

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

To: Mr. J. E. Wickham  
From: ~~Elizabeth Chambers~~  
Subject: Virginia POL - 4805

Date: December 9, 1981

Requested by: A. Cantile

D1CZG = Red N4 and Black C8 = Control Merit 85 Cigarettes

D1CZH = Red C8 and Black N4 = Experimental 4 mg 85 mm Cigarettes

The experimental 4 mg 85 mm cigarettes (D1CZH) were different from the control Merit 85 cigarettes (D1CZG) in the following characteristics: tar and nicotine deliveries, puff count, total and filter RTD, static burning time, filter dilution, total reducing sugars, tobacco weight, and rod density.

The purpose of these tests is for a methodology study of different ballots. The ballot used for this POL is to determine preference differences between two different cigarettes when qualitative questions are omitted. These same cigarettes will be used for Virginia POLs 4806, 4807, and 4809.

EC:rrs

cc: Mr. T. T. Goodale  
Mr. L. F. Meyer  
Mr. J. S. Osmalov  
Mr. F. L. Daylor  
Mr. H. G. Daniel  
Mr. H. L. Spielberg  
Mr. C. Rowe  
Ms. A. Cantile  
Ms. F. West  
Mr. S. R. Wagoner

Attachment

*Elizabeth Chambers*

1000402593

VIRGINIA POL - 4805

|                                    | <u>Control</u>  | <u>Experimental</u> |
|------------------------------------|-----------------|---------------------|
|                                    | <u>Merit 85</u> | <u>4 mg 85 mm</u>   |
| IBM Code                           | D1CZG           | D1CZH               |
| <u>Smoke</u>                       |                 |                     |
| Butt Length, mm                    | 35              | 35                  |
| FTC Tar, mg/cigt.                  | 9.1             | 4.5                 |
| Nicotine, mg/cigt.                 | 0.64            | 0.40                |
| Puffs/cigt.                        | 8.2             | 7.4                 |
| Filtration Eff., %                 | 58              | 60                  |
| <u>Cigarette</u>                   |                 |                     |
| Total RTD, in. of H <sub>2</sub> O | 5.1             | 4.1                 |
| Static Burn. Time, min.            | 7.8             | 6.6                 |
| Length, mm                         | 84.3            | 84.3                |
| Circumference, mm                  | 24.9            | 24.9                |
| <u>Paper</u>                       |                 |                     |
| Additive, type                     | Cit.            | Cit.                |
| Porosity, sec.                     | 16              | 15                  |
| <u>Filter</u>                      |                 |                     |
| RTD, in. of H <sub>2</sub> O       | 4.5             | 5.0                 |
| Length, mm                         | 27.2            | 27.3                |
| Weight, g                          | 0.16            | 0.16                |
| Tipping paper length, mm           | 32              | 32                  |
| Dilution, %                        | 27              | 56                  |
| <u>Filler</u>                      |                 |                     |
| Total alkaloids, %                 | 1.66            | 1.72                |
| Total reducing sugars, %           | 5.6             | 4.4                 |
| Wt. of tob., g                     | 0.654           | 0.580               |
| Rod Density, g/cc                  | 0.232           | 0.206               |

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