



CABLE ADDRESS:  
POW-HATTAN

*The American Tobacco Company*  
*150 East 42nd Street*  
*New York, N.Y. 10017*

RECEIVED

JAN 8 1965

J.B.M.

January 8, 1965

CONFIDENTIAL

Mr. John H. Hager, Coordinator  
New Products Division  
The American Tobacco Company  
Department of Research and  
Development  
P. O. Box 4160  
Richmond, Virginia 23224

Dear John:

As you know we have made our product determinations of B-2, B-2-A and N-4 for PINNACLE, BRIGHTON and COMPASS which we hope to introduce in February or early March. Time will tell as to whether we have produced and packaged a brand of potential but at this stage I wish you would convey my compliments to the New Products Division for their prompt and complete response to our needs.

I believe you are now working on two unfinished projects. First is the "L" cigarette. Second is the flavored cigarette paper. I am still keenly interested in both for possible application this year.

To these projects I would now like to add a third: a water filter cigarette. The principle of water filtration is of course well known and has been offered in such clumsy apparatuses as the Oriental Narghile and the somewhat less clumsy but still awkward Aquafilter of our own day. The problem will be to incorporate the water filter in a cigarette that is ready to be lit and smoked. After a practical means of doing this is devised, there will also be a problem of blending a suitable mixture to deliver taste through water.

With respect to the first phase of the problem, Mr. Julien McCarthy called my attention yesterday to the enclosed mouthpieces which can be made in any diameter and in any reasonable shape or length and then attached to a tobacco column with a band in the TIPTON manner. This could conceivably enclose a water capsule of some kind.

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