FILE NAME: Smoking (SMOK)

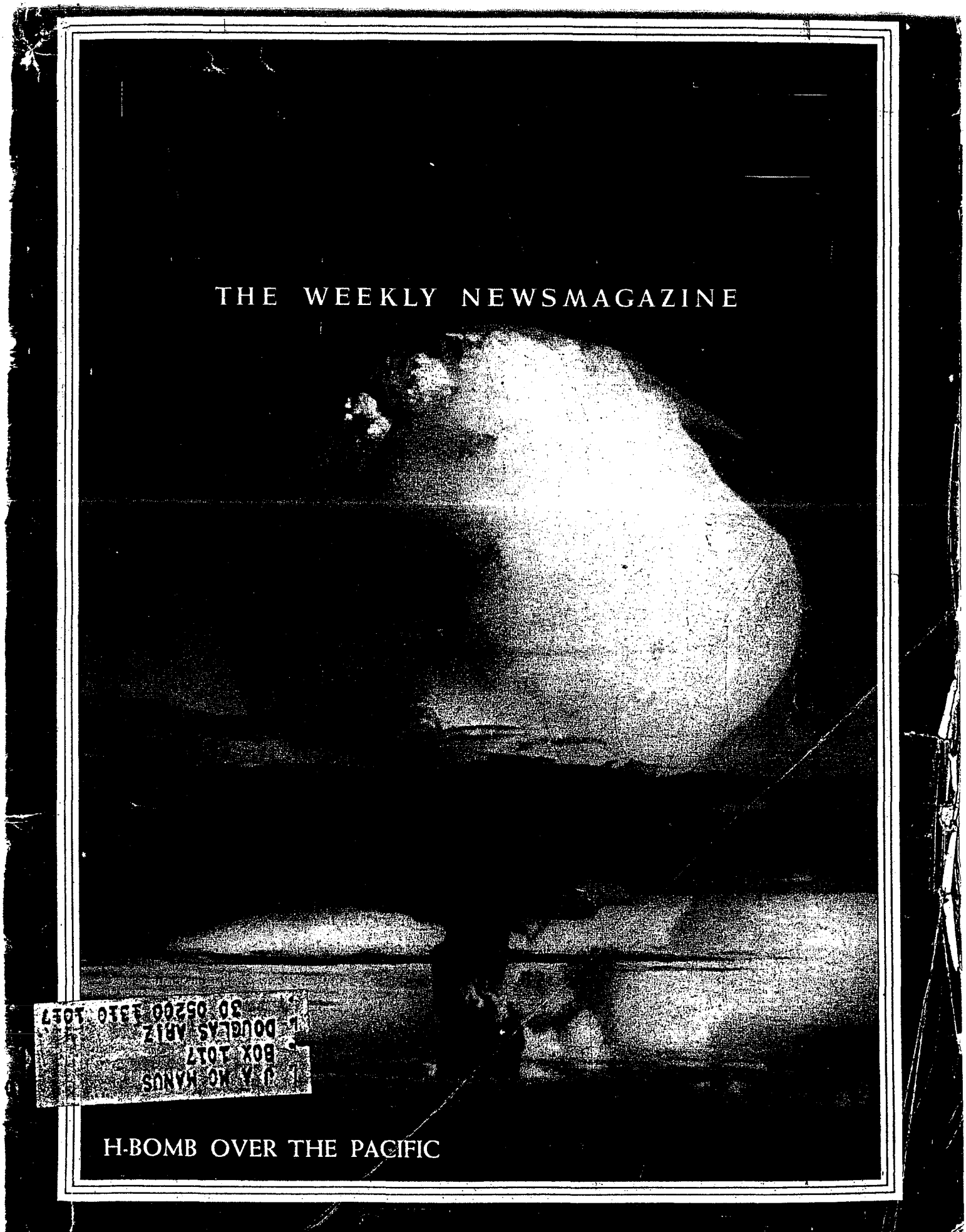
DATE: 1954

DOC#: SMOK041

DOCUMENT DESCRIPTION: TIME Magazine Article - A.M.A. vs. Kent

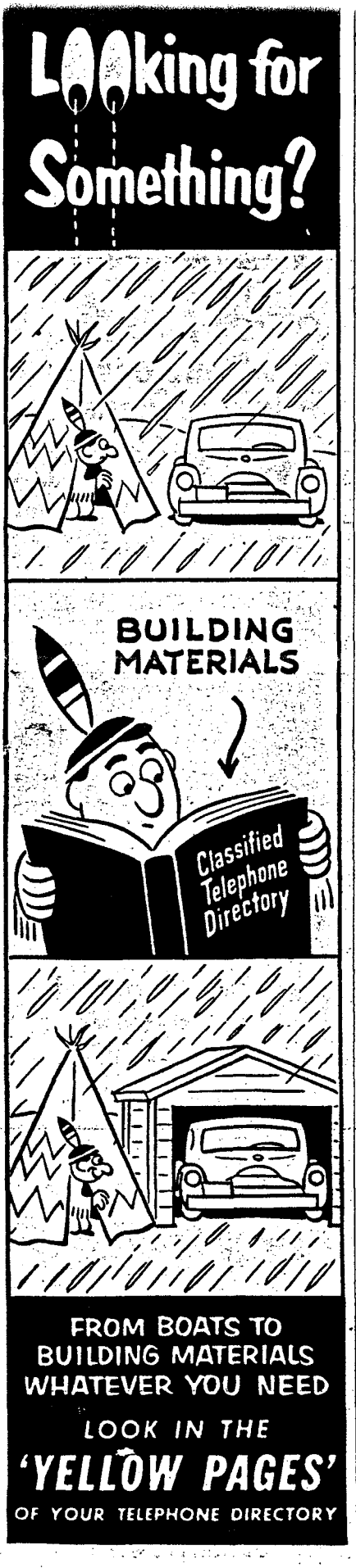
TIME, 1954

THE WEEKLY NEWSMAGAZINE



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H-BOMB OVER THE PACIFIC



at it for only 15 years. After 40, most will do only private-duty nursing. The chances are seven out of ten that she will get married and sooner or later quit work to mind her children. In Harris County (which includes Houston), only 109 nurses graduated in 1952. While some moved out of town, seven more moved in. But the county lost 111 by retirement, for a net gain of only five, while the number of hospital beds soared from around 3,000 to 4,000.

Houston is learning fast what the rest of the U.S. has been slower to realize: building more, bigger and better hospitals is not the same thing as providing more and better medical care. With all the step-saving gadgets and wider use of less-skilled personnel, nursing still takes nurses.

A.M.A. v. Kent

The A.M.A., which banned all tobacco advertising from its publications Jan. 1, swung hard last week on a manufacturer who had cited A.M.A. findings in cigarette ads. In 80 newspapers last month, P. Lorillard Co. had advertised: "The A.M.A. . . . tests proved that of all the filter cigarettes tested, one type was the most effective for removing tars and nicotine.* This type filter is used by Kent . . . and only Kent!"

The usually soporific A.M.A. *Journal* came out of its editorial corner hopping mad: "The unauthorized and medically unethical use of the prestige and reputation of the A.M.A. and the *Journal* in Kent cigarette advertisements . . . constitutes an outrageous example of commercial exploitation of the American medical profession. The implication . . . that the A.M.A. authorizes, supports or approves any particular brand of cigarettes or combination of claims made in their behalf—whether pygmy-sized or king-sized, with or without filters, nicotinized or denicotinized—provides a most reprehensible instance of hucksterism . . .

"Until the clinical relationship between the amount of nicotine and tars and their effect on the individual smoker is conclusively established, no filter can offer a panacea except one that possesses 100% efficiency. The hard facts of the matter are that a completely efficient filter would permit the smoker to inhale nothing but hot air."

Profile of a Flyer

What personality makes the best jet pilot? Air Force Psychologist Saul B. Sells told the Aero Medical Association last week that after a five-year study, still going on, he and his colleagues have constructed this composite picture:

A youngster who derives his greatest satisfaction from "aggressive, masculine, gregarious activities [in which he seeks] dominance." He is interested in everything built around an engine, from hot

* Based on a preliminary report published by A.M.A. researchers in July 1953, that an asbestos filter (actually Kent's "Micronite") removed about 40% of nicotine and tar from cigarette smoke.

