

C61-00698

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Dr. C. V. Mace
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To: Dr. R. H. Blackmore
From: S. W. Pleasants
Subject: Professional Meeting of the Analytical Division on November 27, 1961.

December 5, 1961

Those who attended the professional meeting of the Analytical Division are listed below:

Dr. A. Bavley, Chairman
Dr. R. H. Blackmore
Mr. S. W. Pleasants, Secretary
Mr. L. L. Stewart, Jr.
Mr. J. T. Butler
Mr. F. E. Resnik
Mrs. K. Sanderson

Dr. Bavley stated that the New York office attaches much importance to the C. I. Reports. He, therefore, wants to see the Report before it is put into stencilled form. A story meeting, attended by Dr. H. Wakeham, Dr. A. Bavley, Dr. C. V. Mace, Dr. R. B. Seligman, and Dr. R. H. Blackmore, will be held prior to publication of the Report to discuss the highlights and the changes that have been detected in the various brands. Dr. Bavley asked Dr. Blackmore to be prepared to summarize the Report and interpret the data at the meeting.

Mr. Butler was instructed to devise a data retrieval system so that information now on file in the office of the Analytical Division will be readily accessible. This information consists of data on work done for the Marketing and Overseas Departments, for various other groups, and for earlier C. I. Reports. If easily retrievable, the data could be used to support recommendations made in answer to requests.

Recently, Mr. Hugh Cullman wanted to know the effect that porous paper would have on the T.P.M. and nicotine delivery of Gauloises cigarettes. We have data already in our files on the effect that porous paper has had on similar cigarettes and will cite it when Mr. Cullman's request is answered. Thus, he can see the facts upon which our recommendations are based. Other data could be used in a like manner.

Dr. Bavley requested that the C. I. Group prepare trend charts for reconstituted tobacco, R.K.S., stems, and slivers. Marlboro should be compared on these charts with Winston and L & M, and Philip Morris regular should be compared with Chesterfield and

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Camels, etc. All available data (1957 to the present time) will be used in preparing the charts which are to appear in C. I. Report #34.

Dr. Bavley gave the following miscellaneous instructions:

- (1) Read the book, "How to Lie With Statistics," by Darrell Huff. It contains a chapter on charts. Dr. Bavley warned against misrepresentation in graphs. The charts should be precise and so clear that they cannot be misunderstood.
- (2) All requests from Nicolet, Milprint, A.S.R., and Polymer are to be called to Dr. Bavley's attention as soon as they are submitted.
- (3) When only one copy of a report is available, it should be given a limited distribution and kept in a locked file when not in use.
- (4) Mr. Butler is to familiarize himself with the files in the C. I. Laboratory.
- (5) The Physical Testing Project under Mr. L. L. Stewart will be expanded.
- (6) All reports leaving the Division should be clear and well written. If necessary, the aid of Mrs. Heatwole should be requested.
- (7) C. I. samples normally should have a higher priority than other samples, but this will depend upon other conditions such as who submits the samples, urgency of the work, etc.

RHB:mro

cc: Dr. H. Wakeham
Dr. C. V. Mace, Jr.

W. Stewart

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