



Ministry of  
Consumer and  
Commercial  
Relations

Ministère de la  
Consommation  
et du  
Commerce



Business  
Practices  
Division

555 Yonge Street  
Toronto Ontario  
M7A 2H6  
416/963-0302

June 18, 1984

Rothmans of Pall Mall  
Canada Limited  
1500 Don Mills Road  
Don Mills, Ontario  
M3B 3K4

Att: James K. Strickland, Esq.  
Corporate Counsel

Dear Sirs:

Re: Complaint - Business Practices Act

Enclosed herewith is a copy of a complaint filed with this Ministry on June 11, 1984, against Rothmans of Pall Mall Canada Limited, by and on behalf of twenty-five persons resident in the Province of Ontario.

The complaint alleges breach of Section 2(a)(xiii), Business Practices Act, R.S.O. 1980, Chapter 55, which states in part "a representation using exaggeration, innuendo or ambiguity as to a material fact or failing to state a material fact if such use of failure deceives or tends to deceive". The complaint alleges there is availability of sufficient medical evidence disclosing tobacco contains addictive properties and disclosure of this fact has not been made by Rothmans of Pall Mall Canada Limited in its advertising.

The complainants have requested the Director issue a proposal under either Section 6 or Section 7 of the Act. We have not at this time formulated any conclusions as to the merits of the complaint or the applicability of the Business Practices Act and in this regard we are awaiting legal opinion from lawyers in the Ministry of the Attorney General.

Upon receipt of legal opinion I will communicate to you our intentions in respect of this complaint.

Yours very truly,

David Mitchell  
Director  
Investigation & Enforcement Branch

c1  
Encl.

107337234