



Health and Welfare
Canada

Santé et Bien-être social
Canada

Health Protection
Branch

Direction générale de la
protection de la santé

OTTAWA, Ontario
K1A 1B6

November 30, 1976

55-10-7C

Mr. Humphrey Childe,
Apartment 20,
60 Stanley Avenue,
OTTAWA, Ontario.
K1M 1P6

Dear Mr. Childe:

The Minister, the Honourable Marc Lalonde, has asked me to reply to your letter of November 6, 1976 with regard to taxes on cigarettes.

While we agree wholeheartedly with your objective, experiences in this and other countries has shown that when the price of cigarettes is prohibitive or non-competitive, smuggling from sources with lower prices begins and/or smokers switch to hand-rolled cigarettes using commercial or home grown tobacco. This does not mean taxing/pricing cannot contribute along with other measures to reduce cigarette smoking. Delegates to the Third World Conference on Smoking and Health, in June 1975, recommended that consideration be given to differential taxes related to the tar and nicotine levels of the tobacco being sold. This could have the effect of encouraging smokers to choose a milder (less harmful) tobacco.

It is encouraging to read letters such as yours which present considered suggestions. We wish that more Canadians shared your concern and would speak out about this hazard to health.

Yours sincerely,

O.D. Lewis,
Consultant,
Information and Development Services
Bureau,
Non-Medical Use of Drugs Directorate.

100
YEARS OF HEALTH
PROTECTION



CONTINUED ON
REVERSE SIDE (continued)