

December 21, 1972

AS

Dr. D.G. Felton
 British-American Tobacco Co.
 38 Regent's Park Road
 Millbrook
 Southampton SO8 1AA

Dear Geoff,

I read with interest your letter of December 1 and accompanying comments. Bob Wade told you over the phone what he knew of Forbes' U.K. trip, and we shall keep our ears open and tell you immediately we hear of anything related to the subject matter of your letter.

Out of curiosity aroused by the claimed association between lung cancer and type of cigarette smoked, I looked up some data to see how Canada, with its flue cured cigarettes, compared with countries smoking blends. It looks as though the reported lung cancer rates for nations could be more correlated with the sophistication of medical services than anything else; but for what they are worth, comparisons between Canada, U.S., and Germany, refute the comparisons of U.K., France and U.S.

I am glad to read the recommendation in item 24 of K1490, particularly in view of the Cigarette Research Council project to re-do Passy's work. It seems to me there is enough momentum to the attack on flue cured tobacco (e.g. all the publicity for Gallia) to warrant a proper comparison by inhalation of air cured and flue cured tobaccos.

We are inclined to agree that tar and nicotine tables are misleading, but not for the reasons given by Sunday Times. Our evidence, admittedly limited in terms of number of smokers tested, suggests very strongly that smokers alter

.../2

1103170521

their puffing patterns according to the nicotine content of the smoke. It follows as a result of considerations of specific activity of condensate, that cigarettes should have a high content of nicotine relative to harmful constituents such as "tar". Similarly a smoke that can transfer to the body a substantial amount of nicotine without inhalation would be preferred. A rational index of safety would be,

Mg nicotine absorbed

per cigarette smoke inhaled

I think there are powerful reasons to investigate:

1. The puffing and inhalation patterns of smokers of air cured vs flue cured cigarettes.
2. The specific activity of condensate produced under puffing conditions actually employed by smokers of the two types of tobacco.
3. The specific activity of condensate from flue cured cigarettes, produced under puffing conditions actually employed, i.e. smoked the way a smoker smokes a high tar and nicotine cigarette, in comparison with the way he smokes a low numbers cigarette.

With kind regards,

Yours sincerely,

R
R. M. Gibb

c.c. Dr. E.J. Green
Mr. R.S. Weir
Dr. T.A. Smith

110317053