

*The volume does for some
to most often will give it
to you for future use*

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DGF/SEW/5.1.1

R.M. Gibb, Esq.,
Imperial Tobacco Products Ltd.,
PO Box 6500,
Montreal 101,
PQ, Canada.

1st December, 1972

Dear Rob,

I believe you should be made aware of some recent developments in the public area concerned with Smoking and Health, particularly as these bear directly on the proposed repeat of the Passey-Elson study to be undertaken by the CRC.

It started the day I returned to the UK with a TV programme which I did not see. I think the simplest way to bring you up to date is to enclose a copy of TRC document K1490, which summarises the current position and the back history reasonably succinctly.

A further development has been the strong rumour that the Sunday Times proposes to bring out its own tar and nicotine tables, and that these will be supplemented by tables of sugar content of tobacco. The newspaper may advise people to ignore the Government's own tar and nicotine figures as misleading and to choose their cigarettes on the basis of sugar content.

Research Director

*Refused
in Part*

It seems unlikely that this "muddying of the waters" is purely coincidental and personally I suspect that someone in the background has stimulated Elson's attack. It could be that Elson has been spurred on by an approach from Hickson and the obvious interest shown in the work by the cigar industry; perhaps the forthcoming accession of the UK to the EEC has led the French to seek some foothold in the UK market for the French black cigarette (which should enjoy a considerable price advantage in the future). A further question relates to who will be undertaking the analyses for the Sunday Times. Dr. Forbes of Waterloo carried out the one-off exercise for the Consumers Association and I am a bit suspicious in that his recent visit to the UK for a conference immediately preceded this new development.

Cigar Research

Anyway, for the immediate future, you are the only person in the overseas network whom I am informing about this and, for the time being, I would ask you to keep it confidential within ITPL. If you pick up anything which might throw light on the background, e.g. with Hickson, the CRC or Forbes, please let me know at once.

110317055

As the material is of great value to the company it is being kept confidential

As you can see, the TRC will be discussing this soon
and I will keep you informed of developments.

With kind regards,


Yours sincerely,



D.G. FELTON

Enc: K1490

cc: Dr. S.J. Green
G.C. Hargrove, Esq.



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