

WESTMINSTER HOUSE 7 MILLBANK LONDON SW1

9th March 1971



STRICTLY CONFIDENTIAL

TO ALL NO. 1s OF ASSOCIATED COMPANIES

SMOKING AND HEALTH  
CIGARETTE ADVERTISING

Appendix A of the strictly confidential document on Smoking and Health circulated to all No. 1s under Mr. Dobson's letter of 25th March 1969 set out some arguments against the abolition or restriction of cigarette advertising.

In recent discussions with the Ministry of Health in Germany the German Association of Cigarette Manufacturers put forward certain additional arguments which it is felt will be of interest to No. 1s.

Under these arguments the Association contended that, far from being harmful, cigarette advertising had in fact furthered the aims of those concerned with public health in Germany. It based this contention on the grounds that without cigarette advertising it would not have been possible to influence German smokers to move so significantly from plain to filter cigarettes, nor would it have been possible to build up and expand so notably the share of the market held by low nicotine content cigarettes.

The Association quoted the following figures as evidence:

	<u>Share of Market</u>	
	<u>1960</u>	<u>1970</u>
Filter cigarettes	55.0%	84.0%
Low nicotine content cigarettes	1.5%	21.0%

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The filter share of the market in Italy, where there has been no cigarette advertising since 1962 is currently only 41%.

The German industry is of course in a special situation as regards the low nicotine content evidence, since German brands below a certain nicotine level are so designated on the packet and hence in their advertising. Nevertheless evidence regarding the influence of advertising on the filter share of the market could perhaps be quoted by the industry in other countries where the Government is contemplating the restriction of cigarette advertising.



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