

B/Laing

SJG/FA

7th March, 1969.

J.D. Jones, Esq.,
Intertek Development Ltd.,
Suite 1600,
11, King Street West,
TORONTO,
Ontario.

Dear Mr. Jones,

We have read the Intertek Report Mark 3 with great interest but as you might expect, we can only agree to differ on a number of points. We believe for instance that only instantaneous rates of heating are of any significance in cigarettes. Also our actual experimental results on the effects of packing density on temperatures do not agree with those calculated by Bell/Laing. With a .006" thermocouple we would expect the temperature to read 150 deg. C. too low at high temperatures.

Contrary to the patent claims, we obtained higher puff and smoulder temperatures with both increased packing density and with the hole down the cigarette rather than reduced temperatures which is a specific claim in the patent. We do not accept the argument on lowering of phenols but we are drawing on background experience not given in our report.

We have, of course, often met the argument that comparison should be on a puff by puff basis and indeed have used it ourselves. However, Bell/Laing claim that "The only fair and meaningful comparison is that which uses the per puff approach providing that no dilution of the smoke occurs." We are quite satisfied that there is considerable dilution in the Bell/Laing cigarette and, therefore, the comparison on the basis of delivery per puff is of doubtful validity.

Personally, I have the greatest doubts about the coloured hydrocarbon hypothesis. As interesting as this

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- 2 -

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is, it is mere speculation, of course, to link the epidemiological studies of various types of smokers with such a simple measurement on smoke. On the basis of present evidence, therefore, no one could be expected to act on this speculative relationship with mortality potential.

Finally, I believe there is nothing that the Bell/Laing cigarette does which cannot be done more simply and cheaply by other means. Nevertheless, I would reiterate that we are very pleased to have had the opportunity of studying this cigarette. I believe it is a serious contribution and I would be delighted to meet you or the inventors at any time and will certainly let you know when I am next going to Canada.

With kind regards,

Yours sincerely,

S. J. ^{Er}Green

c.c. L.C. Laporte, Esq.

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