

FROM: CANADIAN TOBACCO MANUFACTURERS' COUNCIL

CONTACT: Norman Macdonald, 9300
Public & Industrial Relations Limited
1808 Sherbrooke Street West
Montreal, Quebec

Handwritten initials

RECEIVED: P.M., Tuesday, Feb. 16, 1971

MONTREAL -- February 16, 1971 -- The four major Canadian cigarette manufacturers have formed the Canadian Tobacco Manufacturers Council replacing the ad hoc committee which has been representing the industry in recent years.

The council has offices in Montreal and has appointed Leo C. Laporte as the full-time executive director. Mr. Laporte is the former vice-president, research and development of Imperial Tobacco and a leading authority on tobacco science in Canada.

Members of the council are Benson & Hedges Tobacco Company, Imperial Tobacco Products Limited, Macdonald Tobacco Incorporated and Rothmans of Pall Mall Canada Limited.

These companies formed the ad hoc committee in 1963 when the industry was invited by the Minister of Health and Welfare to present its views on smoking and health at the first national conference on the subject held in Ottawa in November, 1963. Since then, the committee has directed its efforts toward support of scientific research into the implications of smoking and health and liaison with government and health authorities.

Member companies are represented on the Council by senior officers. Paul Paré, president of Imperial Tobacco Products Limited, is chairman.

110317257