

P. O. BOX 6500,  
MONTREAL, P. Q., CANADA

October 8, 1975.

VA  
~~HEMAY~~  
RAC RAC  
File 46B-10

Dr. F. Haslam,  
British American Tobacco Co. Ltd.,  
Research & Development Establishment,  
38 Regent's Park Road,  
Millbrook, Southampton SO9 1PE,  
England.

13 OCT 1975

ACK. 13.10.75.

Dear Fred,

The MacDonald Tobacco Co. which as you know was recently purchased by Reynolds has launched a Canadian Vantage cigarette in several large urban markets in Quebec, Ontario etc. The brand differs from the American Vantage in that it appears to be a Virginia blend and in the type of filter which is used. We will be carrying out our usual complete analysis of the cigarettes for our own purposes but we thought you would be interested in the filter which in our experience is quite unique. I am therefore sending to you approximately 200 detached filters and separately following the usual customs procedures 200 complete cigarettes. We have also sent a set of filters to Lance Reynolds for his examination as this type of filter has not been seen on the U.S. Vantage.

As you will see the filter outwardly resembles an SCS filter but its inner construction is quite different. Our guess is that the 4 small holes in the tobacco end are heat punched on the assembler after the 4 up rod is cut in half while the hole in the mouth end is heat punched after the double cigarettes are cut into two parts. At this stage we do not know whether the 4 small holes are to permit the smoke to travel across the filter or whether they act as a blocking mechanism to produce a programmed effect. Initial tests have shown that the pressure drop of the filter increases from 3.5" to 3.65" in the first 4 puffs which is greater than that found with a normal acetate filter. The filtration efficiency is approximately 53% compared with, as I recall, 60-70% for an SCS filter.

Derry Nichols of Eastman was in my office when we first examined the filters and it was his opinion that this is a cost reduction effort on Reynolds part to avoid paying the high price

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