

Canadian Tobacco Manufacturers Council

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December 4, 1973

Members

- Benson & Hedges Tobacco Co.
- Imperial Tobacco Products Ltd.
- Macdonald Tobacco Inc.
- Rothmans of Pall Mall Canada Ltd.

The Hon. Marc Lalonde
Minister of National Health and Welfare
Parliament Buildings
Ottawa, Canada

Dear Mr. Lalonde:

Thank you for your letter of November 2. Your decision was, as you may assume, a disappointment to us and the members of the Canadian Tobacco Manufacturers Council saw great potential in a Canadian program that would utilize the combined resources of industry, government and, perhaps, academic institutions.

Although I understand the rationale of your decision I must confess that, having given the matter considerable thought, I personally could have found a justifiable case for a positive decision -- in that 6 1/2 million Canadians do smoke and that such a large portion of the population may continue to do so. However, I do not have your responsibilities and, in my capacity as Chairman of the Council, I acknowledge that your decision is fair according to the issues as you see them.

On behalf of the industry I assure you that the decision on our research proposals in no way will affect the continuation of the kind of co-operation between the industry and your Department which has resulted in mutually acceptable accomplishments. The co-operative attitudes of your officials have contributed in no small way to enable us to proceed with measures that are positive from our point of view. In fact, we readily accept your offer of the availability of Dr. Morrison and officers of his Directorate and will contact him to arrange

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for a meeting at an early date. We believe it is desirable for us to have the technical assessment by Department officials of certain aspects of our research proposals if the industry is to proceed with a program.

Additionally, the Council hopes to arrange a meeting with Dr. Morrison on other subjects of continuing and mutual interest some time early in January.

With best personal regards, I am

Yours very truly,



Paul Paré
Chairman

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