

FROM:

THE RT. HON. LORD HAILSHAM OF ST. MARYLEBONE, C.H., F.R.S., D.C.L. ✓



HOUSE OF LORDS,
LONDON SW1A 0PW

The Right Honourable
The Viscount Whitelaw, CH., MC.,
Lord President of the Council,
Privy Council Office,
Whitehall,
London, SW1A 2AT.

27 June 1986

My dear Willie.

AIDS CAMPAIGN

FULEWITTHAN

I have read Norman Fowler's letter of 24th June 1986 and the draft he envisages. ✓

Whilst I share his view that the further round of national advertising should be much on the lines of the last round, but with shorter text and simpler language, I am convinced that there must be some limit to vulgarity^x. Could they not use the literate "sexual intercourse"? If that is thought to be too narrow then why not "sexual relations" or "physical sexual practices", but not "sex" or, still worse, "having sex".!!!

I am copying this letter to the Prime Minister and to Norman Fowler, the other members of H Committee, the members of the Inter-Departmental Ministerial Group on Aids and to Sir Robert Armstrong.

yrs:

^x and illiteracy. "Sex" means that you are either male or female. It does not mean the same thing as sexual practice. Nor does "having sex" mean anything at all.

NAT HEALTH

AIDS

8/85

