

## M E M O R A N D U M

*The American Tobacco Company*  
A DIVISION OF AMERICAN BRANDS, INC.

DATE	February 14, 1974	CONFIDENTIAL
TO	Mr. V. B. Lougee, III	
FROM	R. M. Irby, Jr.	
REF	Weekly Report - Product Development and Product Improvement	

PRODUCT DEVELOPMENT

1. Project RCL. We expect to be in a position to make an RC-TM run at PDL within two weeks to test our laboratory results on sheet strength and absorbency improvements.

Analysis has been completed on the consistency of effluent for two consecutive five-day weeks at Hanmer. We are currently setting up to check one full day shift in detail.

We are working with Hanmer Division on the evaluation and testing procedures for the extract which will be concentrated by the reverse osmosis which will be installed in the next two months. This unit will concentrate the dilute extract from approximately 7% to 17%.

2. Project TC. We are currently making and will evaluate a PALL MALL blend in which the oriental blend portion has been removed.

We have made and are evaluating stem (PDL) filters for the TC project.

We are evaluating Compound W as a potential additive for taste

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and impact improvement for TC-13A model cigarette.

Cigarettes with white overwrap packed in white labels have been received and evaluated. Tar values are within the 20 mg target and, as expected, the per puff values are identical to our regular PALL MALL Red. A line on the tipping may be necessary to prevent smoking into the tipping zone.

3. Project ULC. Our forced aging tests with Ultra C and conventional cup packs continue (14-18 days). Aroma is still detectable in the cup packs (slight taste). Aroma is much stronger as expected in the Ultra C. Taste is still considered undesirable.

*and Ultra C*  
TWIST plus flavor in cup pack<sup>and Ultra C</sup> have only been aged for five days (forced) and it is therefore too early to make any judgement.

4. Filter Cigarette Development. We are attempting to determine what course of action we could take if cellulose acetate and/or paper became a critical supply item. Wool, cotton, rayon, etc.? Some work is being done to devise an adhesive for NWA rods and tipping paper.
5. Menthol Cigarette Development. Model UMC 6A is being made today in Durham. Regular TWIST Cigarettes are also being made as the companion cigarette for outside paneling. The cigarettes will be aged through next Thursday prior to being sent to SIR. All laboratory evaluation and tests will be made to ensure specifications are met.

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PRODUCT IMPROVEMENT

Work on stems is in full force. Taste evaluations of the PDL-S stem indicate a standoff with WES-S. The SE, M, and ME are currently being evaluated. The PDL-M and ME should be especially interesting since the mixed extract is applied to both the bright and burley substrate. A small amount of bright stem is available for taste evaluation in which cigarette dust extract has replaced the stem extract.

Stems will be processed at the Bauer Development Laboratory in Springfield next Monday and Tuesday.

We anticipate that we should be able to make a firm recommendation with regard to future stem processing within the next four to six weeks.

