

The term "strength," as used in industry documents, is associated with nicotine delivery. A Philip Morris document from 1978 describes further studies being conducted by that company to systematically vary the nicotine-to-tar ratio to find the "optimal" ratio for the company's ultra low (5-7 mg) tar products.^{376f}

As early as 1965, a Brown and Williamson official reported to other Brown and Williamson executives that BATCO research was focused on "the smoking and health problem" and that:

Their approach seems to be to find ways of obtaining maximum nicotine for minimum tar. Approaches being used include:

- (a) P.E.I. treatment of filters*
- (b) Nicotine fortification of cigarette paper*
- (c) Addition of nicotine containing powders to tobacco*
- (d) Alteration of blends.³⁷⁷*

Minutes from BATCO Group Research & Development Conferences in 1967 and 1969 reflect the importance of nicotine to the industry when considering product modifications to respond to concerns about smoking and health issues. Among other things, it was recommended that:

The development of low TPM [tar], normal nicotine cigarettes should continue. In this connection, the use of filter additives, such as PEI could be helpful in rendering the nicotine more available to the smoker.

The development of a low TPM, low nicotine cigarette should be expanded. This raises the question of the level of nicotine required and the consumer study by

^{376f} Memorandum to T.S. Osdene from W.L. Dunn. Plans and Objectives-1979. December 6, 1978. In 141 Cong Rec. H7670 (daily ed. July 25, 1995).

[W]e will evaluate low delivery experimental cigarettes in the 5-7 mg FTC tar range but with nicotine levels which are discernibly higher than, equal to, and lower than the typical level expected of cigarettes in this range (which would be .53 mg).

³⁷⁷ Griffith RB. Report to the Executive Committee. With attached handwritten note. July 1, 1965. Page 2.