

*Copy to Mr. Green  
Dr. C. Green ✓  
Mr. Hamilton*



Imperial Tobacco Limited/Limitée

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Cable 'Cable Telimp'

June 6, 1977

*Jim  
RGT  
N.W.*

Dr. S. J. Green  
Westminster House  
7 Millbank  
London, England

S J G.  
13 JUN 1977  
ACK \_\_\_\_\_  
FILE \_\_\_\_\_

*File 463*

Dear Jim:

The attached clipping gives an example of a "social unacceptability" aspect of cigarettes that perhaps can be dealt with by R & D. I was the "cigarette manufacturer" to whom Roseman talked. I think she treated me quite fairly, but the interview made me think we ought to take the point seriously, especially since I have come across other references to fabric manufacturers diverting inquiries about flameproofing to blaming cigarettes.

*RGT  
RGT →*

Last year I wrote you about the potential of tobacco expansion processes in terms of product design, rather than simply a means to save money. We certainly haven't thought it through but perhaps you also might like to have someone consider the potential of expansion processes in the special case of low delivery brands, as an alternative to the use of fast burning paper.

Sincerely yours.

*RGT*

R. M. Gibb

enc.

GROUP R & D CENTRE  
Recd: 28 JUN 1977  
A.S. \_\_\_\_\_  
Seen by \_\_\_\_\_  
File: \_\_\_\_\_

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