousands of pin-up pictures and began to see the range of tastes from the high-class Pirelli Calendar taste, through Penthouses and Playboy, and down to magazines like "Titter," and I got the idea that the proliferation was so great that there must be some meaning more than harmless decoration."

But the pictures had to stay in to show what he was talking about. And, anyway, to leave them out would be a form of censorship, "and that leads to book burning," it seems to him, and if that's the price of keeping the dirty old men away from his book, then that's out.

He also doesn't mind who buys the book because he "likes getting the money from it." Which sounds like a reason we've heard before.



**The Countryside**  
PURPLE blooms fade on bittersweet and deadly nightshade. They will be followed, before the school holidays end, by dangerous fruits.

Juice of the black berries of deadly nightshade, these often as big as cherries, is highly poisonous. All parts of the plant are to an extent toxic and if a person with a sensitive skin handles the leaves or stems a rash may be the result.

This weed most often occurs where there is limestone (as in parts of North Wales and the Pennines) or chalk (as on the South Downs). But ancient mortar rubble in an overgrown acid soil creates conditions it relishes and, indeed, deadly nightshade has long been associated with ruins.

When these are monastic there could be another explanation for its presence. Monks grew it in medieval physic gardens — it is a source of atropine, long used in the treatment of disorders of the eye. The botanical name is *Atropa belladonna*.

## ROMANS

Bittersweet, or woody nightshade, grows in ditches and other damp places, its long stems trailing through hedges and undergrowth. Its flowers are a brighter purple than those of deadly nightshade and have conspicuous yellow anthers.

The berries, green to begin with, turn yellow, then orange and finally (in medieval physic gardens — it is a source of atropine, long used in the treatment of disorders of the eye. The botanical name is *Atropa belladonna*.)

But, as with deadly nightshade, there is a credit side. Two thousand years ago, the Roman physicians extracted from it to treat warts and tumours. Recent medical study suggests that the Romans knew what they were about. These substances are now being used experimentally in cancer research.

Enchanter's nightshade, a slender and rather tall resident of damp areas of woodland or undergrowth, has tiny pale pink flowers borne in racemes. They are followed by fruits with book-like bristles about a centimetre long.

The generic name is *Circaea*, after Circe, the Greek enchantress who was an expert in the use of poisonous herbs. Those who scoff at botanical Latin miss much information.

For example, henbane sounds an innocuous name. But botanically, this malodorous plant with flowers of a drab yellow is *Hyoscyamus aureus*. Look up *hyoscyamine* (Hyoscine) up in a dictionary and you find it to be an isomer of atropine obtained from deadly nightshade.

## NARCOTIC

All parts of henbane are toxic. It occurs most commonly in limestone and chalk areas and was grown in the old physic gardens.

Monks also cultivated hemlock, a tall member of the carrot tribe with fern-like leaves which grows wild in hedge bottoms and near water. It produces a narcotic.

If you know about Socrates, you know about a cup of hemlock. And if you know "Macbeth," you know that "root of hemlock, digg'd of the dark" went into the witch's noisome brew.

Fruits of hemlock, clad with crimson bristles, are yet more dangerous than the root.

The soundest advice that can be given to holidaying children out for a day in the country is not to put any part of any plant in their mouths.

Vegetation that, in itself, is harmless to humans, may be toxic, mildly or otherwise, because it carries the residues of insecticides, fertilisers or anti-parasite washes applied to farm animals.

Howard Channon.

# Cyprus—a threat to Britain

BRITAIN can easily get involved in Cyprus. She is the only neutral guarantor of the 1960 Treaty of its Independence. The Greek government could ask Britain to send troops into the parts of the island not occupied by the Turks.

The Turks could do the same in theory. But they have no need to since they are now poised to occupy the whole island within two days.

The statement of the Turkish Premier Ecevit made in London and after the meeting with the U.S. Under Secretary Josep Sisco in Ankara on Friday night suggest that Turkey will insist on keeping control of the north-east of the island of the port of Kyrenia and probably of the capital Nicosia itself, to ensure the installation of the government it approves.

Premier Ecevit said in London on Thursday night that Turkey was not really interested in Archbishop Makarios.

The trouble is that the Greek Cypriots and all the Greeks will regard any Greek supported by Turkey as a traitor without authority.

The Turkish invasion is a signal defeat for British and American

diplomacy that tried to prevent it. The decision to invade and the date were known when Dr. Luns the NATO secretary came to London secretly on Thursday night to plead with the Turks.

The Americans were unable to exert enough pressure on Athens to

bered in Cyprus, appears to be planning a diversion on the Balkans by attacking the Turks in Thrace, eastward across the Ergene river.

Greek divisions are reported to be moving towards the border.

This would mean that the fighting is no longer only over Cyprus. It

divisions in the Odessa region are reported to be mobilised.

The Soviet government could use them to separate the Greek and Turkish forces in Thrace in the name of peace.

Britain and the U.S. are now trying to get a ceasefire and an immediate conference to

will in the end support them.

Their overthrow is now a near certainty.

There is another problem in case of a partition of Cyprus between Greece and Turkey — the so-called double Enosis.

The two British sovereign bases in the island Akrotiri and Dhekelia both on the south coast, and separated by 40 miles, are essential for the survival of NATO in the eastern Mediterranean.

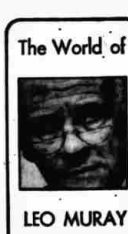
The famous British radar station on Mount Olympus eight miles from Akrotiri is the best listening post anywhere.

These two bases are essential for the maintenance of the balance of power between East and West. This point is now in danger.

Lastly, it is now thought that the failure of the Americans to forestall the overthrow of Makarios and to prevent the Turkish invasion of Cyprus, apparently is leading to fighting between two member countries of N.A.T.O., means the beginning of the end of Dr. Kissinger.

There are some analysts who are saying out loudly that it is the Watergate affair that has undermined the authority of President Nixon abroad, so much that all this could have happened.

'Partition of the island is now on the cards. But the Greek colonels will not survive that and might prefer war with Turkey in the hope that the Americans will support them.'



LEO MURAY

get rid of the new Cyprus regime. One reason was that Britain gave all out much publicised support to Archbishop Makarios, who is totally unacceptable to Athens.

No third candidate was mentioned. The Greek High Command hopelessly outman-

oeuvre would lead to the seizure of the Turks of the coast, like Rhodes.

This would suit the Turks who claim all exploration rights in that whole area.

This escalation would cause mobilisation throughout the Balkans. Seven Soviet airborne

work out a new status for Cyprus.

There is no chance of a restoration of the status of last week. The partition of the island is now on the cards.

But the Greek colonels will not survive that and might prefer an all-out war with Turkey in the hope that the Americans



**DUKE WINSTON**  
AUTOBIOGRAPHY STARTS MONDAY IN THE **DAILY POST**