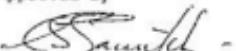


PROJECT INITIATION FORM

PROJECT CODE PNRM DATE April 30, 1985  
PROJECT NAME PALL MALL Regular Menthol  
PROJECT LEADER J. F. Anders  
WORK REQUESTED BY R. S. Sprinkle, III  
PROJECT OBJECTIVE To develop a nonfilter menthol cigarette  
delivering 21-24 mg "tar" as a menthol  
companion to PALL MALL Famous Cigarettes.  
Cigarette dimensions: 84 x 24.9 mm circum-  
ference.  
OTHER PERSONNEL  
ASSIGNED E. P. Barbee

Approved by

  
R. S. Sprinkle, III

cc: RSS  
RDC  
PILC  
PRC  
BMC  
Records  
Project Leader  
Other Personnel Assigned

ATX02 0226607