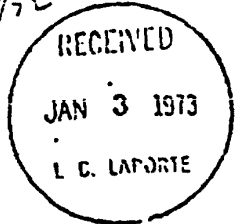


COPY FOR ...

Health and Safety ...
Canada

Post marked 10/25/72



Tunney's Pasture,
Ottawa, Ontario,
K1A 0L2.

Your file ...
Our file ...

Mr. Paul Paré,
Chairman,
Canadian Tobacco Manufacturers' Council,
P. O. Box 832,
Montreal 101, P.Q.

Dear Mr. Paré:

My colleagues and I enjoyed our recent meeting with you, Mr. Laporte, other members of the Council, and Mr. McDonald, and appreciated your willingness to participate in a frank discussion of several matters.

It is our understanding that the Council will undertake to have the warning in cigarette advertising clearly set apart from the remainder of the advertisement and of sufficient size to be readily seen, and that you will consider our requests that the words "avoid inhaling" or a similar phrase be added to the warning on packages and in advertising and that tar and nicotine figures be stated on cigarette packages.

We welcome your offer to assist in the promotion and distribution to retail tobacco outlets of display cards listing tar and nicotine contents by brand and will be in touch with you to obtain your comments and arrange a trial distribution when the card is designed. Perhaps, with your assistance, we could also arrange for smokers to obtain personal tar and nicotine lists from retailers. I should remind you that the list about to be released is based on wet tar measurement but that subsequent reports will give dry tar figures.

We also appreciate your offer of advice in setting up research laboratories. At the moment, we are giving priority to the purchase of equipment to produce smoke condensate for bio-assay and Dr. Colburn has already obtained valuable assistance from Mr. Laporte in this regard.

*new
list
done*

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The proposed research at Delhi will, of course, focus on tobacco production and is necessarily long-term. We will therefore be concerned in the short-term about tar and nicotine reductions that can be achieved through manufacturing processes utilizing currently available tobaccos.]

I believe we agreed that it would be desirable for representatives of the Council to meet periodically with officers of the Department to discuss matters of mutual concern. At our next meeting, in addition to follow-up on the above items, I suggest that we discuss goals in reducing levels of tar and nicotine and promoting consumer acceptance of less hazardous ways to smoke.

Since our meeting of December 13th I have learned that arrangements will likely be made early in the New Year for an informal meeting to exchange information among growers, manufacturers, the Department of Agriculture and this Department. This would probably be a helpful fore-runner to our next meeting, say in February or March, 1973.

Yours sincerely,

DR. A. B. MORRISON

A. B. Morrison, Ph.D.,
Assistant Deputy Minister,
Health Protection Branch.

cc: Mr. Laporte,
Executive Director,
Canadian Tobacco Manufacturers' Council.

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