PLAINTIFF'S EXHIBIT
K-964

John Anderson

Mr. S. W. Smith - Toledo

May 21, 1953

Mr. G. de Piolenc

cc: Mr. J. M. Briley - Toledo
Mr. C. L. Rowley - Toledo
Mr. Dale Kleist
Mr. James Slayter

CIGARETTE FILTERS

Dear Pat:

I have a pencil note attributed to you entitled "Cigarettes - Cancer - Filters" which was relayed to me through John Marshall Briley and Dale Kleist; I am a little perplexed by this note because I do not know whether you are simply not familiar with the work we are doing on cigarette filters or whether there is some other point which I have missed.

On the assumption that you are not familiar with the program on cigarette filters, I will outline it.

It is precisely because of the publications on the influence of smoking on cancer, particularly of the lungs, in Readers' Digest, etc., that the cigarette companies have gotten the wind up and are blossoming with filter-tip cigarettes and considerable advertising on the subject: Viceroy, Parliament, and Kent of P. Lorillard.

Mr. Slayter was approached by the President and the Director of Research of P. Lorillard late last fall on the subject of improving the present Kent by the use of Fiberglas. The present Kent uses the combination of crepe paper and veils of asbestos fiber carded with organics; the efficiency of the Kent filter, trademarked Micronite, is satisfactory; but the job efficiency of the manufacturing process is still very poor, the cost too high and the resulting cigarette is not easy enough on the draw.

We have been working with P. Lorillard since then, gradually developing filters which fulfil their requirements which include not only specific figures for tar removal, nicotine removal, and draw, but also that they be white.

I am attaching for your information a small package containing a few Kent cigarettes made on their regular machines with our filter material.

One of the basic decisions they still have to reach is whether they will or will not face the psychological hazard connected in the public's mindswith the word glass as far as their innards are concerned.

GdP:mbd

ORIGINAL SIGNED G. de PIOLENC