

PHILIP MORRIS U. S. A.  
INTER-OFFICE CORRESPONDENCE  
RICHMOND, VIRGINIA

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To: . Distribution  
From: . H. G. Daniel  
Subject: . 1976 B&H, Parliament and Virginia Slims

Date: May 6, 1975

When the 1976 models for B&H 100's, Parliament, and Virginia Slims were evaluated in-house, it was felt that DAP RL would not be required from a flavor point of view for these blends. This evaluation was confirmed when each blend was tested against a November 1973 control on the RP<sup>3</sup> panel. With Marlboro requiring DAP RL, uniformity of RL production and logistics would dictate that all Philip Morris' cigarette brands contain the same type of reconstituted product.

This problem was discussed with Dr. Seligman on May 5, 1975. It was his recommendation that HTI's 8730/8731 (1976 Virginia Slims) and 3050/3051 (1976 Parliament) be remade with DAP treated RL. Benson & Hedges 100's without DAP are currently being evaluated by HTI. Benson & Hedges models with DAP will be evaluated on RP<sup>3</sup> panel.

Mr. Louis Long will coordinate cigarette making, R&D panel smoking, etc. for the three brands.

*H. G. Daniel*

HGD:fs

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