



John T. McKenzie

## J. T. McKenzie Named to Benson & Hedges Sales Post

BRAMPTON, ONT. — John T. McKenzie has been appointed sales manager for Benson & Hedges (Canada) Ltd., it was announced recently by Antonio Toledo, Vice President-Marketing for this Canadian cigarette manufacturer. Benson & Hedges (Canada) Ltd. is a unit of Philip Morris International, which is, in turn, a division of Philip Morris Inc. (U. S. A.).

His long-standing, intimate family

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## New Tobacco Plant To Open in Sweden

WASHINGTON, D. C.—Swedish Tobacco Company will open a new, modern factory at Malmo, in May, American attaches report.

The plant will have a capacity for production of 800,000 cigarillos and 80,000 cigars per day, and the report pointed out that this is more than the entire daily Swedish consumption of these products, so that the total capacity will only be five-eighths utilized.

## Tobacco Destined For Sale to Iceland

WASHINGTON, D. C. — Tobacco amounting to 441,000 pounds, and totaling \$500,000 in value, is among a number of items approved for sale to Iceland under a "Food for Peace" program announced by Agriculture Department this week.—SAND.

## Report from England . . .

# British Government Plans Anti-Cigarette Campaign

By "Highlander"

"Tobacco's" Correspondent in London

The British Government, as I forecast last week, is going into the anti-smoking business in a big way, according to statements made by responsible Ministers.

First, they are going to consider the possibility of some sort of control of

tobacco advertising, now running at some £11 million a year. This was one of the recommendations of the Royal College of Physicians' report on "Smoking and Health."

We can now expect a nationwide,

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## Report from Rhodesia . . .

# Prices Rocket at Start Of 1962 Salisbury Sales

By Colin de Havilland

"Tobacco's" Correspondent in Salisbury

Salisbury is famous as the one world flue-cured market where useable tobacco can be bought at down to a penny a pound. But not on March 13. On that day the 1962 Rhodesian sales season opened with a 652,000 pound sale averaging 41½c per pound.

In brisk bidding for a typical early-

season offering of primings, lugs and nondescript, a general rise of no less than 7c per lb. on last year's opening was recorded—and the 1961 opening was itself far from gloomy. Precisely, high-grade lugs and primings averaged 10c higher, middle grades 5½c to 7c

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# Philippine Leaf Import Bill Eliminates Subsidies

MANILA, P. I. — The so-called "liberal" tobacco importation bill, backed by President Diosdado Macapagal and now being considered by the Philippine Congress, also provides for elimination of the government subsidy to tobacco growers by 1966.

Press Secretary Rufino Hechanova said tobacco importation "will be unlimited as long as the importer com-

plies with the conditions" imposed by the government.

A prospective importer must first agree to purchase four kilos of government surplus leaf for every kilo of imported Virginia tobacco and must also contribute 30 centavos (8.5 U. S. cents) to a fund of the National Science Development Board.

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# DUNNINGTON-BEACH TOBACCO CO.

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## LEAF TOBACCO

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EXPORTERS

### Anti-Tobacco Campaign On

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official "Stop Smoking" campaign. It will be aimed particularly at the young.

We are also promised the establishment of anti-smoking clinics, Ministry of Health films warning of the dangers of cigarette smoking, and possibly TV advertising on the same lines.

The impact of all this, if carried out effectively, is likely to be considerable. Hitherto, medical warnings have had little or no effect on smoking be-

cause they have not been taken up by the Government. But a full-blown Government campaign could well cause many smokers to take the medicos warnings seriously this time.

The Minister of Health himself states: "The Government does accept that this report demonstrates authoritatively and crushingly the causal connection between smoking and lung cancer and the general hazards of smok-

ing."

The campaign has already been started by the Ministry of Education in a circular to all schools, urging teachers to refrain from smoking in the presence of pupils, and to discourage youthful smokers in every way.

The Education Minister himself, however, evidently realizes that it's a hard job to frighten schoolboys about what may happen to their health in the future. So he suggests that a more effective approach might be to try to convince them that smoking is not attractive to the opposite sex, that it uses up a lot of cash that might otherwise be spent on girl friends.

He suggests, as one propaganda picture, a scene where a disconsolate youth has been dropped from his football or cricket team and a pal is saying "You know why, Tom—its all those cigarettes you smoke." This seems a new approach, and might certainly be more effective than health warnings.

So far, distributors report little difference in sales except in a few areas where retired middle-aged people live who have plenty of time to worry about their health and about every passing ache and pain.

The pipe manufacturers, however, report quite a run on pipe sales and a slight upsurge in pipe tobacco buying.

The cigarette manufacturers are still advertising, but with a tendency to emphasize whiffs and small cigars generally. One of the recommendations of the medicos was that people should turn to pipes and cigars and drop cigarettes.

The manufacturers don't expect any big impact at the moment. But what effect the coming Government campaign will have is anybody's guess.

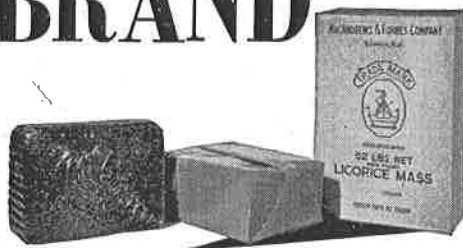
Although tobacco shares rose after the medicos report was issued, they have dropped quite a bit since the Government announcement—BAT by 2/6d, Imperial by a like amount, and Gallaher by 2/4d.

#### CHEMICAL ANALYSES

CHEMICAL ANALYSES—Tobacco and Tobacco Products for nicotine, sugar, tars, ammonia, ash and other factors. SOUTHERN TESTING & RESEARCH LABORATORIES, P.O. Box 350, 607 Park Ave., Wilson, N. C. Tel:—#237-2713. M-23

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