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Tobacco Chief Hits Ads Aimed At Younger Set

WASHINGTON (AP) — The president of the Tobacco Institute suggested Tuesday that cigarette advertising in all media should not make appeals to young people.

"In keeping with the position of the industry that smoking is a custom for adults, cigarette advertisements should not give a contrary impression," George V. Allen said in a statement. "Persons featured in advertising should be, and should appear to be, adults."

Allen said also that radio or television programs which are directed particularly at youngsters should not be sponsored by cigarette manufacturers.

He said this was preferable to "arbitrary restriction of sponsorship to certain hours of the listening or viewing day."

Last month Canadian tobacco manufacturers announced they would not run cigarette commercials on radio or television before 9 p.m.

At the same time last month Allen announced that several major U.S. manufacturers had decided to drop their cigarette advertising and promotion campaigns on college campuses.

The institute represents firms that make almost all U.S. cigarettes.

Allen's statement last month followed by one day the banning of cigarette advertising or promotion at Florence, Ala., State College.

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