

PROJECT INITIATION FORM

PROJECT CODE PNRM DATE April 30, 1985

PROJECT NAME PALL MALL Regular Menthol

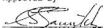
PROJECT LEADER J. F. Anders

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
PHL
PRC
BNC
Records
Project Leader
Other Personnel Assigned

ATX02 0226607