

## AMA Journal Bans Cigarette, Liquor Advertisements

Chicago, Nov. 10.—The American Medical Association's Journal has advised cigarettes and liquor concerns that it will accept no more cigarette or liquor advertisements, nor will it permit cigarettes or liquor concerns to exhibit at the two annual AMA conventions. The Journal did not mention any other tobacco products than cigarettes.

Some cigarette companies had not yet received the AMA letter when queried. W. T. Smither, advertising manager for R. J. Reynolds Tobacco Co., Winston-Salem, was unaware of the AMA decision, he said. He added that the move wouldn't affect the company's advertising, beyond the discontinuance of AMA publications. Camels ads in the Journal have generally followed the consumer drive angle with copy "slanted somewhat as you might expect would appeal to doctors."

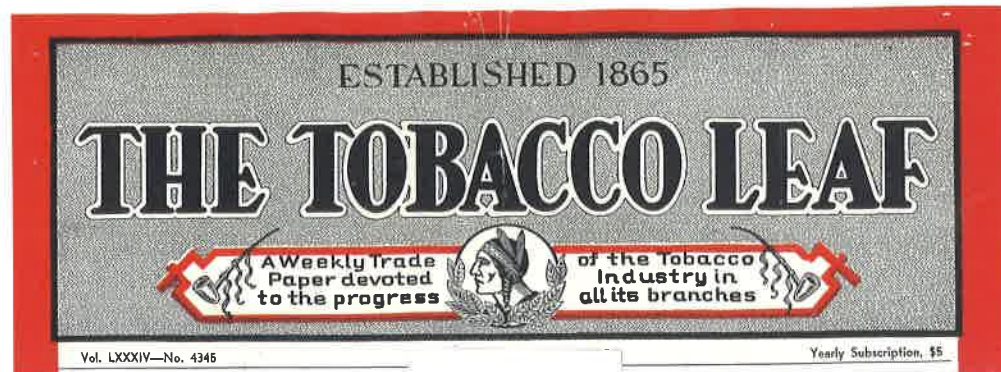
A Philip Morris & Co. official said

the action would not affect his company's plans at all. Liggett & Myers had four Chesterfield full-page color ads in the Journal in September and October, 1952.

American Tobacco knew nothing of the AMA's cancellation of cigarette copy. A spokesman said Lucky Strike had used the Journal for many years and expressed surprise at the reported change of policy, and particularly that the company had not yet been notified.

For the period September, 1952, through August, 1953, a total of 106 pages of cigarette advertising appeared in the magazine, as follows: Camel, 26 pages; Kent, 18 pages; Old Gold, 14 pages; Philip Morris, 12 pages; Sano, 12 pages; Parliament,  $7\frac{3}{4}$  pages; Lucky Strike, four pages; Chesterfield, four pages; Lords,  $2\frac{2}{3}$  pages; John Alden,  $2\frac{2}{3}$  pages. Sano, Lords and John Alden are advertised as containing very small quantities of nicotine.

At the AMA Journal's published rate, these advertisements brought the paper a revenue of \$93,000.



## Doctors Drop Cigarette Ads From Journal

By Gene Globig

St. Louis, Mo., Dec. 9.—The American Medical Association concluded its annual convention here this week. One of the many issues discussed was the harmful effects of using tobacco and liquor. It was decided that in the future the AMA would not allow the tobacco companies to have display booths and would eliminate all advertising of tobacco and liquor products from their various publications. Therefore it is assumed that there will no longer be booths where

## Medical Association Raps Cigarettes

the doctors can meet and get free cigarettes to smoke. These popular booths have been ruled off limits. It seems a shame that an organization prohibits the use of tobacco when the majority of the membership smoke. It just doesn't make sense. Why is it that the medical profession leans on the theory that our ills are caused by the use of tobacco? The first thing that doctors recommend to a patient is to quit smoking. The patient immediately assumes that all will be fine if he does. I know many men that have enjoyed good health and have used tobacco for years, including doctors.

Ken O'Connell, sectional sales manager for the Philip Morris Co., was a visitor this week, attending the AMA Convention, and was around calling on the trade with Roland Corbett, local regional representative.