

"spots," and other materials become more plentiful, the question of how often, and at what hours, they are shown will grow increasingly pertinent.

Although the health agencies have resisted suggestions that they establish monitoring systems, there is said to be considerable sentiment, especially among the agencies' physician members, for adopting a more aggressive posture. The dominant view at the moment, however, seems well summed up by Clifton Read, the Cancer Society's vice president for public information. "We are going to rely on conferences [with the broadcasters] and persuasion," Read says. He doubts that the Cancer Society would ever file a complaint against a broadcaster. "It is unlikely in the nature of our organization, which really does depend on the media," he says. A resolution recently adopted by the society's board of directors would banish cigarette advertising from all media—a gesture which, in the field of diplomacy, would find its equivalent in a resolution to abolish war.

In the kind of antismoking material they produce will be found another indication of how hard the health agencies intend to strike at the cigarette advertisers. Although other agencies perhaps will be bolder, the Cancer Society has said it will not produce any parodies of cigarette commercials, largely because of broadcaster objections to materials of this kind. Broadcasters, it is true, are free under the FCC ruling to reject any antismoking messages they feel are inappropriate. But the Cancer Society, on the basis of the attitude expressed by certain broadcasters whom it will not identify, appears to have prejudged the case against the parody.

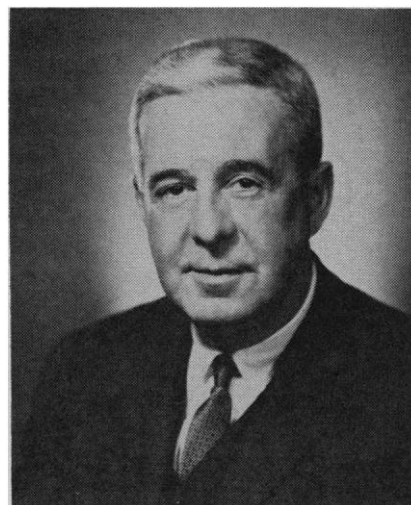
Yet the satiric barb, by making sport of the smoking habit's psychological and social props and by putting its promoters in an unflattering light, could help to build public support for further congressional action in the smoking and health fields as well as to encourage at least some smokers to drop their habit. A suggested anticommmercial which Senator Kennedy speaks of approvingly would show a tough, rangy man with a tattoo on his hand in front of a hospital ward and have him say, "This is Emphysema country." Or a devotee of a cigarette brand that features gift coupons could be shown cashing in his coupons for an iron lung. The Public Broadcast Laboratory, sponsored by the Ford Foundation, has included

## NAS Establishes Board on Medicine

The National Academy of Sciences has created a new board to study broad medical and social questions and their relationship to national needs. Frederick Seitz, president of the National Academy, said the Board on Medicine "reflects the growing concern on the part of the Academy, members of the medical profession, and a number of Federal agencies as to how our rapidly expanding biomedical knowledge can be more effectively applied in response to critical human needs." Among the directives given to the new board are to identify "urgent problems, to be imaginative in seeking solutions, and innovative in recommending public policy." The board will report directly to the Council of the National Academy.

Walsh McDermott, professor of public health and chairman of the Department of Public Health at the Cornell University Medical College, will serve as chairman of the 21-member board. Joseph S. Murtaugh, who will retire as director of the National Institutes of Health's Office of Program Planning at the end of November, will be the board's executive secretary.

Other board members are: Ivan L. Bennett, deputy director, Office of Science and Technology; Charles G. Child, III, professor of surgery and chairman of the department, University of Michigan Medical School; Julius H. Comroe, Jr., director, Cardiovascular Research Institute, San Francisco Medical Center, University of California; John T. Dunlop, professor of economics, Littauer Center, Harvard University; Rashi Fein, senior staff, The Brookings Institution; Robert J. Glaser, vice president for medical affairs and dean of the school of medicine, Stanford University School of Medicine; Mrs. Lucile Petry Leone, College of Nursing, Texas Woman's University; Irving



Walsh McDermott

London, chairman, department of medicine, Albert Einstein College of Medicine, Yeshiva University; Colin M. MacLeod, vice president for medical affairs, The Commonwealth Fund, New York, N.Y.; Samuel M. Nabrit, executive director, The Southern Fellowship Fund, Atlanta, Ga.; Irvine H. Page, research division, Cleveland Clinic; Henry W. Riecken, vice president, Social Science Research Council, Washington, D.C.; Walter A. Rosenblith, professor of communications biophysics, Center for Communication Sciences, Massachusetts Institute of Technology; Ernest W. Saward, medical director, The Permanente Clinic, Portland, Ore.; James A. Shannon, director, National Institutes of Health; Eugene A. Stead, Jr., professor of medicine, Duke University Medical Center; Dwight L. Wilbur, president-elect, American Medical Association; Bryan M. Williams, Dallas, Tex.; Adam Yarmolinsky, professor of law, Harvard University; and Alonzo S. Yerby, professor of public health and head, department of health services administration, Harvard University School of Public Health.

—K. S.

in its initial programs a sharp thrust at the 100-millimeter cigarette. A handsome young man is shown praising the extra-long weed. But when he offers one to a pretty girl, she breaks it in half, and says, "Surely you've heard [that] . . . the new 100-millimeter cigarettes contain more tar, more nicotine,

and greater risks than any cigarettes ever sold before."

A well-sustained campaign using vignettes of this kind might make chain smokers of both the cigarette manufacturers and those broadcasters who, for a profit, carry their advertisers' enticements to young and old. It might even