



*Imperial Tobacco Canada*

L.C.F.B.	
- 3 JUL 1984	
FILE	<i>Addiction</i>
PASS	_____
COPY	_____
	_____
	_____
	_____

Law Department  
Courtenieux  
Roger S. Ackman  
Norman Montcalm

Memorandum

June 27, 1984

TO: SEE DISTRIBUTION LIST BELOW

Please find attached a copy of a letter dated June 18, 1984 from the Department of Consumer and Commercial Relations to Rothmans of Pall Mall Canada Limited concerning a possible complaint pursuant to the Business Practices Act.

In brief, it is alleged that Rothmans, "by failing to prominently state on their advertising that tobacco is highly addictive, engages in an unfair practice, as defined in Section 2(a) of the Act".

The complaint is brought by Mr. Garfield Mahood and 24 medical doctors in Ontario. The complaint is supported by an opinion of Dr. Lynn Kozlowsky and makes reference to the report of the National Institute on Drug Abuse dated September 18, 1979.

The Minister of Consumer and Commercial Relations in Ontario has not yet decided to lay a formal charge and will only do so following a legal opinion. This matter is expected to be handled as an "industry" problem.

Yours truly,

ROGER S. ACKMAN  
RSA/ld

DISTRIBUTION

Imasco  
P. Paré  
L.E. Ricard  
V. Drury

Imperial Tobacco  
J.L. Mercier  
Dr. P. Dunn  
B. Wade  
M. Descoteaux

Brown & Williamson  
E. Pebbles  
E. Kohnhorst

B.A.T (Millbank)  
Dr. L. Blackman  
M. Heath  
A. Morini

*Strobe Billows, IMC  
6/17 - send copy  
minus two mg  
w/mos 6/7  
Loving "P" -  
Pat. Dunn can  
do it.  
Special Rep William  
of CRLD 9/7  
re possible BAT  
he g. Suggs  
infor B & W  
LS.*

107337232