

PO BOX 1000
MONTREAL QUEBEC

June 11, 1973

Dr. D. G. Felton
38 Regent's Park Road
Millbrook
Southampton SO9 1 PE
England

Dear Geoff,

I have received your note of June 5. Further to mine of June 4, Leo has heard from Charles Lombard (Benson & Hedges president) that Philip Morris think highly of our brief. However, they are somewhat concerned about the proposal to go into exfoliative cytology, because this could be construed as evidence of a direct link between smoking in lung cancer. I told Leo that if we are sincere in inviting medical people to participate in our program, we are in no position to dictate what tests to do. He passed this message by phone directly to Alan H. Kohn, who stated that Philip Morris do not intend to obstruct the program. However, they would like to make some suggestions as to wording of the brief. There was also some talk to the effect that Kohn might phone me but he has not done so. Leo told Kohn that we would be pleased to receive their suggestions. Lombard is to be down there this week and I expect will bring the word back by the end of the week.

Another comment from Philip Morris was that "experimenting with people" is something they would be reluctant to do in the U.S. I am confident that we shall examine their comments for constructive suggestions, but will not back away from doing what we think makes sense in Canada.

I will keep you posted.

With kind regards,

Yours sincerely,

R. M. Gibb

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