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M E M O R A N D U M

The American Tobacco Company

TO Mr. R. K. Heimann
Vice President

DATE February 25, 1966

FROM J. H. Hager, Coordinator - New Products Division
Research and Development

SUBJECT Weekly Progress Report

Production schedules next week for new products include CARLTON 12 million, MONTCLAIR 25 million, HALF AND HALF FILTER 20 million, LUCKY STRIKE FILTER 80 million, PALL MALL FILTER Cup 30 to 35 million, PALL MALL FILTER Box 12 million, PALL MALL MENTHOL FILTER 15 million, TENNYSON MENTHOL FILTER 10 million, WATERFORD 25 million and Mayo's SPEARMINT BLEND 360 thousand cigarettes.

PROJECT 10 and 10

We have been informed that the final Filter model (coded 5) was given product approval. Having received this approval, all arrangements were completed yesterday for the start-up of LUCKY STRIKE 10 and 10 production in Durham.

It has been indicated that the entire initial quantity of 3,324,000 cigarettes should be in the warehouse by March 14. Therefore, we have pushed up the initial production date and will begin no later than Wednesday morning, March 2, in order to insure an adequate time cushion. All wrapping materials have arrived except for the cartons which are due Monday.

PROJECT F

With respect to the modification of LUCKY STRIKE FILTER, we are currently in the process of taking two steps. The first is to complete arrangements for development of the three taste panels planned, with the initial project being an extensive testing of the current LUCKY STRIKE FILTER versus model F-8A. Arrangements with the Medical College of Virginia for a consulting agreement were completed this week after being temporarily held up. Our second step is to fabricate new models along the line you suggested, i.e., using regular LUCKY STRIKE tobacco and a very free drawing filter in order to get the flavor through. We will be sending some cigarettes to New York next week.

PROJECT D

Preliminary indications from test runs on the prototype cigarettes made using final Project D specifications are that the cigarettes will be the slowest burning on the market. A full report with substantiating data will be forwarded next week.

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Mr. Heimann

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PROJECT NFC

On Wednesday I sent to Mr. J. B. McCarthy five cartons of a second filter model in this project for evaluation. In view of the restriction on the tobaccos that can be used in this blend, we feel that the new model is an improvement. However, we are continuing to try several approaches in pursuit of the objective of good filter cigarette taste.

ALL RC CIGARETTE

Since the recent New York meeting, we have initiated a new project set up under Dr. Leake for work on an all reconstituted tobacco cigarette. This project (Project RC) will work closely with the continuing efforts being carried out by the Process Development Division to improve the nature and character of our standard reconstituted product. However, in addition, the New Products project will approach the all RC cigarette in an independent fashion from several angles.

Work on an ersatz (non-tobacco) cigarette will be carried out as a long range project (Project E). This work is being set up separately in the Physical Chemistry Section under Mr. Osborne.

SMOKING TOBACCO

On Wednesday I sent to Mr. J. B. McCarthy 12 pouches of a final blend designated H&H C-A. This aromatic tobacco model is the result of the New York evaluation of the original blends and the completion of the laboratory investigation of cherry flavorings. This sample should be representative of the best flavoring available for use with HALF AND HALF tobacco at the desired level of flavor and aroma.

John H. Hager

JHH:jtb

cc: Mr. J. G. Hager, Jr., Vice President, Cigarette and Tobacco Manufacture
Mr. J. B. McCarthy, Director of Manufacturing and Leaf
Mr. H. G. French, Assistant Manufacturing and Leaf Director
Dr. W. R. Harlan, Managing Director, Research and Development
Mr. E. S. Harlow, Assistant Managing Director, Research and Development