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EL file

July 21, 1966

Mr. W. S. Smith, Jr.:

We were informed today by Dr. S. O. Jones that Brown & Williamson has reduced the level of menthol in Kool Filter to around .35%. Dr. Jones indicated that it was his opinion that Brown & Williamson has been reducing the level of menthol in Kool Filter for the past month or so.

I am confident that Brown & Williamson has been engaging in product testing. They probably have been running into the same sort of results as those which we have been experiencing in our product testing. That is to say that a lower level of menthol is preferred by smokers of all brands - except female smokers of Kool.

RAB

R. A. Blevins, Jr.
Marketing Research Department

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CC: Mr. Donald E. Sell