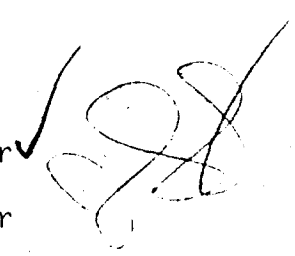


*Lorillard*

MEMORANDUM

August 27, 1975

TO: Walter Lancaster ✓   
FROM: Janice Strickler  
SUBJECT: An Exploratory Study "Menthol Smokers Perceptions  
of Irritation From Cigarettes." MRD #5546/2775A

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Attached is a copy of Shoi Dickinson's final report re: new product development of Menthol/low irritation concept.

J.L.S.

JLS/lm  
cc

B. Doyle  
G. Flinn  
R. Goyette  
M. A. Kayiatos  
D. Smith  
C. Toti  
B. Vila (MCA)  
Dr. A. Spears (Greensboro)

Route (1) and file

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