

## MEMORANDUM

*The American Tobacco Company*

A DIVISION OF AMERICAN BRANDES, INC.

DATE	February 22, 1974	<u>CONFIDENTIAL</u>
TO	Mr. R. K. Heimann, Chairman and President	
FROM	V. B. Lougee, III, Research and Development Director	
REF	Weekly Report - Product Development and Product Improvement ✓	

GENERAL

Production schedules for next week include 480,000 PALL MALL Extra Mild Box, 13 million TWIST Lemon Menthol 100's, 5 million ICEBERG 100's, 5 million CARLTON Menthol, 11 million PALL MALL Extra Mild Cup Pack, 5 million LUCKY TEN, 20 million LUCKY 100's, and 20 cases of RICHMOND BRIGHT ORANGE Pipe Tobacco.

PRODUCT DEVELOPMENT

1. Project RCL. Nothing specific to report.
- ✓ 2. Project TC. Following our conversation last Friday, a substitution of Ref. 556 cigarette paper (currently used on TAREYTON) for Ref. 553 on the demonstration Model TC-PM30 increased the "tar" delivery to 24 mg per cigarette, a practical equivalent to current PALL MALL paper. A different manufacturing approach which utilizes a conventional filter tip attachment is being explored for reproducing Model TC-PM30. Tobacco rods and PALL MALL tobacco columns are assembled with 60 mm white tipping and may offer additional flexibility to reduce tars through tip pressure drop.
3. Project ULC. Aging studies completed this week on cigarettes in Ultra C packaging indicate we have not found, at this stage, a lemon flavor suitable for an Ultra C candidate. Analytical work continues on screening flavor samples for an improvement in taste characteristics and stability.
4. Filter Cigarette Development. We received verbal confirmation from Mr. McKeever today to proceed with preparation of cigarette models for the SIR marketing research outside panel. PALL MALL Gold tobacco and cigarette specifications will be used to compare smokers reaction to white versus cork tipping. The white tipping will incorporate the blue and gold rings found on MONTCLAIR tipping.

We forwarded this week a summary of our meeting with Froehling & Robertson to consider testing SAFARI 100's Cigarettes in extreme environments.

Mr. R. K. Heimann

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5. Menthol Cigarette Development. Tests and evaluations of model cigarettes for Project UMC outside panel are complete and the cigarettes were supplied SIR on Wednesday. We anticipate complete results during the week of March 18. All input ingredients and special blend items are being checked and we are coordinating with Mr. McKeever and the Department of Manufacture to meet the marketing schedule.

PRODUCT IMPROVEMENT

Durham has initiated the transfer of SILVA THINS Menthol production to Garant high-speed making equipment utilizing the increased menthol level which compensates for the extra length of filter.

CARLTON Cigarette production next week will begin utilizing the improved reconstituted RC-TM.

PALL MALL Gold Cigarette conversion to 27 mm filters and 32 mm tipping was completed this week at Reidsville.

PACKAGING

The second SAFARI packer is being shipped from Reidsville to Durham in preparation for Project UMC. Engineering personnel are following this transfer closely in an effort to assist with the installation at Durham Branch.

SMOKING TOBACCO

Analyses of HALF AND HALF Smoking Tobacco with a reduction of deer tongue have been favorable and we have forwarded the modification with a Control to our large in-Company pipe panel.

The preparation of HERBERT TAREYTON Smoking Tobacco is on schedule and packaging commences next week.

OTHER

Process Development will make test quantities of reconstituted cigar wrap next week in which bleached pulp is utilized to improve color, taste, and strength characteristics.

*W. B. Long*

cc: (Please see page 2)

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Mr. R. K. Heimann

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cc: Mr. G. J. Schramm, Executive Vice President and Chief  
Administrative Officer - AB  
Mr. J. H. Hager, Executive Vice President  
Mr. J. B. McCarthy, Executive Vice President  
Mr. F. X. Whelan, Executive Vice President  
Mr. C. R. McKeever, Marketing Director