

The National Congress of Parents and Teachers voted to step up its efforts against teen-age smoking and invited an exchange of views with the tobacco industry on advertising techniques. Other religious, health and educational organizations considered similar resolutions on tobacco and health.

NEW YORK HERALD TRIBUNE
New York, New York
May 23, 1963

PTA: Don't Smokewash Teen-Agers

By The Associated Press

MIAMI BEACH.

The National Congress of Parents and Teachers yesterday challenged what one official called the "smokewashing" of teen-agers by glamorized tobacco advertising.

The congress, in its annual convention here, voted to step up its efforts against teen-aged smoking, and to invite representatives of the tobacco and advertising industries to an exchange of views on advertising techniques.

Mrs. Clifford N. Jenkins, president of the 12 million member congress, said invitations would be sent out for a meeting at the congress headquarters in Chicago in early fall. Business representatives of the press, radio, television and magazines also will be invited.

"We are certain the invitations will be accepted," Mrs. Jenkins said.

The resolution calling for the action was approved overwhelmingly by the estimated 1,000 voting delegates. It originated with separate resolutions proposed by PTAs in

Dian and the District of Columbia.

Eva H. Grant, editor of the PTA magazine, said after the vote: "The smoke that pours from the mouths of television announcers is getting into the minds as well as the eyes of the children. American teen-agers are being smokewashed."

Several delegates said privately it was futile for the PTA to challenge forces as powerful as Madison Avenue and the tobacco industry. One, who requested anonymity, said: "This will only underscore the public image of the PTA as a completely impractical organization tilting at windmills."

Mrs. Jenkins, however, said there was ample precedent for the action. A national boycott by PTA members in 1956, she said, forced comic book publishers to "clean up" their publications. A meeting with representatives of the liquor industry at about the same time was instrumental in keeping advertisements for hard liquor off radio and television.

Similar meetings also had been held with representatives of the movie industry in an attempt to curb what PTA officials have called "the outrageously lurid" advertising of films.

The national organization, representing 47,000 local units, has had no official policy on teen-age smoking. However, the PTA magazine, its official spokesman, has long campaigned against it.

THE NEW YORK TIMES
New York, New York
May 23, 1963

P.T.A. Seeks Parley With Tobacco Men On Ads for Smoking

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