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# SEX

# VICE

## AND BUSINESS

- ★ GIANT CORPORATIONS THAT HIRE CALL GIRLS TO "ENTERTAIN" CLIENTS
- ★ CITIES WHERE CLIP JOINTS AND "HOUSES" ARE WELCOME

WHAT IS THE SECRET TIE-UP BETWEEN VICE AND BIG BUSINESS?  
THIS BOOK SHOWS HOW IT WORKS—AND WHY.

**MONROE FRY**

BALLANTINE BOOKS

**SEX**  
**Vice**  
**and**  
**Business**

by **Monroe Fry**

**BALLANTINE BOOKS**

• **NEW YORK**

Edward R. Murrow in a recent broadcast focused nation-wide attention on the hiring of call girls by some of our largest and most respected corporations. These were not isolated cases. Were we witnessing a vast change in American standards of morality? What was happening to us as a people?

Monroe Fry, journalist and Esquire reporter, has travelled more than 30,000 miles in the last two years to answer that question. He tells of "wide-open" cities where the whole town lives by preying on the sucker trade. He exposes the multi-million dollar business of pornography, shows how the stuff is made—and who buys. He looks at the salesman's convention and shows you why the businessman wants to be clipped on his night's spree. Shocking, fact-filled, up-to-the-minute, **SEX, VICE & BUSINESS** will jolt you by its findings.

Why are Americans so attracted to the trappings of "vice"? How do businessmen justify their new use for the oldest profession? How is the easy morality of post-war America affecting your town—and you?