

STATEMENT BY PAUL PARE, CHAIRMAN OF THE CANADIAN TOBACCO  
MANUFACTURERS COUNCIL - PRESS CONFERENCE, OTTAWA,  
SEPTEMBER 21, 1971

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Gentlemen - My name is Paul Paré. I am chairman of  
the Canadian Tobacco Manufacturers Council and President  
of Imperial Tobacco Products Limited. Other members of the  
Council who are present today with me are:

Charles Lombard, President,  
Benson & Hedges Tobacco Co.

L. E. Ricard, Vice-President and  
General Manager, Imperial Tobacco  
Products Co. Ltd.

David Stewart, President,  
Macdonald Tobacco Inc.

Wilmot Tennyson, President,  
Rothmans of Pall Mall Canada Ltd.

The last time I had occasion to speak to you was on  
June 10th when the Bill with respect to cigarette advertising,  
Bill C248, was introduced in parliament.

At that time I voiced the Council's disagreement with any  
legislation and our opposition to many of the specific proposals  
in the Bill. Our position in that respect has not changed.

Also on June 10th I said that the date given for  
implementation of major provisions of the Bill was unrealistic  
and that numerous proposals needed immediate clarification.

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On the evening of June 10th I had the opportunity of a brief telephone conversation with the Minister of National Health and Welfare and reiterated the urgent need for attention to such matters as:

- a) the future of the outdoor advertising industry;
- b) the future of Canadian consumer magazines;
- c) the future of our association with and sponsorship of many cultural and sporting events

- all of which the Bill placed in jeopardy.

Since then three and a half months have gone by and we have had no clarification from the Minister or his Department despite contacts with Department officials and many attempts to see the Minister.

Most distressing is that since June 10th this industry has been in a turmoil as a result of Bill C248. Manufacturers are caught in the middle of the bind. Because the Minister has not clarified important proposals the manufacturers have been importuned by their own marketing people, by advertising agencies, by media and by cultural and sporting organizations to tell them what we would be planning to do for 1972.

In addition Canada's tobacco growers have been equally concerned about the future of their important segment of the agricultural industry in the face of proposals in Bill C248.

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The revised code brings the Canadian industry into line with the situations existing in the United Kingdom and the United States.

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A recent announcement of possible deferment of the 1st of January 1972 implementation deadline is no solution to the chaos which exists in the industry.

Faced with these concerns and especially with the urgent need for marketing planning for 1972, the four major Canadian tobacco manufacturers have revised the industry's existing voluntary cigarette advertising code.

The revised code will end cigarette advertising on radio and TV on January 1, 1972. A cautionary notice will be printed on all cigarette packages. These packages will be introduced as early as technically feasible which is about April 1972. Our decision to end radio and TV advertising will appreciably reduce industry advertising expenditures in measured media.

At the same time the revised code will allow manufacturers to support major Canadian cultural and sporting events.

We consider this is a logical step because we must provide 1972 guidelines for our marketing divisions, our agencies and the advertising media. We must also respond to the very real concerns of the tobacco growers.

We have attempted to answer to the intent of Bill C248 without placing certain segments of the business, communications and agricultural communities in jeopardy. This action does not imply any change in the industry's basic position on the smoking and health controversy which is that cigarette smoking has not been demonstrated to be the cause of any disease and that the present indictment is based essentially on statistical information.

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