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13 MARS 1978

COORDINATION UNIT

Paul Isenring

Date: March 8, 1978

From: Olof Ställberg

Subject: SWEDEN - Warning Labels and Advertising

We have now received the final warning labels from the Social Board, and as one could imagine, they did not show any interest in our comments, as the texts are almost the same as in the proposal, only with a few changes of words. The new labels must be applied on the packs on all sales from January 1, 1979.

In the moderate Swedish newspaper Svenska Dagbladet there was today an article saying that the Department of Commerce will not ban tobacco advertising only advertising of alcohol products. The article says that the Government has decided to follow the recommendation in the Sturkell Report. The reason should be that the Government believes that tobacco manufacturers would not try to develop less harmful cigarettes if there was a ban, as they would in such a case have no possibility to communicate messages about such brands to the public. Let us now hope that the article is written on inside information.

I am enclosing for your guidance English translations of the label wordings.

Regards,



Olof Ställberg

Encls.

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