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TOBACCO, DECEMBER 24, 1971

## Business

### Philip Morris expands

New York, N.Y.

Philip Morris Inc. has acquired an interest in Weltab S.A., a cigarette and smoking tobacco company in Brussels, Belgium.

Weltab S.A.'s cigarette brands include Vissa, Armada and D'Arcy Filter and the company distributes Philip Morris's Marlboro and Murratti Ambassador brands in Belgium

and Luxembourg.

Weltab facilities in Belgium include a cigarette production center at Ixelles, a pipe tobacco factory at Forest, a distribution center at Overijse, and a tobacco plantation in the Ardennes.

The production and distribution system at Weltab considerably strengthens Philip Morris Europe's position in Belgium and Luxembourg. Other factories of Philip Morris in Europe are located in Bergen Op Zoom and Eindhoven, Holland, and in Neuchatel and Coudret, Switzerland. Licences manufacture and market the company's cigarette brands in Austria, Finland and Italy, and contract manufacturing is accomplished in West Germany.

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### 'Ban all tobacco ads'—MP

A Liberal backbencher called for a complete ban on all forms of cigarette promotion.

Mr D. J. Hamer (Lib, Vic) told the House of Representatives that it had been proved conclusively that smoking led to not only lung cancer, but to heart disease, bronchitis and cancer of the lip and bladder.

He said a survey in Britain had shown that 10 per cent of all deaths were due to smoking in one form or another.

"There is no longer any serious doubt that smoking is a substantial health hazard," he said.

"The question is, what can we do about it?"

He said Australians had been well informed of the dangers, but the consumption of tobacco per head was still increasing.

The aim should be now to prevent young people from beginning to smoke.

An agreement not to show cigarette advertisements on television before 7.30 pm was not effective because many 13-year-olds were still awake and watching up to 9.30 pm.

The only people not seeing the advertisements were children of kindergarten age.

A ban on cigarette advertising on TV alone would not be effective.

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### Smoking Not Harmful For Some—Study

December 2, 1971

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STOCKHOLM — A report to a Swedish medical congress suggested last week that some people may be able to smoke with relatively little risk to their health.

And it suggested that a simple test could establish in childhood whether a person could tolerate the effects of smoking.

The report, by Dr. Per Camner of the Swedish Institute of Public Health, described clinical tests that suggested that tolerance of tobacco varied with the individual.

It had been found that there was a physiological mechanism that eliminated bacteriological and chemical impurities from the lungs and windpipe. The speed with which it functioned varied from person to person.

In order to smoke without deleterious consequences, it was desirable for this mechanism to function quickly. People with such a predisposition had been observed. Their metabolism rapidly eliminated the products of smoking. They could tolerate large quantities of tobacco and could be described as "born chain smokers."

Camner's report suggested that it would be possible to investigate this mechanism and predict at an early age the ability of a person to tolerate smoke and other impurities.

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The Brussels Times - Thursday, January 13, 1972

### Tobacco Expansion

Belgium will have the biggest share of the £ 7 million European expansion program of British American Tobacco Company of London. This is mostly intended for the creation of larger units, to deal with Common Market demand on a unit basis, rather than regarding it as cross-frontier exports.

The Brussels-based cigarette production in Belgium is to be trebled by 1973, taking over the cigarette production from Amsterdam, where the factory is not suitable for modernization. The Belgian company is to be re-named BAT (British American Tobacco) S.A. This is the main component of the £ 4 million development expenditure scheduled for the Belgian undertaking and will bring annual output to 9,300 million cigarettes.

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