

P. J. Ricketts Esq.

STRICTLY CONFIDENTIAL

WESTMINSTER HOUSE 7 MILLBANK LONDON SW1P 3JZ 01 222 1222

26th June, 1974.

TO ALL NO. 1s OF ASSOCIATED COMPANIES

SMOKING AND HEALTH

1. Following the Group Smoking and Health Conference held in Canada in March 1973, we circulated to all No. 1s on the 17th April 1973 copies of a Group smoking and health policy document, which superseded that circulated on 12th June 1970.

2. A further Group Smoking and Health Conference took place in Germany from the 5th to the 8th May 1974, and following this the Tobacco Division Board has decided that I should circulate the enclosed two documents, which supersede that of the 17th April 1973, which should now be destroyed.

(a) Smoking and Health - Assumptions/Policies/Guidelines

Although set out in a new format, this document covers the same subjects as in the 17th April 1973 document, with some amendments, and the addition of certain issues which have come to the fore in the last year.

The Assumptions make reference to future developments, trends or attitudes, which are not within the control of the Group. and Policies are, in the main, constraints on freedom of action (they also include specific directions, which by implication preclude other courses of action). The Guidelines are recommendations for the direction in which positive action should be taken, but it is of course realised that the extent to which these Guidelines can be followed by No. 1s will depend on local circumstances and their attention is drawn to the Note under the Guidelines heading on Page 1 of the document.

It will also be appreciated that certain of the Policies and Guidelines are only appropriate for the departments at Group Headquarters, such as Research and Development Department.

(b) Smoking and Health - Questions and Answers

One of the policies in the document referred to in the foregoing paragraphs is "To ensure when possible that all B.A.T. companies give similar answers to questions on smoking and health", and it is hoped that these questions and answers, which represent the Millbank stance, will be of use to No. 1s in this respect. It is appreciated however, that local

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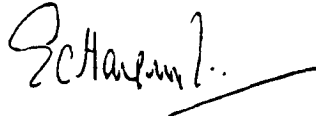
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circumstances may require No. 1s at times to modify the answers or to take a more positive line on certain questions.

3. It is of course for No. 1s to decide what level of management and staff should be apprised of the information contained in the two documents referred to in 2 (a) and 2 (b) above. That in 2 (a) has been designated as "Strictly Confidential" as certain items in it fall into this category, although it will be clear to No. 1s that this does not apply to a number of others.

It is considered important that document 2 (b) (Questions and Answers) should not only be used for dealing with questions from outside enquirers but should also be made available to members of your staff, to whom the answers to questions 3 (a) 1 (a) and 1 (c) would appear to be particularly useful.



G. C. FARGROVE

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