

# CAMPBELL-JOHNSON LIMITED

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## SMOKING AND HEALTH

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

Saturday May 17 to Monday May 19 1980

#### A: NATIONAL

- 3979 "£20 a bottle" whisky call  
An item reports that Mr Tristan Garel-Jones, Tory MP for Watford, said that whisky should cost £20.60 a bottle and cigarettes £1.60 a packet. He also said that there was "growing support for the Chancellor to have a free hand to tax these drugs with all the severity they deserve" and that they should come off the Retail Price Index. Mr Peter Rees, Minister of State at the Treasury, said the issue would have to be examined "more widely and more deeply". But he made it clear that it could take months if not years before a decision was reached. (Daily Express, May 17)
- 3980 BMA call for tobacco advertising ban  
Dr John Harvard, secretary of the BMA, condemned as irresponsible the plans of the Philip Morris tobacco company to promote its cigarettes in student unions. In a letter to Mr Patrick Jenkin, Secretary of State for Social Services, he said the association had been encouraged by his investigation of that abuse of the code to call for a total ban on tobacco advertising because of the "tobacco industry's failure to abide by its voluntary agreement with the Government". Dr Harvard said "no longer can you rely on a voluntary plan when such irresponsible actions are taken." (Times, May 17)
- 3981 The respectable Havana...  
An item says that despite the "blue mould blight which has hit the Cuba tobacco crop" it will not affect the Havana cigar yet since "a good Havana is made from the crop of four or five years; so the loss can be spread." Buyers include Saudis, and "a new wave of young executives, sustained by their expense accounts, are smoking them as an ego-boosting end to their expensive lunches." The writer goes on to say that he thinks there is something "redolent of the racecourse and ringside" and "something indefinably unsound and racy about these cigars." Since "there is nothing respectable to be said for it; hence its charm". He ends with an amusing anecdote of a priest smoking a large Havana. (Sunday Times, May 18)
- 3982 British Airways  
A reader writes to praise British Airways. She says that "if you don't smoke you won't have to suffer from other people smoking where they should not." She compares this with Air New Zealand, which is a "smoker's paradise". She booked two non-smoking seats "only to have a really miserable 10-hour journey because of people smoking in nearby seats. When I complained I was made to feel that I was interfering with their rights." She ends by saying that the Singapore Airlines are one of the best for the "anti-smoker". (Daily Express, May 19)
- 3983 Hands off the much abused retail price index  
The Economic Commentary says that the campaign to take tobacco and alcohol out of the retail price index "appears to be inspired more by a wish to see these 'drugs' subjected to punitive taxation than by any desire to fiddle the cost of living figures". It reports that Mr Tristan Garel-Jones wants the Chancellor to "increase taxation of drink and tobacco every three months to minimise the shock effect on the cost of living index." But this it says would seem "at best impractical and at worst downright dangerous." "Meddling with the cost of living index is the

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last resort of desperate governments which have lost the battle against inflation but dare not admit it. It convinces no-one and does no good except in an authoritarian society where governments can effectively defraud their employees. Any attempt to do it in Britain might well bring the workers out on the streets where Len Murray so conspicuously failed." It continues by saying that unions will always relate their pay claims and value their settlements in relation to the cost of living and discusses this further with no further mention of tobacco.  
(Daily Telegraph, May 19)

B: PROVINCIAL  
C: RADIO AND TELEVISION ) Nil  
D: PERIODICAL )

E: COMMONWEALTH AND FOREIGN

3984 Smokers, think of your children  
An article by Jean Bonnard reports Dr Gabriel Barras as saying that "at 15 years old, more than 10% of youngsters smoke 10 or 20 cigarettes a day and the first contact with a cigarette is generally at about 11 or 12 years old." Children also suffer from passive smoking when they have smoking parents and can develop respiratory problems that children of non-smokers do not have. Doctors, Dr Barras says, should feel obliged to establish the fact that smoking has a primary role in the development of cancers and respiratory problems. He believes that every doctor has a role to play and that there should be a global effort to counteract this trend.  
(Tribune de Lausanne, Le Matin, May 3)

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