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M E M O R A N D U M

The American Tobacco Company

TO Mr. R. K. Heimann
Executive Vice President

DATE July 15, 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 20 million, HALF AND HALF FILTER 15 to 20 million, LUCKY STRIKE FILTER 70 million, LUCKY STRIKE MENTHOL 35 million, PALL MALL FILTER Cup 160 million, TENNYSON MENTHOL 1 million and BULL DURHAM Extra Size 2 million, 400 thousand cigarettes.

LUCKY STRIKE FILTER

We have prepared a model F-11 1/2 as a candidate to be the transitional model between the current LUCKY STRIKE FILTER cigarette and model F-11, which is now being product tested by Politz. This transitional model is a compromise between the two in taste and in strength. We will be sending some of these cigarettes to New York on Monday for your evaluation, and we are prepared to arrange for production of the 11 1/2 cigarette as LUCKY STRIKE FILTER for marketing in a test area, should this be the decision.

Also, this week we prepared the two new models, one with SWEET CAPORAL blend (F-13) and one with BULL DURHAM blend (F-14). A sample of these cigarettes will be forwarded on Monday to Mr. McKeever, and we are currently awaiting instructions and details concerning the second Alfred Politz product test which you mentioned in your letter.

WATERFORD

Full effort is being exerted with the following methods on an experimental basis in the interest of producing a cooler smoke in a modified WATERFORD cigarette:

- (1) Menthol at a low concentration in the blend to give a subliminal effect in the smoke
- (2) Encapsulated alcohol and water mixture to give an evaporative effect. These capsules would replace the water capsules.
- (3) Using materials with a negative heat of solution as a coating on the tipping paper. This is a possibility in producing a cooling sensation.

The model WATERFORD cigarettes mentioned in last week's Progress Report and which fit in category (1) above will be forwarded late next week. Our interest is in better taste and a cooler taste.

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HALF AND HALF FILTER

In the modification work on HALF AND HALF we are close to a final model for presentation. Our objective is to reduce the strength of the smoke 15 to 20%, while preserving the unique character of the cigarette. Our position is that we can submit a taste model almost immediately now that we have arrived at a good combination of holes (about 6 to 10 tiny holes not obvious to the naked eye) and porous plug wrap to give the desired air dilution effect. Also, we can now give specifications to Hermetite so they can proceed on a preliminary basis.

PROJECT RTC

As a result of a meeting between Mr. J. B. McCarthy and Mr. McKeever, we are making up a new model. This design will utilize a 10 mm white connecting band between the tobacco column and the filter segment, which will be wrapped in tipping paper. The new samples and some requested variations with print on the band will be prepared and forwarded as soon as possible.

PROJECT T & T

Recently an aging and migration study was conducted with ten TAREYTON and ten TENNYSON MENTHOL cigarettes packaged in the same twin shell flat box. Preliminary results are favorable, i.e., no panelists detected menthol in the non-mentholated cigarettes after the aging period, and the smoke analysis showed no significant amount of menthol. This was the first test we have conducted with these two particular brands (one activated charcoal tip) packaged in this manner. It is my understanding from Manufacturing that work is proceeding on preparations to convert a twin packer to 85 mm.

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, Director of Manufacturing
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