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**CABINET**  

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**CIGARETTE ADVERTISING****MEMORANDUM BY THE MINISTER OF HEALTH**

With the agreement of Home Affairs Committee, I seek the approval of my colleagues for the banning of cigarette advertising on television.

2. Cigarette advertising was raised with the Prime Minister during a television interview last January, when he referred to its vicious effect in causing young people to take up smoking. The Prime Minister said he thought there were certain things a Government should do right away: the advertisement of cigarettes should now be stopped, certainly on television; he did not see why all the newspaper proprietors should not be asked to cut out such advertising in newspapers, and said he believed they would agree to this and no control or law would be needed.

3. The health education campaign on the dangers to health of cigarette smoking is being intensified. Among other measures, posters are on display in public transport and railway stations, and short television films have been prepared for early showing.

4. The campaign would be immensely aided if an announcement could now be made that the advertisement of cigarettes on television is being brought to an end. The Postmaster-General has the power to do this by issuing a direction to the Independent Television Authority.

5. Consideration must also be given to other aspects such as advertising of other tobacco goods and advertising in other media, and I am arranging for further discussions with the appropriate Ministers with a view to making further recommendations. But it is the general view of the Home Affairs Committee that an announcement about television advertising of cigarettes should be made as soon as possible. This would greatly increase the impact of the intensified health education campaign, even though there would be a period of grace before the decision could become fully effective.

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6. If this action is agreed by the Cabinet, the decision would be conveyed to the Independent Television Authority by the Postmaster-General before it is announced. But he would be content for me to make the main statement in the House announcing the Government's decision, and on the same day he would announce that he would be discussing with the Authority the operative date of the ban. Notice of the decision would be given to the Tobacco Advisory Board in confidence 24 hours before the announcement.

7. I propose that my statement should be made orally in the House, perhaps in reply to an arranged Question, for which 1st February would be a convenient day. A draft statement to be made by me and a draft Question and Answer by the Postmaster-General are attached for consideration.

K. R.

*Ministry of Health, S.E.1,*

*25th January, 1965.*

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## DRAFT STATEMENT BY MINISTER OF HEALTH

Evidence of the risks to health from cigarette smoking continues to increase. On the basis of studies published last year it has been estimated that cigarette smoking may be killing every year over 6,500 men under the age of 55. My right hon. Friend the Secretary of State for Scotland and I are continuing and intensifying health education on these dangers. Among other measures, posters are being exhibited on public transport and other suitable sites, and short films have been accepted for showing on B.B.C. and Independent Television.

Television is a powerful advertising medium, and as part of our campaign the Government has decided that it would be right to end the advertising of cigarettes on television. This decision is being conveyed to the Independent Television Authority by my right hon. Friend the Postmaster-General, and it will come into operation as soon as practicable.

DRAFT PARLIAMENTARY QUESTION AND ANSWER  
FOR POSTMASTER-GENERAL*Question*

To ask the Postmaster-General if he will now prohibit the advertising of cigarettes on television.

*Answer*

As my Right Hon. Friend the Minister of Health has said, the Government has decided that it would be right as part of its health campaign to end the advertising of cigarettes on television. I intend to give the Authority a direction to this effect after consulting with them about the date when it is to come into force.

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