

TO DR. S.J. GREEN,
RESEARCH & DEVELOPMENT,
MILLBANK.

FROM DR. K.D. KILBURN.

REF KDK/JP/46C.

DATE 30th October, 1972.

REPORT NO. RD.951-R

I enclose a report by Robin Richardson on an internally ventilated cigarette. The work originated from consideration of the B. & W. "Hallmark" cigarette, where their Marketing Department had expressed interest in a cigarette giving the same smoke delivery from each puff. The internally ventilated cigarette gives a dilution effect similar to that of "Hallmark" but in a manner that is unlikely to be noticed by consumers.

If a Marketing interest still exists in a cigarette with a constant smoke delivery per puff, this design should be considered for further development, and it should be evaluated against alternative devices such as variable transmission filters. In the absence of such an interest, laboratory and engineering development work will not be worthwhile.

Some hand-made cigarettes with internal ventilation are available should you require them.

Keith

*Mr. Macintosh
Mr. V. Roberts
Mr. L. H. ...
Mr. H. ...
Mr. ...
Dr. ...*

Repts. RD 951-R covers a new design for a cigarette aimed to give a constant smoke delivery from each puff. There is no intention of going further with the expensive machinery development work necessary to put them on a production basis unless there is seen to be a market for such a product. Perhaps the N.P.C. could consider whether the - with pushing any further. We will, of course, proceed to produce the invention on a few important conditions.

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