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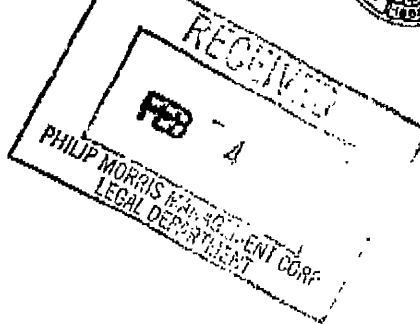
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James Schardt
Assistant General Counsel
Philip Morris
PO Box 26583
Richmond, VA 23261-6583



DEPARTMENT OF PSYCHIATRY AND
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LOS ANGELES, CALIFORNIA 90024-1759

Dear Mr. Schardt:

I enjoyed talking with you today about NEXT cigarettes. I would be pleased if you could send me a small supply of them for research. I have been working on psychological aspects of cigarette smoking and tobacco use for about 30 years and have always been interested in the role of nicotine in smoking. You may appreciate the paper I enclosed entitled "The Beneficial Effects of Nicotine."

We have been focussing on the rewarding aspects of smoking- particularly effects on cognition and perception. I will be using the new functional magnetic resonance facility at UCLA to examine brain functions following the smoking of different types of cigarettes. In the past we have worked with 4A1 cigarettes from the University of Kentucky which deliver only 0.17 mg/nicotine per cigarette and 31.4mg tar. However, smokers dislike these cigarettes since their flavor is not particularly pleasant. I am sure that NEXT cigarettes would be much more acceptable and comparable with typical cigarettes such as Marlboros. I would be grateful if you could help me procure a supply of NEXT cigarettes.

Sincerely,

Murray E. Jarvik, M.D., Ph.D.
Professor of Psychiatry, UCLA
and
Chief, Psychopharmacology Unit
West Los Angeles Veterans Affairs Medical Center