

DCR/JM/S.I.I.

15th June 1973

Mr. Neil Gibb,  
Imperial Tobacco Products Ltd.,  
P.O. Box 6500,  
Montreal 101,  
Quebec,  
Canada.

FOR INFO

Dear Bob,

Thank you for your letter of June 11th regarding the reception which Philip Morris gave to the brief and their views about "experimenting with people". I would have thought that they had already done some experimenting in the U.S.A. with their use of reconstituted tobacco, their Mark 7 version of the RALPHINE principle and, indirectly, in the smoke exposure study they carried out for the industry (SEC-1) some years ago; the report on which was embargoed by the U.S. Lawyers Committee.

I suspect it is the <sup>explosive</sup> cytology which really worries them for the reasons advanced by Mr. Lohman, which may be a valid comment in the U.S. legal situation. But others have already done this sort of thing in other places and, it could be argued that use of a test need not mean acceptance of all the implications.

If P.M. have useful suggestions to make this can only be a good development. I shall look forward to your next letter.

With kind regards,

Yours sincerely,

D.G. FELTUS

S.G.

Dr. S.I. Green  
G.D. Hargrove

110317C15