

Latest on Cigarette Advertising

The Canadian Tobacco Manufacturers Council, perhaps accepting the inevitable, has stiffened its own advertising code, making it more compatible with the government's regulatory bill on cigarette advertising and admonitions introduced in June.

The prospect of the bill, now moving through Parliament, has caused "chaos," said Paul Pare, council chairman. Canada produces ninety-nine per cent of its own tobacco, and it is the country's second major agricultural export after wheat.

In order to plan the 1972 promotion campaign in the face of possible government restrictions, the industry has agreed to:

Stop all cigarette advertising in radio and television January 1.

Freeze all other advertising at the 1971 level.

End promotion of cigarettes through prizes.

Remove all brands which contain more than twenty-two milligrams of tar and 1.6 milligrams of nicotine.

Label all packages and vending machines, in both French and English: WARNING—EXCESSIVE SMOKING MAY BE HAZARDOUS TO YOUR HEALTH.

The council's code would cause the removal from the market of at least five cigarette brands: the king-sized, unfiltered Buckingham's, Pall Malls and Chesterfields; the king-sized filtered Manics; and the mentholated St. Moritz premium filters, none of which could meet the tar and nicotine requirements. It also would eliminate more than

seven million advertising dollars from radio and television. Much more of the advertising budget, estimated by government officials at a low of fifteen million and a high of twenty-five million dollars, would be spent in the sponsorship of cultural and athletic activities.

This sponsorship by cigarette companies, but not the promotion of cigarette sales, would be permitted in the government bill, and all advertising in broadcasting and in print would be prohibited.

The government would set no rigid chemical limits for cigarettes.

However, depending upon how Parliament finally approves the bill, the government might set limits with ever-increasing precision as information becomes available. Also, there are many other chemicals that might be examined as research improves.

In addition, the government bill would call for a much more stringent notice on the packages and vending machines: WARNING—DANGER TO HEALTH INCREASES WITH AMOUNT SMOKED. AVOID INHALING.

The bill would make all provisions effective January, 1972, already an obsolete date as more pressing economic measures now take precedence on the legislative calendar. Even advocates of the bill admit that its passage seems less urgent now with the adoption of the industry's improved self-discipline, but it is still given a good chance.

New Purpleback

Canada got a new ten dollar bill in November, the second in a new series introducing four colours and reintroducing Canadian Prime Ministers to the currency. The new bill is predominately purple, as was its predecessor, but features a coloured coat of arms and the first Canadian Prime Minister, Sir John A. Macdonald—the first PM on a Canadian bill since the thirties. The government issued a new green twenty dollar bill in August 1970, keeping the face of the Monarch but adding the coloured coat of arms. New engraving tech-



The Canadian Criminal Code forbids reproducing currency in any way. Sorry.

niques slightly raise some characters and thus help to foil counterfeit attempts. All the currency will have a new appearance by 1975, and three more Prime Ministers will have been added. Colours of other bills are: green (\$1, \$100 and \$1000), terracotta (\$2), blue (\$5), and orange (\$50). At some places in the United States along the border Canadian currency is accepted at face value (depending on the exchange rate), and in Canada U.S. currency is pretty well accepted throughout the country.