

660

P O BOX 101 P 430
MONTREAL QUEBEC H3A 1A1

April 12, 1973

RG
FOR FILING

Mr. S. J. Green,
Westminster House,
7 Millbank,
London, S.W. 1, P3JE,
England.

Dear Jim:

I have noticed in the Imperial Tobacco Group Ltd. Research Dept. Progress Report, Reference No. R-384, issued 5/2/73 under the Smoking and Health Division (B) that they have analysed 22 Canadian commercial brands of cigarettes and commented on the fact that 10 of the 22 brands exceeded the limit for tar agreed to by the Canadian Tobacco Manufacturers Council. These tests were reported apparently in L.21 dated 16/2/72 so presumably they were performed on cigarettes manufactured during 1971.

I think we should point out to them that the industry agreement to put an upper limit on tar and nicotine came into effect as of January 1, 1972 and that some brands had to be modified in order to meet the new limits. Since that date I believe all Canadian brands have met the restrictions which were self-imposed by the industry. Bristol may be interested in the enclosed copy of the latest release by the Dept. of Health and Welfare on tar and nicotine levels in cigarettes.

We should also point out to them that while the Dept. of Health and Welfare reports tar minus nicotine the maximum level imposed by the industry of 22 mg of tar is based upon tar minus nicotine and minus water, so that the Canadian Government figures do slightly exceed for some brands the 22 mg level, but still meet the industry's self-imposed limit.

With kindest regards,

Yours sincerely,

RSW
R. S. Wade,
Manager,
Research & Development

RSW/gs
encl.

110317023