

S&H file

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WESTMINSTER HOUSE, 111 WILKINSON STREET, OTTAWA, ONTARIO, CANADA K1P 1L1

GCH/CAF

27th September, 1971

TO ALL NO. 1s OF ASSOCIATED COMPANIES

SMOKING & HEALTH

1. Enclosed is a copy of the statement made by Mr. Paul Pare, in his capacity as Chairman of the Canadian Tobacco Manufacturers' Council, at a press conference held in Ottawa on September 21st 1971. Also enclosed is a copy of the revised Cigarette Advertising Code, to be effective from 1st January 1972, to which Mr. Pare's statement refers.

With reference to the last sentence of Mr. Pare's statement, it should perhaps be pointed out that there are still certain aspects in which the situations in the U.K. and the U.S.A. differ from the situation in Canada following the adoption of the revised Cigarette Advertising Code. In particular, it should be noted that maximum limits for tar and nicotine have not been voluntarily imposed by the U.K. and U.S.A. industries.

When questioned in the Canadian House of Commons on the day following the above C.T.M.C. press conference, Mr. Munro, the Health Minister, said that it was still the Government's intention to proceed with the bill banning all cigarette advertising and promotion, which had been introduced on June 10th 1971. He accepted, however, that it was unlikely that legislation could be effected in time to meet the original deadline of 1st January 1972. Details of the main provisions of this bill were set out in copies of a news release by the Canadian government, which were circulated to all No. 1s of associated companies on June 12th 1971.

2. Enclosed is a copy of a cutting from the Financial Times of 16th September, 1971, which refers to the anti-smoking T.V. Advertising Campaign being sponsored in the U.K. by the Health Education Council.

*P. H. HARRIS*

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