

## THE DOME

(Monthly School Paper at the Pennsylvania  
Military College)

Chester, Pennsylvania

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# PMC Prime Target For Tobacco Peddlers

Despite mounting evidence of a cause-and-effect relationship between smoking and lung cancer, cigarette companies continue to lure young people into "the wonderful world of smoking" and sizeable segments of the American public continue to ignore the potential dangers. This terrifying statistic from an American Public Health Association study states: More than one million children now in school will die of lung cancer before they reach the age of 70.

In 1961 alone, only six major cigarette companies spent more than 141 million dollars promoting their products. Much of this promotion is directed at young people. Cigarette companies advertise heavily in campus publications, emphasizing testimonials by leading athletes and other figures who appeal to youth. They even hire campus representatives, college students who are paid to pass out free samples, give sales talks, and help run contests among fellow students. Ads are designed to present a glamorous picture of smoking; none ever mentions the risk involved.

Aiding in the irresponsible promotion are radio, television and other media which accept cigarette advertising without any of the restrictions that they insist upon when they advertise liquor, drugs, and other potentially harmful items. Congress and state legislatures have consistently avoided moves to set up controls. Colleges rarely limit cigarette sales on campus. Parents themselves, though they often urge their youngsters not to take up smoking, do so with lighted cigarettes in their hands.

Other governments, notably those of Italy and Britain, have moved to limit and control the promotion of cigarettes in their countries. With some 4,500 American youngsters between the ages of 12 and 17 taking up the smoking habit every day, isn't it time that the United States followed the example of these other countries in protecting their youth?

As cadets here at PMC, we are well aware of the practice of distributing sample packs of cigarettes. The weekly gifts of cigarettes found under our plates in the mess hall are part of life at PMC and are looked for with great anticipation each week. We know well the techniques of cigarette advertisers through their work on our own campus which is probably more intensified than on other campuses. The several vending machines are a familiar sight scattered around our campus. Most cadets realize what it is like to be without a cigarette and lacking change to buy a pack. Most of us have experienced this agony relieved only by the inhalation of tobacco smoke. Most of us also realize the expense that this habit has cost us over the years, money which could have paid a good part of our tuition or bought items or pleasures greatly desired but out of financial reach had we put away that thirty cents each day rather than "burned it up." We further know what smoking has done to our wind and how much longer we could exercise or how much better we could have done in sports without always losing our breath, not to mention the ever-present fear of future lung cancer. Not only would our study habits have been different but we would not always have a tired, lack of energy feeling.

Let us at PMC join forces in a fight with our will power and determination against the cigarette companies and self-interested advertisers in an attempt to control this addiction that plagues our everyday lives. To those envied few who do not smoke, try never to begin. Let your lives and health always be free from the smoking habit. Let PMC begin now to keep its graduates out of those statistics of students who are predicted to die of lung cancer.

## GAZETTE

Phoenix, Arizona

April 5, 1963

## Cigarette Ads In College Papers To Stay

SACRAMENTO (UPI) — Cigarette advertising is in college and junior college students newspapers to stay.

The Assembly Public Health Committee yesterday agreed on a voice vote to kill a measure by assemblyman Alfred E. Alquist, D-San Jose, to ban the advertisements.

Claiming that the tobacco industry was concentrating its advertising on youth, Alquist told the committee that the school system would "not imply approval of tobacco." He said it had been proved injurious to health.

But Bill Hauck, student body president of San Jose State College, told the committee that his school's student paper made \$8,500 last year on tobacco advertising. He said approval of the bill would bring many student publications "disastrous losses."

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## JOURNAL

Providence, Rhode Island

March 14, 1963

## Brown, Pembroke Ban Giving of Free Cigarettes

Distribution of free cigarettes by student representatives of tobacco companies will be prohibited after this semester at Brown University and Pembroke College.

"There is no point in encouraging non-smokers to become smokers," Dean Rosemary Pierrel of Pembroke said in explaining the ban.

Smoking has been linked to various respiratory problems in recent years.

Dean Pierrel said the decision to put an end to the practice on campus did not mean the university was on a crusade against smoking. The dean

smokes herself, as do many of the other university officials.

The administrative decision will take effect July 1. A small number of students, working for the tobacco companies, distribute small packages of free cigarettes to fellow students in corridors, dormitories, dining halls and other student gathering places. They usually wind up the presentation with a short sales pitch.

One student said he made \$40 a month at the job, working eight hours a week.

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