

THE IMPERIAL TOBACCO COMPANY
(of Great Britain and Ireland), Limited,

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Strictly Confidential

1st July, 1966.

G.F. Todd, Esq.,
Tobacco Research Council,
Glen House,
Stag Place,
London, S.W.1.

Dear Mr. Todd,

Publication of Harrogate Report
and T.R.C. Review of Activities

At the last meeting of the T.R.C. Executive Committee it was agreed that we should at an early date discuss 'strategy' in connection with these two impending publications.

As you know, we have given much thought to this over the last year or more and we now enclose three papers which we would like to discuss at the Executive Committee Meeting on 7th July 1966. These papers are :-

- (i) A proposed timetable of actions between now and the probable publication dates.
- (ii) A brief for the proposed first meeting with the Minister of Health.
- (iii) A brief for discussions with Medical and other scientists on the implications of the Harrogate report.

We must be prepared for the possibility that the Minister will urge that at some time there should be publicity for the 'tar' content of U.K. cigarettes - either by labelling on packets, or by published 'tar' tables or by other means. On this subject we expect to submit our views in time for the meeting on 7th July.

It is also highly probable that the Minister and the medical people will ask questions about our attitude to nicotine and the part it plays in modified cigarettes. They might press for reduction of nicotine in cigarettes and even for some form of nicotine content labelling. We shall try to submit our views on this also in time for the meeting on 7th July, but it is not an easy subject and may take longer.

We have, however, given priority to setting out our thoughts on the main 'strategy'.

Another aspect of publicity is, of course, the question of the reaction of the press, T.V. and the public to the news of the Harrogate results. This might arise either on publication of the report or because of leakage of information at any time from

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G.F. Todd, Esq.

now on. We have suggested that the first step should be to invite Mr. Campbell-Johnson to set out his views for our consideration - both on the form such publicity might take and on the preparations we should make for it.

Yours sincerely,

J.A. Gordon

Enclosures

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