

Canadian Tobacco Industry

Ad Hoc Committee on Smoking and Health
P.O. 832, Montreal 161, Quebec, Telephone (514) 32-2211

Leo C. Laporte
Coordinator

January 21, 1971

Dr. W.M. Thurlbeck
Professor of Pathology
Department of Pathology
McGill University
3775 University Street
Montreal, P.Q.

Members

Benson and Hedges
(Canada) Ltd.
Imperial Tobacco
Products Ltd.
Macdonald Tobacco Inc.
Rothmans of Pall Mall
(Canada) Ltd.

Dear Dr. Thurlbeck,

Further to my letter of December 14 and your letter of November 16, 1970, I am pleased to advise that at a recent meeting of the AD HOC COMMITTEE of the Canadian Tobacco Industry, approval was given to cover your travelling expenses in an amount of approximately \$1,250, for a visit to South Africa to examine the practicality of a possible future project in connection with your research work on emphysema. As in the past, this grant would be made payable to McGill University designated for the purpose of this feasibility study. The funds are available either before or after the trip, whichever you prefer. I will await word from you on procedure.

As indicated in our letterhead, the four member companies of the AD HOC COMMITTEE are Benson & Hedges Tobacco Co., Imperial Tobacco Products Ltd, Macdonald Tobacco Inc., and Rothmans of Pall Mall Canada Ltd.

In making this feasibility study, I think the following points should be given consideration:

1. It might be important to establish whether smokers in Capetown and Johannesburg have similar smoking behaviour.
2. It would certainly appear necessary to determine smoking habits in South Africa before a comparison could be made with, for instance, Cardiff and Montreal.

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Dr. W.M. Thurlbeck
Montreal

3. On page 2, lines 11-12, in the outline of your possible project, you write, "White South Africans are the heaviest cigarette smokers in the world". It may well be important to consider that per capita purchases, or even per capita consumption, is not necessarily a precise measure of the amount of cigarette smoke reaching the lung. In other words, it could be important to investigate how cigarettes are smoked by South Africans, i.e., butt lengths, depth of inhalation, etc.

With kind regards,

Sincerely,

L.C. Laporte
L.C. Laporte.

P.S. The name Canadian Tobacco Industry Ad Hoc Committee on Smoking and Health has been changed to Canadian Tobacco Manufacturers Council, effective January 1971.

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