Major firms cease campus cigarette advertising

(Continued from Page 1) which attempt to pay their own way.

According to the president of the Tobacco Institute, campus promotions have been discontinued to emphasize the industry’s position, which has “always been that smoking is an adult custom.”

Out-of-industry observers have suggested that the move is an attempt to appease smoking’s two antagonists who say that smoking and lung cancer are two separate causes and effect, and who deplore fraudulent cigarette advertising.

Although companies made their intentions known, individually, on the issue, it appears that the only company which is not backing the campaign is Philip Morris, which will continue to advertise Marlboro cigarettes in the campus columns written by Dick Bramson.

Quick Service
Cleaning—Pressing—Repairing—Laundry
CHARLIE, THE Tech Tailor
71 Amherst St., Cambridge—EL 4-2088

Editor’s Note — Each year "Cherchez La Femme?" appears as a weekly column in The Tech throughout the school year, in an attempt to give as complete a list as possible of notices both on and off campus.

The Tech will welcome notices of mixes, open houses, etc.; these include dance party, purposes, admission charge, and sponsor.

Topic: Facts of Life. Subtopic: What you want her to know about you.

Among the papers receiving ads are the following: The Harvard Crimson, the Harvard Advocate, the Harvard Lampoon, the Harvard Advocate, the Harvard Advocate, the Harvard Advocate.

Used books
at
BARNES & NOBLE
INC. of MASS.

28 BOYLSTON ST. AT HARVARD SQ.
CAMBRIDGE, MASS.
UN 4-0640

Over 900 college newspapers are represented for national advertising by the National Advertising Service, and editors of this magazine were informed by NAS that it would probably not be able to replace smokers’ is an adult custom.”

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Such new classifications might include the liquor industry, which has not previously been a target of campus advertisers. If this should occur, experiments of cigarette ads on bars and personal grounds might be emphasized, and that they predict what they consider an even more objectionable element into the press.

The tobacco ads could benefit the newspapers beyond their apparent revenue value. Since they are a consistent advertiser, they could seeing out advertising, the other advertising market which was due to seasonal factors.

In the Tech, the climate of fact and spring job recruiting would without the balancing tobacco advertising, disrupt consistent newspaper publication.

Among the papers receiving ads from NAS, tobacco copy has counted for a minimum of nearly 30% of the place devoted to national advertising. Because advertising rates decrease as the total space requests of the advertiser increase, tobacco accounting, which are comparatively large runs at somewhat less percentages.

The radios of NAS for local advertising, is also important in determining the effect of the tobacco them, and of course those papers will be hit hard, since more often only the National Advertising Service.

Before several years, Salem cigarettes have furnished no advertising for college tobacco promotions. They were shipped to the magazine publishers, blank except for a color Salem ad on the back cover. Although a new cover scheme has been found for the present, another Salem campaign among magazine editors.

The institution of the campus representatives for a tobacco company, a student who passes out free smokers, and progress in the texts, was completely devoid of the influence of the dropped promotions.

Cherchez la Femme:

One from Group A, one...

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