

JK / GCH

Mr Ely

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INCOMING
11 APR 1960
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URGENT FOR MR ELY

APRIL 12 1960
NO 176

TO: ALL ASSOCIATIONS

CC: MEWSEY COMPANIES

THIS IS TO WARN THOSE OF YOU WHO ARE NOT ALREADY INFORMED THAT A TELEVISION PROGRAMME ON THE INDUSTRY IS BEING BROADCAST IN THE UK TONIGHT 2010 TO 2100H BY BBC ON THEIR CURRENT AFFAIRS PROGRAMME PANORAMA. IT COULD CAUSE A CONSIDERABLE STIR AND WILL BE INEVITABLY PICKED UP AND USED BY THE ANTI-SMOKING MOVEMENT.

ENTITLED 'A DYING INDUSTRY' HERE ARE TWO PREVIEWS PUBLISHED THIS MORNING IN UK NEWSPAPERS.

1. THE TIMES.

IN HIS FIRST REPORT FOR PANORAMA SINCE HIS JOINING BBC CURRENT AFFAIRS FROM ITV, PETER TAYLOR LOOKS AT HOW WELL THE TOBACCO BARONS ARE DOING. IT SEEMS THAT WHILE SALES IN THE WEST ARE STATIC OR DECLINING, THE DEVELOPING WORLD IS NOW BEING SUBJECTED TO HUGE ADVERTISING CAMPAIGNS STRESSING THE GLAMOUROUS SIDE OF SMOKING. AND THERE'S THE BONUS OF MASSIVE PROFITS FOR FARMERS AND REVENUE FOR GOVERNMENT. TAYLOR ALSO REVEALS CONTINGENCY PLANS PREPARED BY THE INDUSTRY SHOULD TOBACCO ADVERTISING BE BANNED COMPLETELY.

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2. DAILY TELEGRAPH

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" PETER TAYLOR, WITH AN EXPOSE OF THE TOBACCO INDUSTRY'S SUCCESSFUL DRIVE FOR SALES EXPANSION IN THE THIRD WORLD, NOW THAT SALES IN THE WEST ARE STATIC OR DECLINING. IN BRAZIL BRANDS LIKE HOLLYWOOD AND CHARM ARE GIVEN GLAMOROUS JET-SET IMAGE ON TV ADS AS A RESULT OF WHICH MEDICAL MEN FORESEE AN EPIDEMIC OF LUNG CANCER AND HEART-DISEASE IN 20 YEARS TIME. FACED WITH AMERICAN LAW-SUITS FOR MILLIONS OF DOLLARS, THE TOBACCO GIANTS STILL CLAIM THAT THE HEALTH CASE AGAINST CIGARETTES IS UNPROVEN AND IN EUROPE AND BRITAIN THEY CONTINUE TO FIGHT OFF FURTHER ADVERTISING RESTRICTIONS. PROGRAMME REVEALS ADVICE THE INDUSTRY WAS GIVEN NEARLY 10 YEARS AGO WHICH IS STILL BEING IGNORED."

YOU WILL PROBABLY KNOW ALREADY OF PETER TAYLOR WHO WAS RESPONSIBLE FOR A PREVIOUS PROGRAMME CALLED DEATH IN THE WEST.

DR GREEN, BAT'S RECENTLY RETIRED RESEARCH DIRECTOR APPEARS ON THE PROGRAMME AND IT IS REPORTED THAT WHAT HE SAYS IS MOST UNFAVOURABLE TO THE INDUSTRY'S POSITION.

THE PROGRAMME WILL BE TAPED AND COPIES WILL BE MADE AVAILABLE TO THOSE WHO REQUEST THEM.

STUART ALEXANDER ADVISED THAT HE WILL BE AT THE TAC DURING THE PROGRAMME AND AFTER, AND SHOULD ANY OF YOU WISH TO CALL HIM HE WILL BE PLEASED TO SPEAK WITH YOU.

REGARDS,
MICHELE WADDINGTON

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Information given by GCH to Emeralds in today on telephone 14/

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