

Note to: Mr B P Garraway

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From: Christopher Meakin

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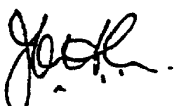
ADVERTISING BAN IN CANADA

BATUS PR department have forwarded these legislative proposals announced in Canada yesterday for comprehensive-sounding bans on cigarette advertising, sponsorship and on smoking in public places. Imasco had earlier indicated that proposals were in the offing.

Also attached is this morning's report in the Wall St Journal, and a feature article on smoking at work.

BATUS tell me that B & W lobbyists are keeping close to political developments in Washington. The Canadian moves will probably give a filip to the anti-smoking Congressmen currently pursuing a range of anti-smoking measures, although their proposals are unlikely to pass this year. Activity is greater than last year, but competing political causes - Japan, deficits, Iran/contras - are pushing smoking issues into the political background, which is where the White House is happy for them to stay.

I am seeking Imasco's assessment of the new Canadian proposals, primarily as a basis for response to any analyst/press interest.



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