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How did advertisers ever get away with monstrous claims like this?
Incredible though it may seem now, they once did.
This particular shocker appeared in the press less than a hundred years ago. Today, advertising is controlled by the Advertising Standards Authority.
It's an independent body set up by all sides of the advertising business to make sure advertisements observe the British Code of Advertising Practice.
The Code covers advertisements appearing in the press, in the cinema, on posters, or sent through the post.
In essence it requires that advertising should be legal. Your local Advice Centre should have a copy. Or if you address on a Code's main points free. Then if you think break stating your clipping or advertisement. We'll know the outcome. The Advertising Standards Authority Limited, 15/17 Radgrout Street, London WC1E 7AW.

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The Advertising Standards Authority Thirteenth Annual Report 1975-1976

What to do if you see a dishonest advertisement
Tell us. We're the Advertising Standards Authority, an independent body set up by the advertising industry to encourage advertising which is legal, decent, honest and truthful.
And eliminate advertising which is not.
The way we judge advertisements out in our Code: the British Code of Advertising Practice. Your reference or Consumer Advice Centre should have a copy; or print your name and address on a postcard and we'll send you the code free.
Then if you see a press, poster, or direct mail advertisement which is dishonest, post us a clipping or as many as you like. Our aim is to ensure that advertisements are as honest as this one.

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Carbolic Smoke Ball positively cures snoring, headache, improves singing voice, aids eyesight.

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In essence it requires that advertising

should be legal, decent, honest and truthful.

Your local reference library, Consumer Advice Centre, or Citizens Advice Bureau should have a copy of the Code.

Or if you send us your name and address on a postcard, we'll send you the Code's main points free.

Then if you see an advertisement you think breaks the Code, just write to us stating your complaint. Please enclose a clipping or tell us where you saw the advertisement.

We'll take it from there and let you know the outcome.

The Advertising Standards Authority Limited, 15/17 Ridgmount Street, London WC1E 7AW.

The Advertising Standards Authority



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Complaints

Any member of the public may complain to the Authority about any particular advertisement, except advertisements on radio or TV.

It is not necessary to complete any forms.

All that is required is a letter of explanation, together with full details of the advertisement to which exception is taken—if possible a cutting.

Complaints by telephone will not be acted upon unless they are subsequently confirmed in writing.

Anonymous letters are ignored.

*Complaints should be sent to the Advertising Standards Authority,
15 Ridgmount Street, London, WC1E 7AW*

Advertising Standards Authority Limited

Chairman

The Rt. Hon. the Lord Drumalbyn, PC, KBE

Members

A. Campbell-Johnson, Esq., CIE, OBE
 A. M. Fisher, Esq., MA
 Mrs J. Fort, MA
 C. J. M. Hardie, Esq., BPhil, MA, ACA
 Miss Patricia Mann, FIPA, MCAM
 Miss Rosemary McRobert
 The Rt. Hon. Lord Peddie, MBE, LLD, JP
 Mrs G. L. S. Pike, CBE, JP
 The Baroness Phillips of Fulham, JP
 G. P. Taylor, Esq., FRSA, MCAM
 D. Williams, Esq., MA, FIPA, MCAM
 The Hon. C. M. Woodhouse, DSO, OBE

All members serve as individuals and not as representatives of any industry or trade or professional association.

Registered Office

15 Ridgmount Street, London WC1E 7AW
 Telephone: 01-580 0801

ASA/CAP Secretariat

Peter Thomson	Director ASA, Secretary CAP
Pam Horner	Deputy Director ASA
Ian Lyon	Deputy Director ASA
Margaret Owen	Deputy Secretary ASA
Peter Smith	Deputy Secretary CAP
Enid Cassin	Assistant Secretary CAP
Gwenan Williams	Assistant Secretary ASA

The Rt. Hon. the Lord Drumalbyn, PC, KBE
 President, Commonwealth Producers Organisation, 1967-70. Minister of State, Board of Trade, 1963-64. Minister without Portfolio, 1970-74. Previously Chairman of the Advertising Standards Authority 1965-70.
*April 1974**

A. Campbell-Johnson, CIE, OBE
 Chairman of Campbell-Johnson Limited, Public Relations Consultants; Fellow and Past President of the Institute of Public Relations; Press Attaché to the Viceroy and Governor General of India (Lord Mountbatten) 1947-48.
*December 1973**

A. M. Fisher, MA
 Head of Information Division, Unilever Ltd., and Advertising and Marketing Research Adviser to Unilever in the UK. Chairman of the Code of Advertising Practice Committee 1973-75.
*February 1976**

Mrs Jean Fort, MA
 Formerly Head Mistress of Roedean School.
*September 1965**

C. J. M. Hardie, MA, BPhil, ACA
 Partner in Dixon, Wilson & Co., Chartered Accountants. Formerly Fellow and Tutor in Economics, Keble College, Oxford.
*May 1973**

Miss Patricia Mann, FIPA, MCAM
 Associate Director and Copywriter, J. Walter Thompson, Governor of the CAM Education Foundation. Council Member of the Institute of Practitioners in Advertising since 1966.
*June 1973**

Miss Rosemary McRobert
 Director, Retail Trading-Standards Association Inc. Member of the Council of the Consumers' Association. Member of the Design Council.
*December 1974**

The Rt. Hon. Lord Peddie, MBE, LLD, JP
 Chairman, Post Office Users' National Council since 1970. Former Member of the Prices and Incomes Board and Chairman 1970-71. Chairman of the Agrément Board 1976. Member of the Consumer Council 1963-68. Vice-Chairman of the Reith Commission on Advertising 1965. Chairman of the Co-operative Party 1958-65. Director of Co-operative Wholesale Society 1945-65.
*October 1972**

Mrs G. L. S. Pike, CBE, JP
 Chairman of the Women's Forum. Formerly Chairman of National Federation of Women's Institutes. Member of the Food Standards Committee of the Ministry of Agriculture, Fisheries and Food. Housewife and caterer.
*September 1965**

The Baroness Phillips of Fulham, JP
 General Secretary of the National Association of Women's Clubs. Formerly a Baroness-in-Waiting and Government Whip in House of Lords. Broadcaster. JP, former teacher. Founder of Housewives' Trust; past Chairman of Women's Advisory Committee of the BSI. Member of National Consumer Council. President, Institute of Travel Agents.
*March 1974**

A. A. Ross
 President, Ogilvy Benson & Mather Limited. Chairman of the Advertising Association. Fellow and Immediate Past President of the Institute of Practitioners in Advertising.
June 1972-Sept. 1975

A. R. M. Sedgwick
 Director of Gillette Industries Ltd. European Director of Corporate Public Affairs for the Gillette Company since 1968. Council member of the Advertising Association and the Incorporated Society of British Advertisers.
June 1972-March 1976

G. P. Taylor, FRSA, MCAM
 Managing Director of Guardian Newspapers Ltd. Director of The Guardian and Manchester Evening News Ltd. Director of Guardian Publications Ltd.
*April 1975**

David Williams, MA, FIPA, MCAM
 Chairman, David Williams & Ketchum Ltd. Chairman, Ketchum International Ltd. Council Member, Institute of Practitioners in Advertising. Vice-Chairman, Royal Commonwealth Society for the Blind.
*November 1975**

The Hon. C. M. Woodhouse, DSO, OBE
 MP for Oxford 1959-66 and 1970-74. Director of Education and Training, Confederation of British Industry 1966-70. Director-General, Royal Institute of International Affairs 1955-59. Parliamentary Secretary, Ministry of Aviation 1961-62. Joint Parliamentary Under-Secretary of State, Home Office 1962-64.
March 1967

Mr A. A. Ross resigned on the 30th September, 1975. He attended his last meeting on September 12th.

Mr David Williams was co-opted on to the Council at the Council Meeting in November 1975. The first meeting he attended was in December 1975.

Lord Peddie, Miss Patricia Mann and Mr Woodhouse retired in rotation from office in March 1976. They offered themselves for re-election and were re-elected. **Mr Sedgwick's** term of office ended on 31st March, 1976. **Mr A. M. Fisher** was co-opted on to the Council at the Council meeting in February, 1976. He attended his first meeting on April 30th, 1976. He has taken Mr. Sedgwick's place on the Council.

*Date of appointment as member of the Authority

Chairman's Report

For the Advertising Standards Authority, as the body supervising British advertising, 1975 was a year of development. At the Advertising Association Conference in May 1974 the Rt. Hon. Mrs Shirley Williams, MP, Secretary of State for Prices and Consumer Protection, and Mr John Methven, then Director-General of the Office of Fair Trading, had stressed that the self-regulatory system must make itself known to the public and must be seen to be responsive to public opinion and to be working in the public interest. For that purpose, more money had to be found.

Finance

The advertising industry decided to raise the necessary money, estimated at some £350,000, by means of a surcharge of 0.1% on the cost of advertisements. A company, the Advertising Standards Board of Finance Ltd (ASBOF), was formed to raise and pay out the surcharge. The scheme has been loyally supported by the industry, and the funds thus raised were more than sufficient to meet the needs of the ASA and to cover the administrative costs of ASBOF. The scheme came into operation on 1st January 1975. There was, however, a problem of timing, since the ASA had to incur expenditure in establishing itself in new premises and taking on and training new staff before the first quarterly payments started to be received. The problem was solved by a bridging loan guaranteed by a group of major advertisers. The funds raised have been sufficient to enable a substantial part of the loan to be paid off, and it is hoped to complete repayment in the course of 1977. The ASA wishes to record its lively appreciation of ASBOF, the efficiency and unstinted help it has received from that body. The total joint expenditure of ASA and CAP in 1975 amounted to £343,744. An analysis of expenditure is given on page 7 of this report.

Administration

Expenditure on administration including initial expenses amounted to £186,040. Increased finances have enabled the ASA to obtain expert advice from consultants on a much wider scale. In the period

October 1974—March 1975 new staff were recruited for ASA/CAP, including the two Deputy Directors, Miss Pamela Horner and Mr Ian Lyon, and three more cases officers. The Authority moved to new premises at 15/17 Ridgmount Street, London WC1.

Staff

Finally, from the beginning of 1975 to the end of March 1976 the number of ASA/CAP staff rose from 9 to 27. During that period, as this Report shows, the activities of the Authority within and outside the new office at 15/17 Ridgmount Street, WC1, expanded considerably. At the time when the new members of the staff were still settling in to their new duties, the case-load of ASA complaints increased eight-fold. It is greatly to the credit of all the staff, old and new, that so much has been accomplished with so few hitches. The Council wishes to congratulate them and to express its sincere gratitude and deep appreciation of the spirit in which they have worked together with the Director, Mr. Peter Thomson, to achieve the objectives of the Authority in an arduous year.

Objectives

To achieve the objectives which the ASA was set, it needed to advertise its services to the public; to engage and train staff to handle the greatly increased volume of correspondence from the public which was to be expected as a result of greater public awareness; to reorganise its system of handling cases, and in particular to make known the kind of complaints it received and the way it was dealing with them. More personal contact was also needed with the press and broadcasting bodies, and with official and voluntary organisations working on behalf of consumers. This Report summarises the main steps taken to achieve these key objectives. In addition, it was decided to amend the Articles of Association so as to permit greater weight to be given to the independent element on the ASA Council. Only four of the twelve members of the Council have any commercial connection with the advertising business. The remaining eight and the Chairman himself are independent. All members serve as individuals.

Advertising the Control System

The advertising campaign, embarked upon by ASA in April 1975 and prepared by its agency, Roe Humphreys Ltd. (now Roe Downton Ltd.), had four main targets:

To inform the public of the existence of ASA and its role.

To invite them to refer specific complaints to the Authority for investigation and action.

To acquaint government bodies and semi-official organisations with the self-regulatory system.

To encourage a greater awareness in the advertising industry of the Code of Advertising Practice so that it would be more widely understood and observed by the industry itself.

In order to achieve the first two objectives as rapidly as possible, the major part of the £157,700 budget was concentrated on large spaces in the national and regional press between April and June 1975, supported by campaigns in the cinema and on poster sites.

These were supplemented by a substantial amount of free space generously contributed by the media owners; in this way some £228,000 was added to the value of the campaign. Literature was sent to enquirers, including a leaflet containing the main points of the Code. A programme of talks and visits was carried out to support the campaign as fully as possible.

In Autumn 1975 a further, smaller campaign was carried out, mainly in women's magazines, and in the classified and "bargain offer" columns of the newspapers. Again free space was readily donated. The theme of the campaign was the basic requirement of the Code that all advertising should be legal, decent, honest and truthful. The symbol of a large tick was adopted for all promotional material. Members of the public were invited to send for a copy of the main points of the Code and then to write to the ASA if they saw an advertisement which they considered contravened it. Copies of the Code were widely distributed to Consumer Advice Centres, Citizens Advice Bureaux and other organisations.

1975 also saw a campaign directed at members of the advertising business itself, in the pages of the advertising and marketing trade press. This is now being continued and expanded by publicity for the Code of Advertising Practice in business media.

A new campaign was launched in Spring 1976, confirming the 'tick' theme in the national popular press, in posters and in the cinema. A new creative approach was used in the 'quality' press, showing the great advance in advertising standards by quoting examples of grossly misleading advertisements which had appeared in Victorian times. Illustrations in this Report include examples of ASA advertisements during the year.

Results

The results of the campaign were measured in two ways: by the letters of complaint received from the public, which rose from 516 in 1974/75 to 4,086 in 1975/6; and by the increase in awareness of the ASA among the public which was indicated by research on a national scale. Such awareness increased from 17% before the campaign to 28% at the end of the year.

Government departments, local authorities, consumer groups and women's organisations throughout the country have become more aware of the ASA and its supervisory role.

Largely as a result of the readiness of the industry to respond to the advice of the Secretary of State for Prices and Consumer Protection and to provide the resources for the system to be more effective, greater confidence and better working relations now exist between government departments and the Office of Fair Trading on the one hand and the Authority on the other. The ASA is also progressively establishing contact with professional bodies, so that they are ready to give advice on technical matters and to draw to the Authority's attention advertisements they consider misleading and offensive.

It should be noted that in the letters received, many complaints were duplicated. Of the total complaints received, 12% were judged at the outset to be unfounded. 14% were outside the scope of the ASA.

The Scope of the Control

There are three main classes of advertisements not supervised by the ASA—TV and radio commercials, political and religious advertisements, and advertisements outside Great Britain. The Independent Broadcasting Authority is responsible by statute for TV and radio commercials. It is for media to decide

whether to accept political advertisements and the Code is not concerned with the claims in advertisements calculated to influence political action rather than the purchase of goods or services. The Code does, however, stipulate that the identity of such advertisers be made clear and the advertisements must be clearly distinguished from any editorial. As for advertising outside this country, this is of two types: one in journals which have an international circulation, the other addressed by a British company to consumers of another country. The latter variety is subject to the jurisdiction of the country where it appears, and in the case of a country where the advertising industry adheres to the International Code, to the supervision of the appropriate organisations in that country. However, the ASA strongly recommends British advertisers to ensure that, subject to national legislation, their advertisements conform in all countries to the International Code, in which the principles are almost identical with those in the British Code. This, in the ASA's view, will enhance the reputation of the advertisers themselves, and also of British goods, services and advertising standards.

Cases Reports

Details of all cases which are investigated, upon complaint from the public, are published at 4 to 6 week intervals. These Cases Reports have a very wide circulation and have been well received by the press and broadcasting organisations. This coverage has brought information about ASA decisions to millions throughout the country. There has been favourable comment in the press on "the excellent work" done by the ASA. "Extremely useful and well-prepared" was the comment of one consumer affairs correspondent about the detailed Cases Report. Typical pages drawn from one edition appear on pages 14 and 15. The "openness" of the Authority's activities has been widely welcomed. Members of the ASA staff and Council have taken part in TV and radio discussions which have helped the control system to gain a wider acceptance.

Monitoring

Besides investigating complaints from the public, ASA staff have monitored advertisements themselves. Where needed, clarification explanation or amendment has been required of advertisers or agencies.

A press cuttings firm has also supplied the ASA with advertisements from such fields as cosmetics and pharmaceuticals taken from national and regional media.

Nationwide Contacts

During the past year contacts have been developed with those in local government concerned with consumer affairs; with local groups in membership of national organisations; and with colleges and schools.

Responsibility for these contacts has rested mainly with the two Deputy Directors, who have travelled the country nationwide, visiting cities, towns and small villages alike. Personal contact has been established with Chief Trading Standards Officers in most of the Metropolitan counties and in over a dozen others. Many have arranged conducted visits to their Consumer Advice Centres and testing services. ASA staff have had useful contact with people in these areas who deal with the public on a day-to-day basis, and have had exchanges of information. As a result, ASA leaflets are now being made available to the public in many Centres, and Trading Standards Officers and their staffs are receiving the ASA Cases Reports regularly.

Citizens Advice Bureaux have also been visited and in a number of cases our Deputy Directors have been invited to speak to large groups of CABx workers at regional training sessions. This has led to a better understanding of our work, to distribution of ASA literature, and increasingly to CABx referral of advertising problems to the Authority.

The audiences provided by Women's Institutes and Women's Clubs have been interested and appreciative. There is already a long list of requests for speakers extending into late 1977. The invitation to provide a speaker for the Women's Institutes' Denman College in March 1976 was particularly welcome. Requests are also being received and accepted from other women's organisations, in particular the Townswomen's Guilds, the Housewives' Register, and women's church fellowships. An increasing amount of interest is being shown by schools arranging general studies courses for sixth-formers, and speakers have been provided for these, as well as for polytechnics, teachers interested in consumer education and youth groups.

On their visits the Deputy Directors have made a point of visiting regional newspapers to discuss

advertising matters of particular interest in the area. They have also attended conferences arranged by professional bodies, organisations such as the National Federation of Consumer Groups, and publicity clubs which include executives from regional advertising agencies.

It has been noticeable on these visits that there is an appreciable increase in the degree of knowledge and understanding of the role of the ASA around the country: the regular Cases Reports are welcomed as a useful service by those in advertising in the regions and by those concerned with consumer interests. We are now regularly meeting members of the public who have had complaints investigated to their satisfaction, and Trading Standards Officers who have referred matters to the Authority and seen positive action taken.

Alcohol and Cigarettes

Advertisements for alcoholic drinks and cigarettes have always been subject to the British Code of Advertising Practice in the same way as those for any other product. In 1975-76 ASA accepted an additional responsibility for supervising two special codes in these controversial areas.

The promotion and sale of alcohol and cigarettes often lead to keen public controversies. Public opinion is sharply divided—consumers and purveyors of the products set against individuals and groups who are critical of their consumption. Such critics sometimes interpret the new codes in terms of what they would like them to mean, rather than in the sense and the spirit in which they were drafted and accepted by ASA and the industries concerned.

The code of advertising for alcoholic drinks was based on rules agreed by the industry itself. It was introduced progressively from March 1975. How has it worked?

The alcohol rules clearly say “Advertisements should not give the general impression that drinking is necessary for social success or acceptance”. Yet the ASA has had several letters from people who mistakenly think this means: “Advertisements should not give the impression that a drink is enjoyed on social occasions”. The ASA has insisted that the rules be followed. For example, the slogan “The wine for men of spirit” is not to be repeated—

advertisements should not impute any failing to those who do not accept the challenge of a particular drink. Nor should advertisements encourage over-indulgence in alcohol; so the words “As is our confidence, so is our capacity” have been dropped. On the other hand, it is not an abuse of the rules to show a group of cricketers enjoying drinks in the pavilion after their game as they often do.

The Code of advertising for cigarettes and hand-rolling tobacco was based on an agreement originally reached between cigarette manufacturers and the Independent Television Authority (now IBA) in 1962.

The Code came into effect on 1st March 1976. It did not go as far as the Department of Health would have liked. However, the Department said they would see how the Code worked for a year before considering whether any further restrictions were needed.

It is because of the wide divergence of personal attitudes that an attempt was made to set out the spirit of the Code in an introduction and to indicate in guidelines the way it is intended that the rules should be interpreted. Accordingly, the actual wording of the rules and guidelines was examined in the light of the introduction most carefully before the industry agreed to accept it and the ASA agreed to supervise it.

Thus the introduction states: “The essence of the revised Cigarette Code is that advertisements for cigarettes and hand-rolling tobacco should not seek to encourage people, particularly the young, to start smoking, or, if they are already smokers, to increase their level of smoking or to smoke to excess; and should not exploit those who are especially vulnerable, in particular young people and those who suffer from any physical, mental or social handicap”.

So under the cigarette rules: advertisements should not feature heroes of the young, should not claim directly or indirectly that to smoke is a proof of manliness. Nor should any advertisement contain any demonstration of affection in such a way as to suggest romantic or sexual involvement. And one of the guidelines points out: “People featured in cigarette advertisements should both be and clearly be seen to be adults of 25 or over”.

The Code has had a powerful impact. To contrast the cigarette advertising of summer 1976 with that of the previous year shows the great improvements effected by the new Code.

Co-operation

The progress outlined in this report would not have been possible without the co-operation of a great many people in all sections of advertising. The strength of any system of self discipline depends upon the willing support of those concerned, and especially the most influential of them, not only for the principles of the Code but for its implementation. In the case of the self-regulatory system of advertising control, the first requirement is that advertisers and advertising agencies should know the Code and ensure that advertisements comply with it. Inevitably, the main burden of seeing that advertisements which do not comply with it are not published falls on the media, and the Authority wishes to pay tribute to the conscientious and effective way in which in general they carry out this responsibility.

No system of self-regulation can work without continuous co-operation and genuine understanding between the component elements. The Authority greatly appreciates the mutual confidence and close and friendly relations which exist between itself, the CAP associations which represent the advertisers, the advertising agencies and the media, and also with the Independent Broadcasting Authority and the Independent Television Companies Association. Timely exchange of information and transmission of warnings play a considerable part in forestalling advertisements which could be detrimental to consumers' interests and to the reputation of advertising.

The Authority also recognises the assistance that it receives from other organisations working in the same field in this country, ranging from central and local authorities and agencies to national and local consumer organisations. Links are maintained with comparable overseas organisations and information is exchanged; the Authority is always pleased to receive officers of established or nascent bodies and to share experiences with them.

The work of the Authority comes under the constant supervision of the Office of Fair Trading, and the Authority is sincerely grateful for the not uncritical encouragement which it has received from that body under the regime of Mr. John Methven during the last two years.

The Authority also wishes to express its gratitude particularly to members of the Copy Advisory Panel and their alternates who give so much of their time to adjudicating, with competence and impartiality, on complaints from competitors and from the public. Special thanks are due to Mr R. N. Wadsworth, Chairman of the Code of Advertising Practice Committee, for the leadership which he has given, and to Mr G. C. Bogle and Mr F. Edwards, respectively Chairman and Administrator of ASBOF, the body which has made progress possible through their efficient organisation of the arrangements for financing the Authority in its wider role.

Analysis of ASA Expenditure 1975/6

	£
Council expenses	3,829
Salaries and related costs	95,799
Travel and hospitality	4,996
Premises and furniture	54,195
Office expenses	17,602
Legal and professional fees	9,619
Advertising and promotion	157,704
	<hr/>
	£343,744
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The Rt. Hon. the Lord Drumalbyn, PC, KBE.

Annual Report of Code of Advertising Practice Committee

Chairman: R. N. Wadsworth (Cadbury-Schweppes)

The expansion of the self-regulatory system has made considerable demands upon those in the industry who voluntarily give to it their time and services, as well as on the CAP Secretariat, and it is as a result of their willing and productive co-operation during the year that the present practical and broadly-based system has evolved.

The Copy Panel

The Copy Advisory Panel in particular has called for and received the support of individuals from advertisers, agencies and media owners alike. The Panel has now developed a method of dealing speedily and authoritatively with problems of interpretation of the Code, before or after publication, referred to it by the ASA, the CAP Committee and the joint Secretariat.

The Panel, which consists of five sections, is available to meet every week. Each section has six members, five from the advertising industry and one an independent member of the ASA Council. During the year 29 meetings have been held and 125 items considered.

Communications

Since the Fifth Edition of the Code was published in April 1974, seven amendments or additions have been introduced, covering the advertising of alcoholic drinks; cigarettes and hand-rolling tobacco; consumer credit; consumer investment; mail order; vitamins and minerals; and testimonials. In January 1976 a fully updated version of the Code was issued. Explaining the structure and procedures of CAP, the document "The Code of Advertising Practice Committee: How it Works", was published in May 1976, and has been generally welcomed by the advertising industry. It contains the CAP Committee Terms of Reference and composition, including those of a typical sub-committee, membership of

the other specialist sub-committees and the Copy Advisory Panel.

For the first time CAP took space in the advertising trade press to make its role better known within the industry, and this activity will continue in the current year. Communication with advertisers and agencies now accounts for a considerable amount of the Secretariat's time, through the advisory service it provides to them and to media.

Pre-publication advice is increasingly being sought, and is welcomed by CAP as a positive step towards higher standards. It is hoped to develop this aspect further.

Responsibility for Copy Clearance

A Working Party under the chairmanship of Mr. W. J. Ambrose, of the Beecham Group, consisting of representatives of advertiser, agency and media organisations, has been considering the part which personal and corporate responsibility for pre-publication checking of copy plays in the system. Recommendations have been put forward by the Working Party and accepted by the CAP Committee; as a result, a programme of education about the self-regulatory controls and the need for personal responsibility is being organised within advertising agencies, under the auspices of the IPA. Secondly, certain sensitive areas of products and services are being examined, with a view to improving the effectiveness of clearance through pre-publication submission, to assist further the control exercised by media.

Report on Cases

The casework has fallen into four main categories:

(1) Pre-publication study of cigarette and hand-rolling tobacco advertisements, where some 800 clearance certificates have been issued in the first six months of the operation;

- (2) investigation of competitive complaints, of which 215 have been resolved;
- (3) the routine monitoring of advertisements with particular emphasis on certain areas such as slimming and figure control, products with health claims, cosmetics and hair products and treatments;
- (4) advice and information given to media owners, advertisers and agencies as to acceptability and framing of copy claims before publication.

Specific Problems

It is worth stressing that, of the huge numbers of advertisements which appear every year, by far the greater proportion conform to the Code, and therefore go through without impediment. This means that the CAP Committee is able to concentrate much of its attention upon the difficult and sensitive areas. During the past year there have been continuing problems calling for detailed negotiations not only with advertisers and publishers, but with government departments, professional bodies and others. For example, continuing success is being achieved in enlisting the co-operation of media and advertisers outside the CAP organisation in accepting the requirements of the Code. In the area of direct mail, success has been achieved, with the co-operation of others, in imposing a minimum standard on catalogues posted to members of the public and containing products with claims which were previously unacceptable. Much time has been spent by the Health and Nutrition Sub-committee on the proposed revision of the Section of the Code dealing with Vitamins and Minerals; their recommendation has been put before the CAP Committee and the outcome will be published later in the year.

Personalia

On completion of his term as Vice-chairman of the CAP Committee, Mr. A. M. Fisher accepted the

invitation of the ASA to become a member of their Council and resigned from the Committee. His period in office, both as Chairman and Vice-chairman, was an extremely busy and productive one, and we are all in his debt. The new Vice-chairman is Mr. C. J. Messer, Managing Director of the Save and Prosper Group, and formerly Chairman of the CAP Financial Advertising Sub-committee. He has been succeeded in the latter role by Mr. R. F. R. Owen of the Midland Bank.

The chairmanship of the Copy Panel Chairman's Committee, which meets regularly to review matters arising from recently reached decisions and to set guidelines for the future, has been taken over from Mr. Fisher by Mr. Ambrose of the Beecham Group. Several changes have taken place in the membership of the main CAP Committee. The Sales Promotion Executives Association has become a member organisation represented by Mr. H. Goldsmith. Mr. H. Turner succeeded Mr. R. Wordley as a representative of ITCA; Mr. T. Bassett-Powell succeeded Mr. H. C. Hardy as NPA representative; Mr. P. Barnes resigned as PPA representative and was succeeded by Mr. R. Leaver. Screen Advertising Association representatives Mr. D. R. Thomas and Mr. Russell Turner were succeeded by Mr. R. Green and Mr. R. M. Portugal. Mr. L. Joseph succeeded Mr. D. Leach as representative of the British Direct Marketing Association.



Robert Wadsworth

Appendix I Product Group Breakdown (General)

Group	Cases Report								
	9	10	11	12	13	14	15	16	Total
Alcohol		3		5	3	4	6	8	29
Smoking			1		2	2	1		6
Betting				1	6	7	3	3	20
Records		1	4				1		6
Homework				1	3	3	2		9
Entertainment		1	6		5	5	2		19
Financial		6	2	2	9	3	4	3	29
Photographic		2	1	3	9	5	4	2	26
Gardening			1	1	6	1		1	10
HI-FI/Radio/TV									
Tape Recording		2	1		11	5	2	4	25
Motoring	2	4	7	2	15	12	4	2	48
Hotel/Holiday/Travel		2	5	8	14	9	11	11	60
Camping			1	1	1				3
Books		2		2			5		9
Calculators		4		2	1	3	3	2	15
Employment				4	4	6		3	17
Models/Toys				1	2	5	1	1	10
Houses/Estate Agents			1	2	5	7	3	3	21
Electrical				3					3
Bicycles					1				1
Education					3			1	4
Computer Dating					4				4
Watches					2	2		1	5
Competitions		1	3	1	4	1		2	12
Charities		2	1						3
Retailers/Services	10								10
Dry Cleaning				1					1
Aircraft			1						1
Stamps				1					1
Treatment				1					1
Coatings				1					1
Clothing		3		4	9	2	2	3	23
Decency/Taste		6	1	5	17	11	6	5	51
Miscellaneous	4		6	2	24	25	15	19	95

Product Group Breakdown (Household)

Cases Report	Appliances	Food	Bedding	Carpets	D. Glazing/Insulation	Fuel	Furniture	Windows	Cleaning	Carpentry	Soap	Decorating	Foil
9	2												
10	4	2				1	1		1				
11	8					1							
12	8	6				1	5					3	1
13	22	14	4	5	3	2	2	1	2	1	1		
14	16	7	4	2	2	2	6						
15	4	7	1	1	3	1	3	1					
16	6	5	1		3		2						
Total	70	41	10	8	11	8	19	2	3	1	1	3	1

Product Group Breakdown (Personal)

Cases Report	Cosmetics/Toiletries/Pharmaceuticals	Slimming	Hair	Hearing Aids	Bust Cream	Height Increase
9		2				
10		1				
11		1				
12						
13		8		1	1	
14		4				1
15		2	3			
16		5				
TOTAL:		23	3	5	1	1

Appendix II

Summary of ASA Complaints Received April 1975 - March 1976

Month	Total	Not Pursued				Pursued*				Already Investigated and Reported
		TV	Outside	Not	(%)	Mail Order	Non-Mail Order and	Non-Mail Order and	(%)	
		Remit	Justified		Delay	Mail Order Copy				
April	558	18	29	41	(16)	156	(28)	314	(56)	
May	328	9	41	13	(19)	96	(30)	169	(51)	
June	276	6	55	30	(33)	61	(22)	124	(45)	
July	303	2	50	23	(25)	50	(16)	178	(59)	
August	350	7	64	32	(29)	46	(13)	201	(58)	
September	353	19	52	43	(32)	43	(12)	196	(56)	1
October	417	12	44	30	(20)	54	(13)	273	(67)	4
November	356	14	42	26	(23)	79	(22)	173	(49)	22 (6%)
December	292	8	50	34	(32)	61	(21)	124	(42)	15 (5%)
January	280	8	39	32	(28)	50	(18)	99	(35)	52 (19%)
February	230	12	29	50	(39)	48	(20)	72	(31)	19 (10%)
March	343	25	25	49	(29)	76	(22)	126	(37)	42 (12%)
TOTAL	4086	140	520	403	(26)	820	(20)	2049	(50)	155 (4%)

*Includes (a) Cases where more details were requested before deciding whether to proceed further.

(b) Duplicate complaints, i.e. where more than one letter of complaint has been received about a particular advertisement.

Re-printed from Cases Report 13

The following two pages, from Cases Report No. 13 reflect both the range of matters upon which the Authority is called to adjudicate and the style in which the Reports themselves are presented. Copies of the current Cases Reports are available upon application to the Authority. A stamped addressed A4 sized envelope should be enclosed with such requests.

RONALD B HARRIS *Press*
14 Clarence Drive, Glasgow W2

Direct

Basis of Complaint: The complainant felt that the advertiser's copy giving a description of his services as a hypnotist contravened Section V 8.22.1.

Conclusion: Complaint upheld. The advertiser assured the Authority that future copy would be restricted to visiting card particulars only, in compliance with the Code.

Complainant's Home Town: Glasgow

ROOM AT THE TOP CLUB *Poster*
High Road, Ilford, IF1 1LX

Basis of Complaint: Poster featuring a caricature of the top of a busty woman was considered indecent.

Conclusion: The poster was not available for scrutiny as it appeared on only one occasion, and as it was not intended to be repeated a copy was not retained. The advertiser apologised for any offence the poster had caused and provided the ASA with a copy of the current poster which was unexceptionable.

Complainant's Home Town: Hackney

ROVEX LTD *Press*
Westwood Industrial Estate, Margate, Kent

Allardyce

Basis of Complaint: Advertisements for model trains bore the trade mark "Hornby". The complainant challenged the use of this name on the grounds that the original company have gone into liquidation, the rights to use this name should be vested only in manufacturers using original moulds.

Conclusion: The complaint was not upheld. Between 1962 and 1973 the Hornby manufacturing and marketing operation changed hands several times. In 1973 Dunbee Combex-Marx bought Rovex Ltd and acquired full rights to use of the trade mark Hornby.

Complainant's Home Town: Harwich

ROYAL LINKS CRAVAN PARK *Brochure*
Cromer, Norfolk

Basis of Complaint: Several of the amenities featured in the brochure were either not available or not as described. There was no-one in authority available.

Conclusion: Complaint upheld. The advertiser stated that the brochure was an out-of-date one sent out in error by a temporary member of staff. As a result of the complaint all remaining copies have now been destroyed. The proprietress stated that she was always available for consultation.

Complainant's Home Town: Blackburn.

RYVITA *Package*
Weston Road, Slough

French Gold Abbott Kenyon & Eckhardt

Basis of Complaint: Complainant questioned the claim "No other crispbread has fewer calories", suggesting that it was untrue as Energen and others have quite a few calories less.

Conclusion: Ryvita stated that their crispbread does have fewer calories and have analytical tests available of others and supplied formulations stating that Ryvita contains 315 calories per 100 gms. Energen contains 352.9-430.3 calories per 100 gms in their various types of crispbread. The complaint was not upheld.

Complainant's Home Town: Bangor, Co Down

SCARBOROUGH RACING DEVELOPMENTS *Press*
115 Victoria Road, Scarborough, Yorks.

Basis of Complaint: Advertisement for wide wheels did not indicate that tyres fitted to these wheels would require inner tubes. It was further claimed that the wheels were not of merchantable quality.

Conclusion: The complaint was not upheld.

It was felt reasonable that as advertising was purely in specialist media, readers would have some knowledge of the fitting required for the goods in question. The quality of the goods: the advertiser states that the set of wheels has since been sold without complaint.

Complainant's Home Town: Wakefield

SLUMBERLAND LTD
Redfern Road, Tyseley, Birmingham B11 2BN

Cogent Elliott Ltd

Basis of Complaint: An ex-radiographer suggested that x-ray photographs used in an advertisement for mattresses were not authentically presented.

Conclusion: Not upheld. Evidence was produced that the photographs were taken under the supervision of the Consultant Radiologist at a leading London Teaching Hospital, without artificial adjustment.

Complainant's Home Town: Falmouth.

SHOPERTUNITIES LTD *Press*
164 Uxbridge Road, London W12

Omnific Advertising

Basis of Complaint: The complainant challenged the advertiser's claim "Now must you pay up to £80 or more for an electronic organ?" and contended that the comparison was unsubstantiable; he also queried the offer of a "larger super de-luxe" organ, questioning its veracity.

Conclusion: Complaint upheld. The advertiser deleted the phrase in question. With regard to the de-luxe organ, the advertiser explained the difference between this and the standard model, and the Authority found the explanation acceptable.

Complainant's Home Town: York

SMA BABY FOODS (REGULAR) Pack
Wyeth Laboratories, Huntercombe Lane South,
Taplow, Bucks.

Basis of Complaint: The consumer unit of BBC Nationwide queried the claim on the cans that SMA Regular Baby Food "Matches the nourishment of mother's milk".

Conclusion: Complaint upheld. One of the ASA independent medical consultants said that the product was not equal to the nourishment of mother's milk. The advertiser has agreed that the word "matches" will be deleted and the claim will instead use the phrase "close to". This change will be implemented as soon as possible and will be included on new cans which are expected to reach retail outlets in Spring 1976.

SOLIGOR Press
Hampstalls Lane, Newcastle, Staffs.

Maisey Mukerjee Russell

Basis of Complaint: Complainant challenged "water tight replacement guarantee" claim by advertiser. In his experience this has not been honoured.

Conclusion: Complaint upheld. Advertiser explained that as the type of lens purchased by the complainant was temporarily out of stock, the complainant's lens had been repaired, rather than replaced. The advertiser had thought that this action would expedite service and had thought this was in the customer's interest.

Complainant's Home Town: Runcorn

SOUTHERN GAS Leaflet
Norwich Union House, 102/108 Above Bar, Southampton

Riggs Advertising

Basis of Complaint: The leaflet depicting the Southern Gas Glo-Worm boiler was inaccurate in the complainant's experience since his installation exposed 4 pipes and the illustration showed only two.

Conclusion: Complaint not upheld. The advertiser states "Having examined the leaflet in question, we are able to confirm that this boiler is capable of being fitted as shown in the illustrations. It is necessary however, to use the system design which we specify in our superwarmth systems utilising the pump to accelerate water circulation to the cylinder. Should this be a gravity feed, then the pipe-work would be proud of the side of the boiler.

In some particular situations, the location of the boiler may require the pipes to be run in a different way. For example, the joists of the ceiling may be in the path of a straight run."

Complainant's Home Town: Liss, Hants.

THORN LIGHTING LTD Press
Thorn House, Upper St Martin's Lane, London WC2H 9ED

Stafford Winfield Cook

Basis of Complaint: The use of a circular stamp-type symbol bearing the slogan "Saves by Science" was misleading in its close allusion to the symbol of the Government's own "Save It" campaign.

(a) By implying official links to the sales promotion, and
(b) in the unjustified use of a symbol of another advertiser.

Conclusion: The complaint was not upheld. It was not considered in any way misleading by the Copy Panel No 5, in whose opinion the advertisement's message was quite clear.

Complainant's Home Town: Glasgow

TIARA TAP TOPS Press
Warwick Mills Ltd, Queensway, Rochdale, Lancs.

Gerald Green Associates

Basis of Complaint: The complainant disputed the advertiser's description of the tap tops "acrylic and chrome". He contended that the 'chrome' consisted of vacuum metalised aluminium.

Conclusion: The complaint was upheld. The copy will be amended to read "chrome effect" or "mirror finish" on the suggestion of the advertiser.

Complainant's Home Town: Dorking, Surrey

TOOMIX LTD Press
67 Alderbrook Road, London SW12

Forbes Keir Ltd

Basis of Complaint: A member of the public questioned whether rings as advertised in a national newspaper as 'hallmarked solid sterling silver' were as described.

Conclusion: The complaint was not upheld. The rings were examined by an independent expert and found to be genuine.

Complainant's Home Town: Brighton

TOYOTA Press
320 Purley Way, Croydon

BBA Advertising & Design

Basis of Complaint: Complainant challenged claim "Free 50,000 miles or 3 year guarantee" for Toyota cars purchased from Sutherland Motor Company.

In his experience this guarantee was not honoured and he was offered a "Three months parts only - you pay for labour" guarantee.

Conclusion: Complaint upheld. The advertisement was in error and immediately withdrawn.

Complainant's Home Town: Prestatyn, Clwyd

FP Format Print Limited
138 Plumstead Common Road London SE18
Telephone 01-317 8313

Electric Belt cures hysteria, palpitations, bronchitis, gout, indigestion.

How did advertisers ever get away with monstrous claims like this?

Incredible though it may seem now, they once did.

This particular shocker appeared in the press less than a hundred years ago.

Today, advertising is controlled by the Advertising Standards Authority.

It's an independent body set up by all sides of the advertising business to make sure advertisements observe the British Code of Advertising Practice.

The Code covers advertisements appearing in the press, in the cinema, on posters, or sent through the post.

In essence it requires that advertising should be legal, decent, honest and truthful.

Your local reference library, Consumer Advice Centre, or Citizens Advice Bureau should have a copy of the Code.

Or if you send us your name and address on a postcard, we'll send you the Code's main points free.

Then if you see an advertisement you think breaks the Code, just write to us stating your complaint. Please enclose a clipping or tell us where you saw the advertisement.

We'll take it from there and let you know the outcome.

The Advertising Standards Authority Limited, 15/17 Ridgmount Street
London WC1E 7AW.

The Advertising Standards Authority ✓

