



CABLE ADDRESS
POWRIATTAN

The American Tobacco Company

150 East 42nd Street

New York 17, N.Y. August 21, 1964

Mr. Al Kowernaster
RBD:GD

Dear Al:

In reply to your letter of August 21 concerning the request by Kay Henderson of NBC for further definition of certain points regarding the LUCKY STRIKE Charcoal Filter, this is the information which you may give her on each of the three points you mentioned:

1. Activated charcoal is created by heating charcoal in steam. This gives it great powers of adsorption. Activated charcoal in a cigarette filter adsorbs certain gasses from the smoke.
2. Flavor boosting charcoal is created by adding a flavor element to the activated charcoal. In a cigarette, the particulate or solids phase of the smoke releases the flavor element from the charcoal and imparts its taste to the smoke.
3. The added flavor element is used in conjunction with the LUCKY STRIKE tobacco blend. The specific ingredient added to the filter portion of the cigarette is highly confidential and cannot be disclosed.

Trusting that this information satisfies Miss Henderson and NBC and that our commercials will be completely acceptable.

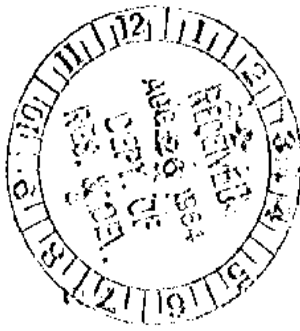
Best regards.

Sincerely,

Albert R. Stevens
Advertising Manager



cc: Mr. V. D. Hager
Mr. E. K. Heilmann
Mr. G. R. Harlan ✓
Mr. D. Howe



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