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INTER - OFFICE CORRESPONDENCE
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file

To: Mr. B. A. Soyars
From: R. B. Seligman
Subject: Project Gold

Date: August 6, 1971

As you well know, we are trying to bring everything together on Project Gold so that Manufacturing can begin to produce cigarettes on August 30, 1971, at the rate of 50 million/week. Packaging designs, advertising, point-of-sale and display materials are all in their last stages of finalization. Cigarette specifications, too, are being finalized, although the test market prototype won't be finalized until results from panel tests are in hand on August 25, 1971. I hope this will provide enough time for you to make the August 30 production date.

There are a few items I would like to mention just to be sure they were not overlooked and will be available when needed:

Inner Filter

Black CA tow, if charcoal is used in the test market product. Denier to be specified, as an outcome of current manufacturing trials.

Foil

Silver colored, 4-9/16" width, 0.00025" aluminum on 45 lb. tissue.

20-Pack Overwrap

Mobil's Bicolor AB-5 Polypropylene Film, 4-5/8" width.

Sample 4's

One (1) million "four-packs" (4 million cigarettes) of Marlboro 85 Red and an equal number of "four-pack" Golds will be required for test market distribution in mid-October. Regular cellophane overwrap can be used on both of these "four-packs." Hand assembly of two "four-packs" (one Red and one Gold) will be required, using a special display unit. (Sample attached.)

Additionally, large quantities of "four-packs" will be required if national distribution is forthcoming. Once you have had a chance to study the hand-assembly display unit and know the quantities of "four-packs" projected for national distribution, you will better be able to plan your manufacturing schedule for 4's. This information will be generated and sent to you shortly.

It is my understanding that once production begins, the 50 million/week rate should be maintained until further notice. Cold storage can be used, if needed. Should there be any questions on the above, please let me know.

R. B. Seligman
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RBS:bh

Att.

cc: AC Britton, NJ Treisman
EM Schaaf, FE Resnik

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