

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 Visa, Armada and D'Arcy Filter and the company distributes Philip Morris's Marlboro and Muratti 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 Cossset, Switzerland. Licensees 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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The Brussels Times - Thursday, January 13, 1972

Tobacco Expansion

Belgium will have the biggest share of the £ 2 million European expansion program of British American Tobacco Company of London. This is mainly 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 renamed BAT (Belux) S.A. This is the main component of the £ 4 mill-

lion development expenditure scheduled for the Belgian undertaking and will bring annual output to 9,300 million cigarettes.

Practically all the rest of the development will be in the Netherlands and Switzerland. In the latter country the cigar production will be raised four-fold, to reach 300 million units a year by 1978. In the Netherlands, cigar production is already on a bigger scale, running at over 500 million a year. The production now envisaged is not definitely stated, but will be considerably increased by a new factory with 80 installed cigar machines.

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THE SYDNEY MORNING HERALD
NOVEMBER 12, 1971**'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 9.30 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

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 Cammer of the Swedish Institute of Public Health, described clinical tests that suggested that toleration 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."

Cammer'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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