

# CAMPBELL-JOHNSON LIMITED

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## SMOKING AND HEALTH

### Synopsis of Press, Radio and Television Coverage Received

Tuesday, 22nd May, 1973

#### A: NATIONAL

#### 1416 Safer smokes war opens

All national newspapers except the Morning Star, gave extensive coverage to Imperial Tobacco's announcement (1410, 1412) of the production of New Smoking Material in commercial quantities and the company's plan to build a £10m factory at Ardeer, Ayrshire. Reports noted that all sales of NSM in Britain and overseas will be handled by Imperial Developments, a company formed jointly by ICI and Imperial Tobacco. This company will also be responsible for the further development and exploitation of NSM.

A spokesman for Imperial Tobacco was quoted in most reports as saying that he believed that there would be considerable world demand for NSM but he could not see natural tobacco being displaced in the foreseeable future. He explained that the company would introduce NSM in mixtures of up to 20% with natural tobacco in cigarettes already produced by the group, and each packet would carry a description of what the cigarette contained. Dr. H.R. Bentley, research director for Imperial Tobacco was also quoted in many reports as saying that the substitute tobacco had about a quarter of the tar yield of ordinary tobacco although much depended on how it was blended and filtered. He pointed out that the nature of the NSM tar made its carcinogenic properties and irritancy five times lower than the normal tobacco tars.

Courtauld's plans to test market its Planet brand in September (1155) and Mr. Alec Shaw's seaweed cigarettes (1215) were mentioned in some reports. Dr. Munwoody's sceptical reaction (1410) and Mr. Alistair Mackie's comment welcoming anything that reduced the smokers' intake of tar were also included.

The Guardian gave the news editorial comment and said that if the new tobacco substitute passed the Government's tests then a major step would have been taken in improving the public's health. It noted that last year 90,000 of male deaths and 40,000 of female deaths from lung cancer between the ages of 35 and 75 were attributable to cigarettes. Given the profit that tobacco companies have made in the past, the main regret is that it has taken so long for them to produce a substitute. The company accounts for two-thirds of the market but it believes that the maximum amount of tobacco substitute it could use in one brand would be 20%. To use it in larger quantities, the company believes, would be to force people to switch brands. The Government should examine this claim closely.

The Times published a lengthy article by Maurice Corina called "Milestone on the road to a smoking revolution", analysing the various problems that the company producing substitute tobacco may have to resolve, such as consumer acceptability and taxation. The article, based mainly on the ICI-Imps and Courtauld's researches, notes that even if smokers accepted what looked a promising mixture, much depended on the skill of the promotion that has traditionally distinguished one brand from another.

Comment in some city columns speculated about fresh growth in cigarette manufacturing, and not only for Imperial. Several of the more popular papers published casual interview opinions on cigarettes made with NSM. These ranged from the enthusiastic to the unfavourable.

(All Nationals except Morning Star: 22nd May)

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