

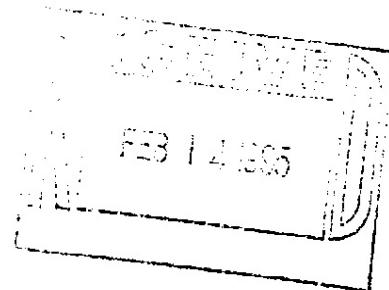
HARVARD MEDICAL SCHOOL

Raif S. Geha, M.D.
Prince Turki bin Abdul Aziz Al-Saud
Professor of Pediatrics
Harvard Medical School
Chief, Division of Immunology
Children's Hospital



Children's Hospital
300 Longwood Avenue
Boston, Massachusetts 02115-5747
Telephone: (617) 735-7602
Fax: (617) 735-8205

February 10, 1995



Arthur D. Eisenberg, Ph.D.
Associate Research Director
The Council for Tobacco Research - U.S.A., Inc.
900 Third Avenue
New York, New York 10022

Dear Dr. Eisenberg:

Please find enclosed a preliminary application for a grant from the Council for Tobacco Research.

Principal Investigator: Raif S. Geha, M.D.
Prince Turki Al-Saud Professor of Pediatrics/Immunology
Harvard Medical School

Title of Project: Structural and functional analysis of a novel Fas associated protein (FAP)

Telephone Number: (617) 735-7603

Duration of Project: Three years

Estimated First Year Annual Direct Costs: \$80,000

I look forward to hear from you.

Sincerely,

Raif S. Geha, M.D.



PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017-5592 TELEPHONE (212) 680-5000

February 17, 1993

Mr. Christopher J. Ferraro
Vice President, Marketing
Entertainment Marketing, Inc.
350 W. Hubbard Street
Suite 430
Chicago, Illinois 60610

Re: Agreement Dated as of August 3, 1992

Dear Mr. Ferraro:

In confirmation of our discussions and in accordance with Paragraph 14(e) of the Agreement dated as of the 3rd day of August, 1992 (the "Agreement") between Entertainment Marketing, Inc. ("Entertainment") and Philip Morris Incorporated ("Philip Morris"), which was amended by letter dated January 11, 1993, Entertainment and Philip Morris agree to further amend the Agreement as follows as of the 12th day of February, 1993:

Paragraph 1(a) of the Agreement is amended to add Events in the following Markets during the time periods indicated:

| | |
|------------------------------|-----------------------------|
| Daytona Beach, Florida | - March 5 - 21, 1993 |
| South Padre Island, Texas | - March 5 - 26, 1993 |
| Panama City, Florida | - March 26 - April 18, 1993 |
| Myrtle Beach, South Carolina | - April 3 - 18, 1993 |

The last sentence of Subparagraph 1(a) of the Agreement is deleted and the following sentence is substituted therefor:

Entertainment will provide a total of 24,565 man-hours of merchandising services in the Markets.

2041020918

Mr. Christopher J. Ferraro
February 17, 1993
Page 2

The first subparagraph of Paragraph 3 of the Agreement is deleted and the following new first subparagraph of Paragraph 3 is substituted therefor:

3. Payment. In consideration for the services rendered and expenses incurred by Entertainment hereunder, Philip Morris will pay Entertainment \$442,605. Philip Morris will pay Entertainment \$51,260 on August 15, 1992; \$38,760 on September 15, 1992; \$38,760 on October 15, 1992; \$38,760 on November 15, 1992; \$51,260 on December 31, 1992; \$42,500 on February 28, 1993 and a final payment of \$181,305 within ten days of Entertainment's complete performance to the reasonable satisfaction of Philip Morris; each payment will be made upon submission of an invoice.

The second subparagraph of Paragraph 3 of the Agreement is deleted and the following new second subparagraph of Paragraph 3 is substituted therefor:

If the total man hours of merchandising services actually performed by Entertainment is less than the 24,565 required by the Agreement, Philip Morris will deduct \$17 per hour for the difference between the number of man-hours of merchandising services actually performed by Entertainment and 24,565. The amount of the deduction will be subtracted from the final payment due Entertainment. If the amount of the deduction exceeds the amount of the final payment, Entertainment will refund the excess to Philip Morris.

Paragraph 4 of the Agreement is deleted and the following new Paragraph 4 is substituted therefor:

Philip Morris will reimburse Entertainment for reasonable, competitively priced expenses incurred in providing services in accordance with the Revised Operating Budget attached as Exhibit C to the Agreement. Total expenses hereunder will not exceed \$184,720. Expenses in excess of \$25 must be submitted with receipts. Expenses in excess of \$250 that are not included in Exhibit C must be approved in advance, in writing by Philip Morris. Philip Morris will reimburse expenses within thirty days of Philip Morris' receipt of an itemized invoice with receipts.

2041020919

Mr. Christopher J. Ferraro
February 17, 1993
Page 3

The first sentence of Paragraph 5 of the Agreement is deleted and the following new first sentence of Paragraph 5 is substituted therefor:

The term of the Agreement will commence on August 1, 1992 and will continue through the later of May 31, 1993 or complete performance to the reasonable satisfaction of Philip Morris.

Exhibit C of the Agreement is deleted and the attached Revised Exhibit C is substituted therefor.

The remaining terms and conditions of the Agreement will remain in full force and effect.

It is understood and agreed that all amounts due Entertainment under the Agreement as of the date hereof have been paid.

If you agree with and consent to the foregoing, please sign and return both copies of this letter.

Sincerely,

Philip Morris Incorporated

By: Christopher J. Ferraro

ACCEPTED AND AGREED:

ENTERTAINMENT MARKETING, INC.

By: Christopher J. Ferraro
Title: Vice President

2041020920

JANICE E. JARRETT

December 12, 1994

To: Mr. B. A. Hammond

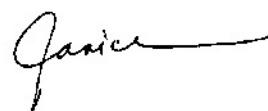
Re: **1994 Merchandising Operations Budget**

The attached report has been updated to reflect actual payments through month-end November 1994.

Please do not hesitate to contact me with questions and/or concerns.

Many thanks.

cc: V. Druehl
S. Lamont-Spencer
M. McCampbell (FYI)
J. Powers
G. Touger
J. Vyse



634130291

Lorillard

LORILLARD, INC. • ONE PARK AVENUE, NEW YORK, N.Y. 10016-5895 • (212) 545-3000

October 18, 1989

Mr. Jeffrey Bleustein
Vice President
Harley-Davidson
3700 W. Juneau Avenue
P.O. Box 653
Milwaukee, WI 53201

RE: Harley-Davidson - POS Material

Dear Mr. Bleustein:

Enclosed for your files are stats of the point-of-sale material we will produce for a sports bag promotion for Harley-Davidson cigarettes.

Also included are stats of advertising being used in our test markets. The attached list matches creative to the market, advertising vehicle and insertion date for these stats.

Sincerely,



Constance Fassuliotis

Attachment

/ec

cc: R. Goldbrenner
~~V. Lindsley~~
A. Pasheluk
T. Mau
G. Telford

93299270

| <u>CREATIVE</u> | <u>MARKET</u> | <u>ADVERTISING VEHICLE</u> | <u>DATE</u> |
|-----------------------------------|-------------------------------------|----------------------------|-------------|
| MAIL BOX (GENERIC PRICE) | ARKANSAS | NEWSPAPER | 10/30/89 |
| BEACH (GENERIC PRICE) | ARKANSAS | SUNDAY SUPPLEMENT | 11/5/89 |
| EAGLE | INDIANA | SUNDAY SUPPLEMENT | 11/5/89 |
| EAGLE (NEW GENERIC PRICE) | INDIANA | NEWSPAPER | 10/30/89 |
| EAGLE (NEW LOW PRICE) | INDIANA MARKETS | OOH | 12/89-1/90 |
| RED FACES | ARKANSAS MARKETS | OOH | 1/90 |
| BEACH | PORLAND, OREGONIAN | SUNDAY SUPPLEMENT | 11/5/89 |
| MAIL BOX | PORLAND & EUGENE | NEWSPAPER | 10/30/89 |
| BEACH | OREGON, EUGENE REGISTER GUARD | SUNDAY SUPPLEMENT | 11/15.89 |
| GIRL GUY HEAD-ON | ARKANSAS MARKETS | OOH | 1/89-12/89 |
| GIRL GUY HEAD-ON REG. & LIGHTS | OREGON MARKETS | SUNDAY SUPPLEMENT | 1/89-12/89 |
| "CORVETTE" | PORLAND, OREGON | SUNDAY SUPPLEMENT | 11/26/89 |
| "CORVETTE" | EUGENE, OREGON | SUNDAY SUPPLEMENT | 11/26/89 |
| "CORVETTE" | ARKANSAS MARKETS | SUNDAY SUPPLEMENT | 11/26/89 |
| "BEACH - LOW PRICE" | ARKANSAS | NEWSPAPER | 11/20 |
| "BEACH" | OREGON MARKETS | NEWSPAPER | 11/20 |

C.F./ec
October 18, 1989

93299271



BROWN & WILLIAMSON TOBACCO CORPORATION

1500 Brown & Williamson Place
Louisville, Kentucky 40212

November 19, 1984

Dr. M. J. Hardwick
British American Tobacco Company, Ltd.
Group Research & Development Centre
Regent's Park Road
Millbrook
Southampton, England S09 1PE

Dear Dr. Hardwick:

I recently read the document TM.84/10/035 "Computer Model to Predict Cigarette Physical Properties" by N. Boham. We believe that this program would be very helpful here at B&W.

We would appreciate it if you would send us a program listing and/or a 5 1/4" floppy disk containing the program. It would be ideal if we could have disks in both APPLE and PET formats, but if this is not possible the APPLE format is preferred. Thank you very much.

Sincerely,

Kelley St. Charles

Dr. F. K. St. Charles

FKS/sek/325

0500m

cc: Mr. E. E. Kohnhorst

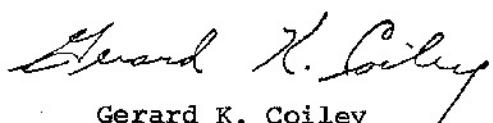
620348785

June 19, 1974

To All Directors of American Brands, Inc.,
Officers, Heads of Departments, Managers
and Office Managers of Branches and
Leaf Departments and others concerned

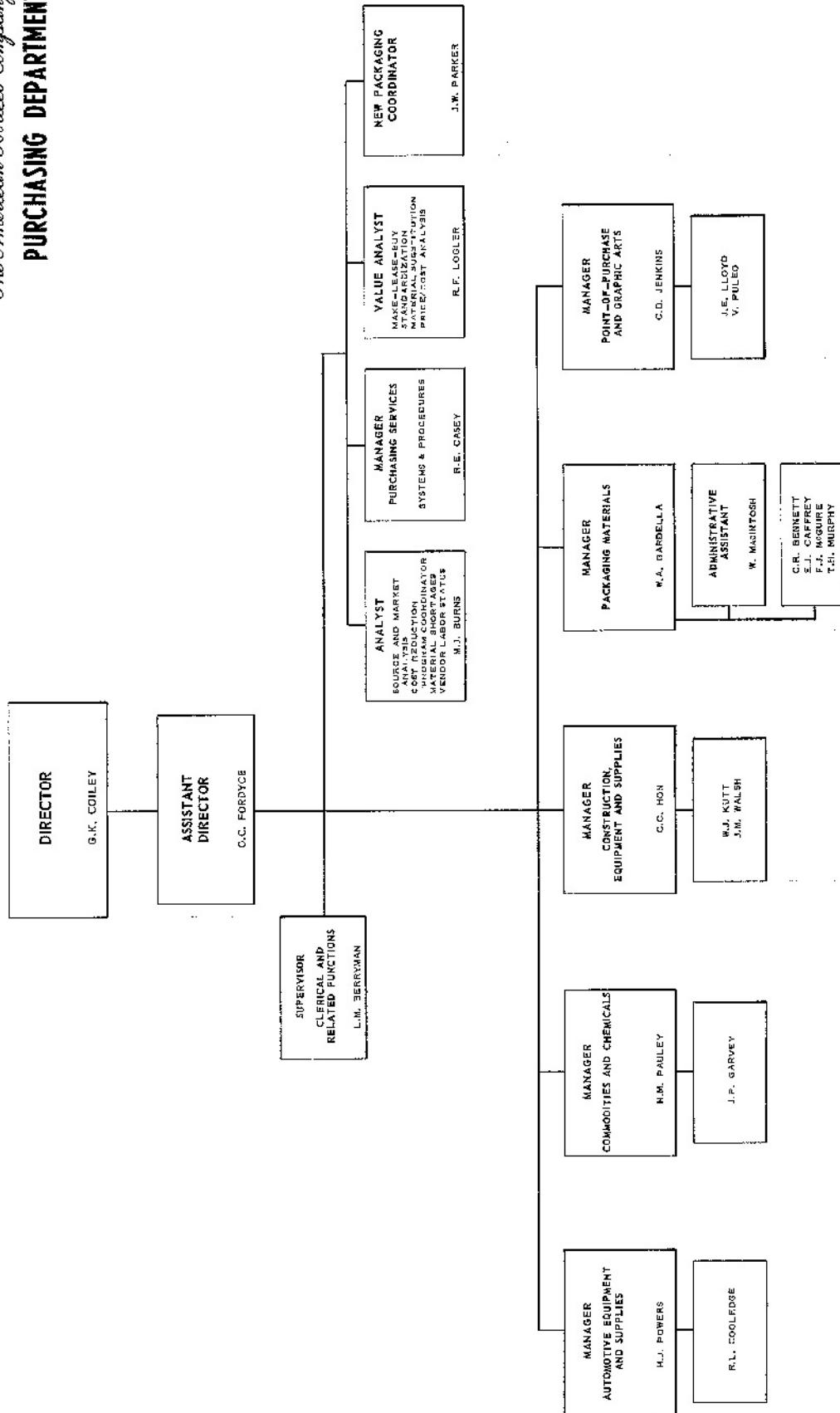
Attached for your information is a revised Organization Chart
of the Purchasing Department.

Attachment



Gerard K. Coiley
Purchasing Director

The American Drapeau Company
PURCHASING DEPARTMENT





PHILIP MORRIS

MANAGEMENT CORP.

800 WESTCHESTER AVENUE, RYE BROOK, N.Y. 10573-1301 · TELEPHONE (914) 335-5000

February 5, 1991

ITT Hartford
P.O. Box 2945
Phoenix, AZ 85062

Re: Philip Morris USA/Richmond
Products Liability Claim
Claimant Name: Mable M. Wickizer
Brand: Virginia Slims
Location Code No.: C8100
Loss Date: 1/5/91

Dear Sir:

I've enclosed correspondence from Mable M. Wickizer, informing us that she experienced a problem with our Virginia Slims cigarettes.

Ms. Wickizer alleges that the tip of the cigarette fell off burning her caftan and carpet.

Please contact Ms. Wickizer immediately to determine the circumstances involved in this incident. Your authority limit for products claims is \$500.00.

When corresponding with this office, please include your claim number and the claimant's name.

Very truly yours,

PHILIP MORRIS MANAGEMENT CORP.

Ellen Dimech

Ellen Dimech
Claims Coordinator

cc: Sue Strausser
David Curle - Ms. Wickizer indicates that she forwarded the pack to us. Please let me have the results of the analysis.

2063269126

JOHN LORD O'BRIAN
KELLY W. ELLISON
THOMAS AUSTERN
HOWARD C. WESTWOOD
CHARLES A. HORNBY
JOEL BARLOW
DONALD HISE
J. HARRY COVINGTON
W. CROSBY ROPER, JR.
JAMES H. MCGLOTHLIN
ERNEST W. TRENED
BTANES C. THOMAS
JAMES C. MCKAY
JOHN W. DOUGLAS
HAMILTON CAROTHERS
JEROME ACKERMAN
HENRY F. BAILEY
JOHN H. SCHAFER
ALFRED H. MOSES
JOHN LEMOYNE ELLICOTT
R. EDWARD DUNKELBERGER, JR.

DEAN D. ACHESON
JOHN G. LAYLIN
FONTAINE C. DRADLEY
EDWARD BURLING, JR.
DERHARD A. GESELL
HUGH B. COX
W. GRAHAM CLAYTON, JR.
JOHN T. BAPIENZA
NESTOR S. FOLET
DONALD J. GRADY
HARRY L. SCHNEIDERMAN
DON V. HARRIS, JR.
WILLIAM STANLEY, JR.
WEAVER W. DUNNAN
J. RANDOLPH WILSON
ROBERTS D. OWEN
EDGAR F. CZARNA, JR.
WILLIAM H. ALLEN
DAVID E. ISBELL
JOHN E. JONES, JR.
PHILIP R. STANSBURY

COVINGTON & BURLING
UNION TRUST BUILDING
WASHINGTON, D.C. 20008
REPUBLIC 7-5900

August 1, 1967

Chemical Research and
Development Corporation
515 Madison Avenue
New York, New York 10022

Gentlemen:

On behalf of each of the nine cigarette manufacturing companies, listed below, I have been authorized to present for your prompt consideration a proposal for an independent, comprehensive scientific testing and evaluation of the fuel additive composition for cigarette tobacco called "Chemosol" to which you have informed us your Corporation owns the rights upon which you have one or more issued United States patents or pending United States patent applications.

The proposal in this letter has been developed following the visit of the several tobacco company research scientists to the laboratory of the High Tor Foundation, Inc., on July 20, 1967.

While it is the position of these companies that there is no scientifically established relationship between the testing of mice (and in particular by the subcutaneous injection of condensates in mice), and smoking and health, or any scientifically demonstrated significance in the results of animal testing as related to human smoking, they believe that it would be useful promptly to develop and carry out a program for an independent and extensive scientific testing of the "Chemosol" composition and the process utilizing it for addition to cigarette tobacco, including the replication of the work of Dr. Perry V. Hudson and his colleagues.

Chemical Research and
Development Corporation
Page Two
August 1, 1967

The companies are therefore willing to underwrite the costs of that proposed independent testing program.

We are therefore proposing the following specific program to protect whatever interests the Chemical Research and Development Corporation, Dr. Hudson, or others associated with you may have, as well as the interests of the public and the industry.

1. The Hazleton Laboratories of Falls Church, Virginia, an independent scientific testing agency of acknowledged competence and repute, is to be employed as the testing agency. An adequate protocol covering testing methodology, sample size, the use of control cigarettes, the determination of any potential toxicity, and any organoleptic testing to be included will be prepared by the scientific research representatives of the participating cigarette manufacturing companies.

2. The Chemical Research and Development Corporation would undertake, upon receiving adequate assurance against any disclosure of any confidential information as to the composition or character of the "Chemosol" fuel additive, to furnish all necessary quantities of "Chemosol" for the preparation of test cigarettes. The cigarette manufacturing companies will, in turn, undertake to assist in making available the most modern developed cigarette smoking machines and other needed testing equipment.

3. The participating companies will pay and share, in accordance with a formula to be determined among themselves, the full costs of the testing program. The contract with Hazleton Laboratories is to be with the participating cigarette manufacturing companies.

Chemical Research and
Development Corporation
Page Three
August 1, 1967

4. The Chemical Research and Development Corporation, Dr. Hudson, and all others having any rights in the "Chemosol" composition or process, will undertake to make available to any cigarette manufacturing company so requesting, upon mutually agreeable terms, whatever rights, if any, they have in that composition or process, and will further undertake to accord to each applying cigarette manufacturer terms and conditions as favorable as those previously given or thereafter given to any other cigarette company, whether or not a participant in the program here proposed.

5. This program envisages and it is to be understood that the Chemical Research and Development Corporation and Dr. Hudson will be entering into the proposed program voluntarily and that no confidential relation is to be established by the program between the Chemical Research and Development Corporation, Dr. Hudson, or anyone associated with them, and any participating cigarette manufacturing company. No compensation is to be paid to anyone other than to the Hazleton Laboratories in accordance with the contract to be entered into with that testing organization. If any cigarette manufacturing company determines not to make any application for the "Chemosol" composition development, then the rights, if any, of the Chemical Research and Development Corporation, Dr. Hudson, or any other person owning any rights in such development, shall depend entirely upon the validity and scope of any patent claim obtained in an issued United States patent, or upon any other lawful rights any such person may now possess. The proposed program shall neither increase nor diminish any existing lawful right of any party. The Hazleton Laboratories are to be authorized to furnish to each of the participating cigarette manufacturing companies the results of the testing program, other than confidential data as to the composition of the "Chemosol" fuel additive.

Chemical Research and
Development Corporation
Page Four
August 1, 1967

We believe that the prompt implementation
of this proposal would be in the public interest and
that of all parties concerned and warrants your prompt
consideration.

Very truly yours,



On behalf of:

The American Tobacco Company

Brown & Williamson Tobacco Corporation

Larus and Brother Company, Incorporated

Liggett & Myers Tobacco Company

P. Lorillard Company

Philip Morris Incorporated

R. J. Reynolds Tobacco Company

Stephano Brothers

United States Tobacco Company

January 2, 1980

Marketing Research Report #79-1433; Mfg. #2775

Brand Management Perspective

To: Messrs. G. H. Long
G. B. Whitaker
C. G. Tompson
D. W. Grout



Messrs. A. H. Laurene
J. B. Stuart
N. W. Glover
C. C. Standen

Re: SALEM 100's Competitive Product Test

In June, 1979, SALEM 100's 19 mg was competitively tested against Kool 100's. Relative to established action standards, results indicate that:

| Action Standards | Overall Ratings |
|---|---|
| <u>Higher</u> overall rating vs. Kool 100's among | |
| • SALEM 100's smokers • Non-Kool competitive 100mm full flavor menthol smokers | • SALEM rated <u>higher</u> than Kool • SALEM rated <u>at parity</u> with Kool |

Although SALEM 100's did not meet its action standard of superiority among non-Kool competitive smokers, the brand was rated superior to Kool 100's on several important product attributes which, apparently, had no positive effect on the overall rating:

Non-Kool Competitive Full Flavor Menthol 100's Smokers

| Relative to Kool 100's | Relative to SALEM 100's |
|------------------------|-------------------------|
| SALEM 100's was rated | Kool 100's was rated |

| | |
|---------------|-------------|
| Smoother | Too Strong |
| Cooler | Harsher |
| Milder | Uneven Burn |
| Sweeter Taste | |

Hence, on individual product attributes, current SALEM 100's at 19 mg does appear to be competitive with Kool 100's among non-Kool competitive full flavor menthol 100's smokers. Therefore, the brand recommends not changing the current 19 mg product, but continue to monitor the SALEM 100's 16 mg test market, scheduled for preliminary results on 2/1/80 with final results on 5/15/80. Assuming good test market results, the product will be introduced nationally in June, 1980.

Steven L. Snyder

S. L. Snyder, Assistant Brand Manager

W. K. Neher

W. K. Neher, Brand Manager

S. A. MacKinnon

S. A. MacKinnon, Group Brand Manager

SLS:fd

cc: T. L. Ogburn
H. E. Osmon
B. J. Kirby
U. Frydman
D. W. Tredennick

51100 2099

88161266



A Division of Loew's Theatres, Inc., Research Center, 420 English Street, P.O. Box 21688, Greensboro, North Carolina 27420

DR. F. J. SCHULTZ
Vice President
Research & Development
(919) 373-6602

February 17, 1982

Mr. William A. Adams
The Tobacco Institute
1975 I Street, N.W.
Washington, D. C. 20006

Dear Mr. Adams:

We are enclosing our check #79738 in the amount of \$21,583.00, for Lorillard's pro rata share for the second half of the 1981 budget, also included is our 1982 dues.

Very truly yours,

F. J. Schultz

FJS/fr

Enclosure (1)



A Division of Loew's Theatres, Inc.
GREENSBORO BRANCH

66-55
531

No 79738

GREENSBORO, N. C.

February 17, 1982

PAY TO THE ORDER OF The Tobacco Institute - T.I.T.L. Account \$ 21,583.00

LORILLARD 21583 DOLS 00 CTS

DOLLARS

NORTH CAROLINA NATIONAL BANK
GREENSBORO, N. C.

For: Lorillard's pro rata share
1981 budget (Second Half)

Wanda Reddick AUTHORIZED SIGNATURE

Maynell L. Baker AUTHORIZED SIGNATURE

88161266 A

1053100551 0200013921



PHILIP MORRIS
MANAGEMENT CORP.

120 PARK AVENUE, NEW YORK, N.Y. 10017 • TELEPHONE (212) 880-5000

DATE:

3/26/90

TO: John A. Kelly, Mgr.
Hartford Insurance Co.
1515 Market St.
Philadelphia, PA 19102

FAX NO.: 215-564-3980

NO. OF PAGES, INCLUDING THIS COVER PAGE: 3

IF YOU DO NOT RECEIVE ALL OF THE PAGES OR IF SOME PAGES ARE
ILLEGIBLE, PLEASE CALL ELLEN DIMECH AT 212-880-3415.

MESSAGE: Re: Products Liability Claim
Claimant: Allen Marcus
LARS: C8100

I thought I would fax it rather than mail.

Ellen Dimech

2063270750

Inter-office Memorandum

ject: Evaluation of Proposed Blend Change

Date: July 1, 1974

To: Mr. D. P. Johnson

From: R. D. Gourley

oject No.: 2384

oject Title: WINCHESTER

The following tests were made to evaluate modifications in the WINCHESTER blend suggested by Mr. Lee Salmons. It is our understanding these modifications are being made based on inventory and projected availability of the cigar tobaccos now being utilized in our present blend. The tests were made under L-7443 and processed in the 611-2 Pilot Plant by the regular WINCHESTER processing procedure. The L-7443-A is the present WINCHESTER blend and was used as a control in all testing including the following smoking evaluations.

I. Smoking Tests:

A. Matching Test - Expert Panel:

| | <u>Correct</u> | <u>Incorrect</u> |
|-----------------------------|----------------|------------------|
| Which is more like L-7443-A | 9 | 6 |
| Which is more like L-7443-B | <u>6</u> | <u>9</u> |
| Total | 15 | 15 |

B. Comparison Test - Booth Panel:

| | <u>L-7443-A</u> | <u>L-7443-B</u> | <u>N.D.</u> | <u>Analysis</u> |
|---------------------------------|-----------------|-----------------|-------------|-----------------|
| Preference | 12 | 13 | 5 | NSD (.1428 CL) |
| Which cigar is milder | 11 | 15 | 4 | NSD (.5346 CL) |
| Which has better overall flavor | 12 | 12 | 6 | NSD (.0000 CL) |

C. Comparison Test - Company-Wide:

| | <u>L-7443-A</u> | <u>L-7443-B</u> | <u>N.D.</u> |
|------------|-----------------|-----------------|-------------|
| Preference | 15 | 21 | 4 |
| Mildness | 13 | 19 | 8 |
| Flavor | 15 | 21 | 4 |

These results represent 25% of the panelists reporting.

II. Analyses:

A. Physical

| | | |
|----------------------------|--------|--------|
| 1. Wt., total cigar, gms. | 1.0081 | 0.9993 |
| 2. Tobacco rod, gms. | .6080 | .8006 |
| 3. Filter, gms. | .2001 | .1987 |
| 4. Draft, total cigar, in. | 4.62 | 4.77 |

5048 188

July 1, 1974

A. Physical (cont'd.)

| | <u>L-7443-A</u> | <u>L-7443-B</u> |
|--|-----------------|-----------------|
| 5. Tobacco rod, in. | 1.90 | 2.07 |
| 6. Filter, in. | 2.72 | 2.70 |
| 7. Assembled cigar, in. | 4.08 | 4.26 |
| 8. Size, cigar rod, mm. | 25.11 | 25.04 |
| 9. Burning rate, mg./cigar min./cigar | 74.4 | 72.4 |
| 10. Firmness, 0.1 mm. | 7.6 | 7.5 |
| | 8.25 | 7.24 |

B. Tobacco

| | | |
|-------------------|-------|-------|
| 1. Moisture, % | 12.54 | 11.45 |
| 2. Total sugar, % | 2.1 | 2.4 |
| 3. Nicotine, % | 1.02 | 1.02 |

C. Smoke

| | | |
|------------------------|--------------|--------------|
| 1. Puff/cigar | 7.5 | 7.8 |
| 2. Nicotine, mg./cigar | 0.58 | 0.61 |
| 3. TPM, (wet) | 14.9 | 18.0 |
| 4. FTC "Tar" | 12.6 | 14.7 |
| 5. pH, min. max. | 6.32 7.27 | 6.41 7.52 |

Summary:

Based on the data accumulated, there is no significant difference between the proposed modification and the present blend. In our opinion, the modified blend could be implemented without any adverse effect on the overall qualities.


R. D. Gourley

/goh

cc: ✓Mr. R. H. Cundiff
Mr. L. C Cook
Mr. B. V. Hardin

50478 1489

Many thanks for your cooperation.

J. E. Vyse

J. P. Pierce

E. J. Gesell (cover only)

cc: T. A. Alibert (cover only)

Please submit your best estimates for the three years specified and any adjustments necessary to update the current 1992 projections by July 20, 1992. Supporting rationale/assumptions (showing calculations where possible) must also accompany your budget estimates.

Please submit your best estimates for the three years specified and any current years spending commitments which may be helpful in preparing the data. Current years spending commitments which may be helpful in preparing the data, plan dollars. Where appropriate or available, we have also included past and with some general base information to be considered in deriving your preliminary attached are worksheets outlining the format in which the data is preferred along compilation and submission to Finance and Planning.

The preliminary stage has been set for the 1993 - 1995 Strategic Plan and as with previous years we are requesting your department/line-item budget projections for the preliminary stage has been set for the 1993 - 1995 Strategic Plan and as with

Mr. A. R. Corrente
Mr. R. M. Spilghit
Mr. W. M. McDermott
Mr. C. C. Sturdivant
Mr. J. D. Tersreau
Mr. J. M. Murray
Mrs. G. T. Touger
Mr. G. B. Newmark

To See Below Date July 10, 1992
Re: 1993 Preliminary Budget & 1994 - 1995 Strategic Plan

From Mrs. J. E. Jarrett Selling Budget Manager



Memorandum

Sales Promotions Budget
1993 - 1995 Strategic Plan
8/10/92 Preliminary Update

| | | --- 1992 --- | | | |
|------------------|-----------------|---------------------|-------------------|----------------|--------------|
| 1990 Actual | 1991 Actual | 6/30/92 Forecast | 5months Actual | 1993 Budget | 1994 Plan |
| | | | | 1995 Plan | |
| OSC Commissions* | | | | | |
| | \$18,396 | \$13,110 | \$15,000 | \$7,085 | \$ |
| <i>Total</i> | <u>\$18,396</u> | <u>\$13,110</u> | <u>\$15,000</u> | <u>\$7,085</u> | <u>\$</u> |

*Based on sales trends in the military (currently Alaska only)

General Instructions:

- o Round estimates to the nearest \$1,000.
- o Provide supporting rationale/explanations of variances exceeding 1992's projections by 5% or greater.
- o Indicate brand(s) which benefits from these sales.

Distribution Offers Budget

1993 - 1995 Strategic Plan
8/10/92 Preliminary Update

| American Challenge (Customer Awards Program) | --- 1992 --- | | | | | | 1993 <u>Budget</u> | 1994 <u>Plan</u> | 1995 <u>Plan</u> |
|---|-----------------------|-----------------------|----------------------------|---------------------------|-----------------------|---------------------|-----------------------|---------------------|---------------------|
| | 1990 <u>Actual</u> | 1991 <u>Actual</u> | 6/30/92 <u>Forecast</u> | 5 months <u>Actual</u> | 1993 <u>Budget</u> | 1994 <u>Plan</u> | | | |
| | ** | ** | \$ | \$ | \$ | \$ | | | |
| Total | | | | | | | | | |

Brand Distribution:

AMERICAN
BULL DURHAM
CARLTON
MISTY
MONTCLAIR

**CAP/AAA previously funded via Gross Profit through 1st Half of 1992; funds will be transferred to the Selling Expense budget.
Payments will be made at year-end.

General Instructions:

- o Round estimates to the nearest \$1,000.
- o Provide supporting rationale/explanations of variances exceeding 1992's projections by 5% or greater.
- o Indicate estimated payments by brands based on sales to be generated from this program.







CABLE ADDRESS:
POWHATAN

The American Tobacco Company
A DIVISION OF AMERICAN BRANDS, INC.
245 Park Avenue
New York, N.Y. 10017

September 3, 1976

Mr. E. A. Hayes
Mr. D. A. Scully
Mr. E. Doerr, Jr.
Mr. J. Adler
Mr. E. H. Bonnabeau

Gentlemen:

The following are our plans for the introduction of PALL MALL Filter King Cigarettes in the entire Eastern Field area -

| | |
|--|---------------------------------------|
| Supervisors commence booking orders | - September 27, 1976 |
| Circular dated October 11 will be mailed | - October 8, 1976 |
| First deliveries to the trade | - October 11, 1976 |
| Period of offer | - October 11 through October 22, 1976 |
| Start of advertising | - October 25, 1976 |
| Sales Organization begins coverage | - October 25, 1976 |

Cartons of PALL MALL Filter King Cigarettes for use in booking introductory orders are being shipped. A list of the shipments made to Supervisors in your Section is enclosed.

We have requested that these cigarettes be shipped to arrive during the week of September 13. The necessary tax stamps should be affixed before using these cigarettes to book orders.

Enclosed in this package are sufficient copies of advance proof copies of the Circular, plus Plan of Operation Prior to Opening Date and Military Letter for you to distribute to your Supervisors at your Sales Meeting. Also enclosed are lists of accounts. Copies of the invoices for the cigarette shipments will be forwarded to you as soon as they are received from our Customer Service Center.

September 3, 1976

We are also shipping cartons of PALL MALL Filter King Cigarettes for distribution at your Sales Meetings to each Supervisor. Two cartons are being provided for the Section Sales Manager and two cartons for each District Sales Manager for use at their Sales Meetings. These shipments are being made immediately and are going to the following -

16 cartons
Mr. E. A. Hayes
c/o Broadway Tob. & Candy Co.
413 West Broadway
South Boston, Mass. 02127

12 cartons
Mr. D. A. Scully
c/o Booth Tob. & Conf. Co., Inc.
179 Eldridge Street
New York, New York 10002

18 cartons
Mr. E. Doerr, Jr.
c/o Jos. H. Stomel & Sons
1263 Kaighn Avenue
Camden, New Jersey 08103

10 cartons
Mr. J. Adler
c/o Boro Park Tobacco Co. Inc.
1167 48th Street
Brooklyn, New York 11219

12 cartons
Mr. E. H. Bonnabeau
c/o I. Rothschild, Inc.
723 William Street
Buffalo, New York 14206

Complete instructions, copy of the Circular, Plan of Operation on Opening Date and Military Letter will be mailed to all members of the Sales Organization involved prior to the start of coverage.

No special Sales Routes will be furnished for this coverage.

Very truly yours,

B. Newmark
G. B. Newmark, Mana
Sales Department

EAW
Enclosures

G. B. Newmark, Manager
Sales Department

cc: Mr. J. Toledo
Route List

Mr. A. J. Sosa
Route List

Mr. C. E. Henderson
Route List

Mr. W. C. Sloan
Route List

Mr. J. W. Edghill
Route List

Mr. J. M. Murray
Route List

Mr. C. T. Stadter
Route List

Mr. J. R. Law
Route List

Mr. T. A. Schweikert
Route List

Mr. J. H. Wells
Route List

Mr. T. F. McGuire ✓

Mr. P. F. Paoluccio

Mr. C. H. Mullen

Roscoe B. Jackson Memorial Laboratory

BAR HARBOR, MAINE

May 4, 1954

bcc: [unclear]

Mr. W. T. Hoyt
Executive Secretary
Tobacco Industry Research Committee
5400 Empire State Building
New York 1, N.Y.

Dear Mr. Hoyt:

I enclose herewith a letter, which I believe is self-explanatory,
from Dr. S. Herman Shurin. We have not kept a copy of this.

Sincerely yours,

CCLittle

CCL:gc
Encl.

THE COUNCIL FOR TOBACCO RESEARCH-U.S.A., INC.

SUPPORTING BIOMEDICAL INVESTIGATION

900 THIRD AVENUE
NEW YORK, NY 10022
(212) 421-8885

9/2
*Tom Kriz
Miss handle
JSR*

September 17, 1992

Mr. Charles H. Mullen
Chairman
The American Tobacco Company
Six Stamford Forum
P.O. Box 10380
Stamford, CT 06904-2380

Dear Mr. Mullen:

Cash requirements make it necessary for The Council to replenish its General Fund.

Will you please, therefore, return a check to this office for \$152,119.00, representing your Company's fifth installment of 1992 dues.

This payment will bring the total unpaid balance to be paid by your Company on 1992 dues to \$1,064,744.00.

The check should be made out to THE COUNCIL FOR TOBACCO RESEARCH-U.S.A., INC.

Sincerely,

Lorraine Pollice
Lorraine Pollice
Treasurer

cc: Mr. Donald S. Johnston ✓
Mr. Gilbert L. Kleemann, II

UNIVERSITY OF
NEWCASTLE UPON TYNE

1 November 1990

By Fax



Pharmacogenetics Research Unit
Department of Pharmacological Sciences
The Medical School
The University
Newcastle upon Tyne NE2 4HH

Dr James Glenn
Scientific Director
900 Third Avenue
4th Floor
New York
NY 10022
USA

Dear Dr Glenn

Thank you for your telefaxed letter of 30 October 1990. I am most grateful to you and to Dr Lynch for your deliberations in this matter. I can assure you that the sum of \$57,741 will be instrumental in carrying forward our debrisoquine projects until June 1991.

It is eminently possible that, in addition to studies with Dr Lynch and with the USC group, we shall now be able to collaborate with a Norwegian group who have bloods from 220 lung cancer cases and 220 controls and, in addition, take part in a multicentre study with Curt Harris's laboratory at NCI, a follow-up to the Caporaso et al. paper published in *JNCI* in August last.

Thank you once again.

With warmest regards.

Yours sincerely

Jeffrey R Idle
Professor of Pharmacogenetics

Telephone: 091 222 6582
Direct dial: 091 222 7675
Fax: 091 222 7230
Telex: 53654 (UNINEW C)

TOTAL P.02

BROWN & WILLIAMSON
TOBACCO CORPORATION



12-10-85

PROF. Giuseppe Vedovato
Director della Rivista di Studi politici internazionali
Rome Italy

Dear Prof. Vedovato

As we have discussed, Brown & Williamson Tobacco Corporation ("B&W") desires to retain your services as a scientific consultant regarding various aspects of B&W's grooved cigarette filter technology. This letter agreement is to confirm our mutual understanding with respect to the terms and conditions under which B&W and you ("Consultant") agree to enter into a working relationship. An additional purpose of this agreement is to protect the confidential and proprietary interests of B&W.

Consultant agrees that during the term of this agreement he will consult with and provide information to B&W appropriate to the field of this agreement. B&W agrees to pay Consultant for services actually rendered a fee at the rate of \$750.00 per ~~hour~~/day [cross out inapplicable word]. In addition, B&W shall reimburse Consultant for all reasonable and necessary out-of-pocket expenses actually incurred, including those for travel, food, and lodging in connection with the performance of services hereunder. All payments by B&W will be made monthly after receipt of Consultant's itemized invoices.

It is recognized that as a result of the performance of services hereunder, the parties may agree that it would be appropriate to undertake specific research projects. The scope of any such project and the fee therefor will be separately negotiated between the parties and are not a part of this agreement.

Unless otherwise authorized in writing by B&W, Consultant agrees to maintain in confidence any information pertaining to this agreement provided by B&W. The parties acknowledge that any data or information generated or arising out of the consulting work performed by B&W by Consultant is the property

501200420

of B&W and shall be kept in confidence by Consultant. This obligation of confidentiality shall survive the termination of this agreement.

If the above is acceptable to you, please indicate your acceptance by signing and dating the duplicate copies where indicated and returning one copy to B&W.

Very truly yours,

BROWN & WILLIAMSON TOBACCO
CORPORATION

By George E. Slings

ACCEPTED:

By _____

Date _____

501200421



THE
AMERICAN
TOBACCO
COMPANY

AT 625 (I-91)

Memorandum

To: Mr. R. S. Sprinkle, III Date: 3/2/93
Executive Vice President - Research and Quality Assurance

From: E. C. Wortham
Leaf Purchases Manager

Re: Tobacco Samples

Enclosed are samples on which we would appreciate your sending us an analysis:

From: Armada
Santa Cruz do Sul

BRAZILIAN FLUE-CURED Strips

| <u>Dealer's Grade</u> | <u>Our Grade</u> | <u>Crop</u> | <u>Quantity</u> | <u>Price (cwt)</u> |
|-----------------------|------------------|-------------|-----------------|--------------------|
| XC3/S | -- | 1993 | -- | -- |
| BT3/S | -- | 1993 | -- | -- |

Packed in Cases

ECW:MKH
G5-93

c: Mr. J. H. Hager
Mr. R. H. Ligon

E.C. Wortham

THE COUNCIL FOR TOBACCO RESEARCH - U.S.A.

SUCCESSOR TO THE
TOBACCO INDUSTRY RESEARCH COMMITTEE
633 THIRD AVENUE
NEW YORK, N.Y. 10017

Mr. - Research Program letter
Dept. of Agr., Sept. 26, 1964
B Dept. 26, 1964
let W

October 14, 1964

Dr. T. C. Tso, Plant Physiologist
Tobacco Quality Investigations
Crops Research Division
Agricultural Research Service
U. S. Department of Agriculture
Beltsville, Maryland.

Dear Dr. Tso:

We have received your letter of September 30, 1964, concerning "Federal-State health oriented research programs on tobacco". In particular you raise the question as to what chemical components in tobacco "are considered to be potentially health hazardous and should be studied".

I am sure you realize, particularly after the Lexington Kentucky conference, that in the present state of knowledge it is really impossible to compile any such list of "potentially hazardous components" of tobacco. The reason, of course, is that the presumed dangers of cigarette smoking are conjectural in nature, being inferred largely from statistical relationships by methods that are still under question and challenge by many of our leading statisticians. There is no disease whose relationship to cigarette smoking as a significant causal or contributory factor has been convincingly demonstrated by clinical or experimental methods. Still less has any contributory mechanism been traced out in detail or shown to be due to any specific ingredient of cigarette smoke.

This certainly does not mean that it is impossible to do useful analytical work by way of stock-piling knowledge that may eventually become important. It must, however, be realized, as someone pointed out in Lexington, that such studies can only be based upon "limited working hypotheses" or "speculative presumptions" that may prove to have no foundation. As was said there "opportunities to waste time on futile leads are enormous". Fortunately the by-products of scientific work so often become more important than the original goals that good scientific effort is not likely to be wasted in the long run. On this clearly defined basis we would approve competent efforts to accumulate new knowledge of the components of the tobacco plant as affected by strain difference, soil components, weather conditions, genetic factors, fertilizers, insecticides, plant diseases, curing methods, ageing etc.

THE COUNCIL FOR TOBACCO RESEARCH - U. S. A.

Dr. T. C. Tsu
U. S. Department of Agriculture

- 2 -

October 14, 1964

Such studies have, indeed, long been conducted by the U. S. Department of Agriculture and many state experiment stations.

In its own program of research, the Council is mainly biologically oriented. Its approach, in general, is first to study the effects of whole, normal cigarette smoke, in as nearly as possible the condition in which human smokers encounter it, on various biological systems. Second, when effects are found that may be potentially related to health or disease, the plan is to evaluate such effects in the total physiological economy of the animal and then, finally, to trace any significant and undesirable effects, if possible, to the specific ingredients of the smoke that cause them. At this point, when and if reached, we would have a satisfactory basis and incentive for looking into the origins of such a component from the constituents of the tobacco itself during the combustion process.

At present we are still engaged almost wholly in studies within the first two of the three phases stated above.

Although our program has many ramifications, as perusal of our latest Annual Report (copy enclosed) will show, we can illustrate our approach further by reference to studies on carcinogenesis.

In this area also, we feel that it is actually whole, normal cigarette smoke in the form and condition in which it is encountered by humans, that really needs to be tested for any activity it may conceivably have as a direct contact carcinogen or cocarcinogen. Studies of condensates are far less satisfactory since the opportunity for changes in chemical composition and physical properties that occurs on condensation and preservation may be very significant. Where it has seemed necessary to use such condensates as a temporary expedient, we have defined and controlled the methods of production and preservation with great care in order to make these products at least reproducible.

A large number of bioassay systems have been devised and tested, mostly with such condensates, in the hope of producing a quick and reliable assay method of the kind for which great need was expressed in Lexington. No system has yet been shown to be wholly satisfactory, though one or two still look somewhat hopeful. Other possible methods need to be studied and, where promising, compared with and evaluated in relation to those already in use. The Council is vitally interested in this type of research.

The experience with such assays as have been studied does not support the assumption that polynuclear hydrocarbons in cigarette smoke are playing any significant role in human lung cancer genesis or indeed

THE COUNCIL FOR TOBACCO RESEARCH - U. S. A.

Dr. T. C. Tso
U. S. Department of Agriculture

- 3 -

October 14, 1964

that such smoke really functions in humans as a direct chemical carcinogen. Hence we have not felt that major efforts to reduce further the infinitesimal levels of polynuclear hydrocarbons in smoke were likely to be productive of any real benefits. If others, however, wish to try removing, diminishing or neutralizing the possible effects of such substances on the basis of what they believe to be justifiable assumptions, and provided that any modifications proposed can be shown clearly to produce no other change potentially deleterious to health, we could not disapprove. At present the limitations of our bioassay methods make such assurance difficult. We could give other illustrations in addition to this discussion of possible carcinogenicity, such, for example as ciliostasis, but the general perspective is much the same.

You will be able to apply the general statements that we have made, to the specific cases of the components suggested in your list as candidates for analytical study in tobacco leaf samples. We would applaud the acquisition of information on all these ingredients as additions to the stock-pile of knowledge that should eventually be useful in one manner or another. But there is no possible assurance at present that any of these will ever turn out to be significantly related to health problems.

In the special case of additives to cigarette tobacco, we have felt that these were quite unlikely to bear any relation to the health picture. The reason for this feeling is that no such additives are used in Britain where the incidence of diseases held to be related statistically to cigarette smoking is, nevertheless, much higher than in the United States.

The Council will be glad to be kept in touch with the program of the U. S. Department of Agriculture and the National Cancer Institute by correspondence and by personal contact. In turn we shall be glad to furnish those agencies with any desired data or information from our own program either now or in the future.

Sincerely,

CC Little

Dr. Clarence Cook Little
The Scientific Director

CCJ:gfb
Enclosure

cc: Dr. B. T. Shaw - U. S. Department of Agriculture

THE COUNCIL FOR TOBACCO RESEARCH - U.S.A., INC.

**110 EAST 59TH STREET
NEW YORK, N.Y. 10022**

**ROBERT F. GERTENBACH
EXECUTIVE VICE PRESIDENT
AND SECRETARY**

January 11, 1984

**Mr. V. B. Lougee III
President & Chief Operating Officer
American Brands, Inc.
245 Park Avenue
New York, New York 10167**

Dear Mr. Lougee:

Attached are copies of the minutes of the Annual Meeting of Members and of the Board of Directors of The Council for Tobacco Research-U.S.A., Inc., both held on December 9, 1983.

Cordially,



R. F. Gartenbach

RFG:am

Encls.

medin - 91 May 3rd

LAURENCE, CHARLES, FREE & LAWSON, INC.

260 MADISON AVENUE, NEW YORK, NY 10016 (212) 213-4646

October 3, 1990

VICE PRESIDENT

Ms. Lisa Carden
MONEY
Time & Life Building
Rockefeller Center
New York, N.Y. 10020

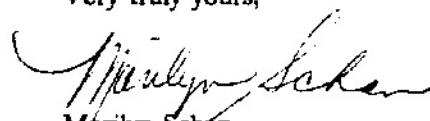
Dear Lisa:

Attached is the signed Two Year Commitment Contract on behalf of American Brands.

This contract covers 1990 and 1991 with 1989 as the base year.

It is understood that American Brands must run 4 pages in 1991 to qualify for the 5% discount.

Very truly yours,



Marilyn Schan
Associate Media Director

MS:gn
Attachment

| | | |
|-----|---------------|-------------|
| cc: | W. Degenhardt | J. Adamson |
| | J. Flavin | R. Adler |
| | G. Maresca | R. Brown |
| | J. Mellett | S. Pool |
| | K. Noone | L. Stern |
| | | S. Sunshine |

634310337



PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 880-5000

May 22, 1985

Mr. Bud Hein
Leo Burnett U.S.A.
Prudential Plaza
Chicago, IL 60601

Dear Bud:

As you can see from the attached, we are rolling out the Virginia Slims 120's test into the Oklahoma City (5M0), Tulsa (5N0) and Kansas City (6B0) trading areas.

The official start date is July 1. However, because of the July 4th holiday, posting can begin on June 27 in these markets.

Please let me know if you have any problems or questions.

Very truly yours,

Kay L. Galeotti

cc: D. Baum
C. Beck
M. Hulit
E. Merlo ✓

2049409338



UNIVERSITY OF MANITOBA FACULTY OF MEDICINE
DEPARTMENT OF PATHOLOGY

AREA CODE 204
TEL. 786-3537

770 BANNATYNE AVE.
WINNIPEG 3, CANADA
R3E 0W3.

December 5, 1972.

Robert C. Hockett, Ph.D.,
The Council for Tobacco Research,
110 East 59th Street,
New York, N.Y. 10022
U.S.A.

Dear Doctor Hockett:

Safely back in Winnipeg where we are shivering in -20° weather, I wish to thank you for inviting me to the conference on the macrophage. Taken as a whole I thought the conference was valuable although I must admit to some synaptic overload during the first part of the Friday morning session.

As I left you asked for comments, so perhaps I may pinpoint the particular areas that impressed me.

Rd
541
CR2

On the first day, the work of Joseph Guarneri continues to impress me; here is a wealth and depth of knowledge and the combination of in-vivo and vitro models has much to offer in the elucidation of disturbed macrophagic function. It became clear, as the discussion progressed, that there are significant gaps in our knowledge about bactericidal mechanisms in the lung. Is it related solely to the macrophage or are other factors such as surfactant involved too?

The two papers on scanning electron microscopy were fascinating and, of course, very beautifully presented. I think it was interesting to see the surface changes in the adapted or angry macrophages but the long range significance of this is doubtful. S.E.M. may perhaps, because of its low magnification, be of some use in quantitative studies, but I don't see it as a major investigative tool.

After lunch on Thursday, the papers of Cross and Mustafa emphasized an important parameter, the metabolic adaptive changes that occur when the macrophage is irritated in any way. It is important to look at the macrophage in this way since it is becoming apparent that the adaptive capacity of the macrophage is great and only when this capacity is exceeded may we expect trouble.

Dr. R.C. Hockett

- 2 -

December 5, 1972.

Re: 862 RI

Of the Friday sessions I was particularly impressed with Jim Travis' approach to protein chemistry and the utilization of his meticulous techniques for the investigation of proteolytic enzymes. Here is a built in quality control for any experiments your other grantees may conduct in this difficult field. The work he is doing is basic and of high quality.

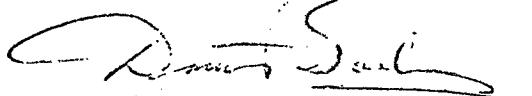
In the final paper, Shirley Kaufman demonstrated once again her sound grasp of the cytodynamics of the lung. She has developed a reliable and reproducible model for cellular quantitation; now she has to decide what definitive experiments can be built around this precise model.

These are hurried and somewhat extemporaneous comments but if I don't write them down and mail them to you today, chances are that you'll never have any comments at all!

Once again, my thanks to you and your staff for a delightful and thought provoking meeting. It is hard to document the benefits that accrue from personal interchanges during such a small meeting, but I'm certainly glad I came.

With best wishes.

Yours sincerely,



Drummond H. Bowden, M.D.

DHB/em.

Enc.

bc (by CTR)

Drs. Jacobson }
Loosli } N.B. p. 1
Sommers }
Distributed 2/9

Drs. Brung
Loosli } N.B. p. 2
Sommers
Dr. Gardner

174 Waverley Street
Winnipeg, Manitoba
R3M 3L1
Phone (204) 488-0013

February 6, 1993

Ms. Lorraine Pollice
Treasurer, Council for Tobacco Research
900, Third Avenue
New York
NY 10022

Dear Lorraine,

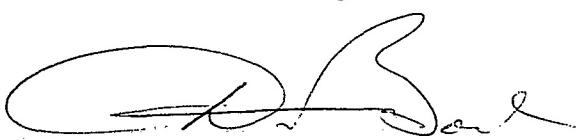
We were sorry you did not come to Florida; next time perhaps you will be able to join us.

I am enclosing my expense account with a word of explanation. You kindly extended our reservation by two days at the group rate. When we came to pay the bill they told us they had added the extra two days to the master account! With a little persuasion they corrected this and promised to deduct our account from the CTR total. I am enclosing a copy of our Visa slip so that you may check they did so.

I understand you were outranked by Harmon, who took the Xmas card! Joyce insists I send another just for you.

With best wishes and looking forward to seeing you in March,

Sincerely



Drummond H. Bowden

THE AMERICAN TOBACCO COMPANY AGENCY ACTION MEMO

FROM: LEOFF MARESCADATE: 7/31/91LCF&LMEDIA

R. Adler ✓ R. Brown ✓
L. Stern ✓
M. Schan-C-L ✓ M. Schan-A-MC
J. Adamson ✓ J. Adamson
S. Sunshine ✓ K. Konis ✓
S. Pool ✓ M. Katz ✓
J. Seligman-M-BD ✓ A. Hochman-P-T-MY ✓
J. Pintar-M-BDV ✓ R. Galietti-P-T-MY ✓
G. Fous-BD ✓ K. Pistone-MY-T ✓
J. Muck-BD ✓ D. Smith-MY-T ✓
R. Amati-M ✓ R. Parento-P ✓
C. Heider-M ✓ R. Muhlstock-P ✓

OUT OF HOME

B. Chandler-All ✓
C. Lavin ✓
E. Quinn ✓
K. Radigan ✓

ACCOUNT GROUP

A. Magnane-All ✓ W. Evans-All ✓
C. Rego-P-A ✓ J. Boneisler-MC-MY-BD
S. Gold-P-A ✓ J. Sargent-MC-MY-BD
L. DeLuca-C-M ✓ M. Docherty-MC-MY-BD
M. Hodes-C-M ✓

RESEARCH

B. Kramberg-All ✓
J. Mitnick-All ✓
G. Calamari ✓
R. Knesnik-P-MY ✓
F. Toth-M ✓
C. Lisciandrello-All ✓
L. Spak-C ✓
S. Singer-C ✓
E. Miles-A-T ✓

ACCOUNTING

N. Muniz-All ✓

FAX

PPM.

ATCO

Hays ✓ Gammons ✓
Mullen ✓
Moore ✓
Johnston ✓
Ashkin ✓
Bogie ✓
Brown ✓
Burns ✓
Burt - All ✓
Cammarota ✓
Degenhardt ✓
DeMato ✓
Ferry - All ✓
Flavin ✓
Holmes ✓
Keane ✓
Klein ✓
Lawlor ✓
Maresca ✓
Mellett ✓
Murray ✓
Noone ✓
Ockers ✓
O'Neill ✓
Puleo - All ✓
Radazzo ✓
Rose ✓
Smith ✓
Vyse ✓
Adams ✓
Willoughby ✓
Woberbauer ✓
Albert ✓
M. Clark - All ✓
Corrente ✓
Hammond ✓
Dougherty - All ✓
DeRusha ✓

SALES DIRECTORS

Nicomede - W ✓
Riddell - C ✓
Bunce - N ✓
Pape - E ✓
Ferrell - S ✓

CLARION

H. Goldfrach (I) ✓
D. Mackey ✓
M. Bedell ✓

Re: ATCo Tar and Nicotine Substantiations

Attached please find the new T:N numbers for all ATCo brands based on Market lot #32 TITL. begin using these numbers on all Materials.

Immediately

ATCO TAR AND NICOTINE SUBSTANTIATION
(Based on Market Lot #32 TITL)

| | <u>"TAR"</u> (mg/cigt) | Nicotine (mg/cigt) |
|------------------------------------|---------------------------|-----------------------|
| AMERICAN LIGHTS KING | 12 | 0.9 |
| AMERICAN LIGHTS 100's | 12 | 1.0 |
| AMERICAN FILTERS KING | 16 | 1.2 |
| AMERICAN FILTERS 100's | 16 | 1.2 |
| AMERICAN LIGHTS 100's MENTHOL* | 12 | 1.0 |
| BULL DURHAM LIGHTS* | 10 | .9 |
| BULL DURHAM KINGS* | 14 | 1.1 |
| ULTRA CARLTON KFHP | <0.5 | <0.05 |
| CARLTON KFHP | 1 | 0.1 |
| CARLTON Kfsp | 1 | 0.1 |
| CARLTON KfmSp | <0.5 | 0.1 |
| CARLTON 100's 100FHP | <0.5 | 0.1 |
| CARLTON 100's 100FMHP | <0.5 | 0.1 |
| CARLTON 100's 100FSP* | 2 | 0.2 |
| CARLTON 100's 100FMSP* | 2 | 0.2 |
| CARLTON 120's 120FSP | 6 | 0.6 |
| CARLTON 120's 120FMSP | 6 | 0.6 |
| HERBERT TAREYTON KNFSP | 25 | 1.6 |
| LUCKY STRIKE RNFSP | 25 | 1.6 |
| LUCKY STRIKE KFHP* | 14 | 1.1 |
| LUCKY STRIKE Kfsp* | 14 | 1.1 |
| LUCKY STRIKE FILTERS 100's 100FSP* | 14 | 1.1 |
| LUCKY STRIKE LIGHTS Kfsp | 8 | 0.7 |
| LUCKY STRIKE LIGHTS 100's 100FSP | 9 | 0.8 |
| MISTY SLIMS LIGHTS 100's* | 9 | 0.8 |
| MISTY SLIMS MENTHOL LIGHTS 100's* | 9 | 0.8 |
| MALIBU 100's 100FSP | 14 | 1.1 |
| MALIBU MENTHOL 100's 100FMSP | 11 | 0.9 |
| MALIBU LIGHTS 100's 100FSP | 9 | 0.8 |
| MALIBU LIGHTS KING | 10 | 0.8 |
| MALIBU FILTER KING | 17 | 1.2 |
| MALIBU MENTHOL KING | 16 | 1.2 |
| MALIBU ULTRA LIGHTS 100's * | 6 | 0.5 |
| MONTCLAIR FULL FLAVOR 100's* | 16 | 1.3 |
| MONTCLAIR LIGHTS 100's* | 12 | 1.0 |
| MONTCLAIR ULTRA LIGHTS 100'S* | 6 | 0.6 |
| MONTCLAIR MENTHOL LIGHTS 100* | 12 | 1.0 |
| MONTCLAIR Menthol Lights King * | 12 | 1.0 |
| MONTCLAIR Lights King * | 12 | 1.0 |
| MONTCLAIR Full Flavor King * | 16 | 1.3 |
| PALL MALL KNFSP | 25 | 1.7 |
| PALL MALL 100's 100FSP* | 15 | 1.2 |
| PALL MALL LIGHT 100's 100FSP | 10 | 0.9 |

1/30/91

-2-

| | <u>"TAR"</u> (mg/cig) | <u>Nicotine</u> (mg/cig) |
|-----------------------------|--------------------------|-----------------------------|
| PALL MALL RED KFSP | 15 | 1.1 |
| PALL MALL RED 100FSP | 16 | 1.2 |
| SILVA THINS FILTERS 100FHP | 12 | 1.0 |
| SILVA THINS MENTHOL 100FMHP | 12 | 1.0 |
| TALL 120's 120FSP | 19 | 1.6 |
| TALL 120's 120FMSP | 18 | 1.6 |
| TAREYTON KFSP | 14 | 1.0 |
| TAREYTON 100's 100FSP | 14 | 1.0 |
| TAREYTON LIGHTS KFSP | 5 | 0.4 |
| TAREYTON LONG LIGHTS 100FSP | 8 | 0.7 |

Pickup Period: Estimated to be 1990.
*ATCo. Cigarette Specifications in use.
Denotes Current Change

0411B/2



LORILLARD, INC. Research Center, 420 English Street, P.O. Box 21688, Greensboro, North Carolina 27420-1688

January 7, 1987

Dr. Peter T. Thomas
Senior Immunologist
IIT Research Institute
10 West 35th Street
Chicago, IL 60616

Dear Dr. Thomas:

We have completed our review of several Immunomodulatory Screening Tests, recently submitted to Lorillard, and have the following comments and corrections:

SN35LOR (A155)

Page 12, Table 2: The outlier indicated by footnote b is missing from the table. Please indicate where this footnote belongs, or remove the footnote notation if an outlier was not present.

SN38LOR (A81)

Page 5, Section IIA, line 2: Please correct the spelling of August.

SN40LOR (A90)

1. Page 3, Line 2: Please insert the word "unexpected" before "Test Article toxicity".
2. Page 9, Section III, Results and Discussion: The results section in some areas is difficult to follow. Perhaps this section would read better if it began with a discussion of the unexpected mortality caused by the Test Article, followed by what was observed in the surviving animals. For example:

Figure 1 displays the mortality of mice following treatment with Test Article A90. Due to unexpected Test Article toxicity, all mice in the 2500 mg/kg dose group and 50% of mice in the 1250 mg/kg dose group died within one hour of dosing. Just prior to death the mice experienced hyperkinetic activity. An autopsy of one mouse in the 1250 mg/kg dose group revealed a lighter than normal liver color with a softer texture. Body weights of surviving mice were measured on dosing day 3 and 5 and were not different from vehicle controls. Table 1, summarizes the results of the

80952168

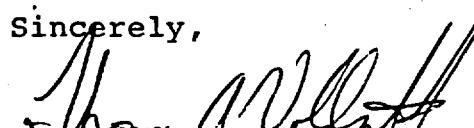
host resistance challenge assay in mice treated for 5 days with compound A90 or vehicle. Prior to Listeria challenge, 12 and 20 mice in the 1250 and 2500 mg/kg dose group died due to Test Article toxicity. However, the Test Article had no significant effect on mortality or mean survival time following Listeria challenge in the surviving animals including those in the 625 mg/kg dose group. Tables 2a and 2b summarize the anti-SRBC PFC response: 2a) body weight, absolute and relative spleen and thymus weights; 2b) PFC/ 10^6 viable cells, viable cells/spleen and percent cell viability. The Test Article had no statistically significant effect on any parameter. Therefore, in general, A90 did not modulate the immune response as measured by the PFC and host resistance assays.

3. Page 12, Table 2a, Footnote a: Please remove the number 10 from the sentence and correct the sentence alignment.

We have also reviewed SN33LOR (A66), SN34LOR (A91), SN36LOR (A167), SN37LOR (A156), SN39LOR (A194), and SN41LOR (B34). These reports are acceptable to us and can be considered Final Reports.

Thank you for your attention to these reports. If you have any questions, please feel free to call.

Sincerely,


Thomas A. Vollmuth, Ph.D.
Toxicologist, Life Sciences

TAV/lp:1

80952169



August 3, 1988

John Korff
United Jersey Bank Classic
505 Ramapo Valley Road
Mahwah, New Jersey 07430

Dear John,

Please allow this letter to confirm our telephone conversation. For a \$5,000 fee, Virginia Slims will receive the following at the 1988 United Jersey Bank Tennis Classic:

1. Full page in the tournament program (*Champs ad*)
2. Advertisement in the special Record supplement.
3. Tournament will use a double logo VSWCS/UJB repeat banner in the media center and during all off-site press activities. Virginia Slims will contribute up to \$500 towards the cost of the banner.

Additionally, Virginia Slims will supply the tournament with 100 media gifts. Please coordinate shipping arrangements with Barbara Hannan.

Obviously, any exposure you can offer Virginia Slims above and beyond the Series contract is much appreciated. You mentioned possibilities such as p.a. announcements, the VSWCS logo on the scoreboard (we have full color decals which would be suitable), and use of our VSWCS media jackets in the press center. Please coordinate shipping of decals and folders with Barbara if you are interested.

Thank you and the best of luck with your event.

Sincerely,

Ina Broeman
Manager, Virginia Slims Tennis

IB:sm

cc: B. Hannan

A. Person ✓

/L23

2043631307



March 15, 1999

Mr. Gregory M. Leonard
Manager, Marlboro Motorsports
Philip Morris
120 Park Avenue
New York, NY 10017-5592
PHONE: 917-663-2816
FAX: 917-663-5354

Dear Greg,

Below are the specifications for your upcoming meeting. We look forward to the opportunity of working with you.

POSTING NAME: Philip Morris
October 4, 1999 to October 16, 1999
GROUP CODE: 4776 FOLIO NO.: T4586

| DATES: 10/ 4 | 10/ 5 | 10/ 6 | 10/ 7 | 10/ 8 | 10/ 9 | 10/10 | 10/11 | 10/12 | 10/13 | 10/14 | 10/15 |
|--------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Mon | Tue | Wed | Thu | Fri | Sat | Sun | Mon | Tue | Wed | Thu | Fri |
| 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |

PROPOSED RATES: Run of House \$199.00 / \$199.00

A \$5.00 Incidental Fee per room per day will be automatically added to each room's folio. This fee includes admission to the Biltmore Health & Fitness Center, unlimited local calls and long distance access.

These rates are net, non commissionable and are exclusive of the present 12.5% occupancy tax, which is subject to change.

Approved

2080454253

CONFERENCE AGENDA

Following is a listing of the scheduled functions. If there are any revisions or additions to this program, please advise the hotel as soon as possible in order to secure the appropriate space. If the Group cancels any of the food and beverage functions scheduled in conjunction with the meeting, the Group shall pay the one hundred percent (100%) of the estimated function price as determined by our current banquet menus.

| DAY | DATE | TIMES | FUNCTION | SETUP | PPL | RENTAL |
|-----|------|-------|----------|-------|-----|--------|
|-----|------|-------|----------|-------|-----|--------|

To be added as an addendum when determined.

GOLF ARRANGEMENTS

We ask that you notify your sales contact in writing with all golf requests as soon as possible as our 18 hole, Donald Ross designed course is in high demand, particularly during weekends. Our Sports Facilities Manager, Jason Epstein, will be your golf contact and will be in touch directly with you once you have alerted the sales department of the requested tournament play or individual tee times. Of course, should the overall meeting arrangements be contingent upon confirmed golf, please present the specific requirements to your sales contact in a timely fashion in order for us to secure your golf prior to finalizing this Letter of Agreement.

MASTER ACCOUNT BILLING

A Master Account has been established for the purpose of posting charges incurred over your official meeting dates. Please complete the attached Request for Direct Billing, Return Business Form. We request that you set aside sufficient time each day to review all charges with a member of our conference accounting staff. The Biltmore Hotel must receive in writing, a description of any disputed amounts within fifteen (15) days of receipt of invoice.

Once credit has been established, *The Biltmore Hotel's* credit policy states that each group provide a minimum of 75% of the estimated master account prior to arrival. We have established a deposit schedule listed in the following section to simplify this procedure.

DEPOSIT

The Biltmore Hotel's credit policy allows 25% of the master account to be billed and collected a maximum 30 days after receipt of the invoice. The hotel asks that the following payment schedule apply:

First deposit in the amount of \$23750.00 is due on March 31, 1999
Second deposit in the amount of \$47500.00 is due on July 1, 1999

Approved

2080454254

Please fill out the attached credit card authorization if you wish to bill it to a credit card.

BILLING INFORMATION

Please review the list of charges we have indicated below with either "Master Account" or "Individual" for billing purposes.

| BILLING | |
|-----------------------------------|----------------|
| ROOM & TAX | Master Account |
| *GUARANTEE OF ROOM RESERVATION | Master Account |
| INDIVIDUALS' INCIDENTALS | Individual |
| DAILY INCIDENTAL FEE (\$5.00) | Master Account |
| AUTHORIZED GROUP FUNCTIONS | Master Account |
| MEETING ROOM RENTAL | Master Account |
| INDIVIDUAL MEALS & BAR CHARGES | Individual |
| SPA | Individual |
| GOLF | Individual |
| TENNIS | Individual |
| PORTERAGE (\$6.00 round trip) | Master Account |
| MAID (\$2.00 per person, per day) | Master Account |
| OTHER | |

* Please note that if individuals will be responsible for room and tax, the hotel requires a credit card guarantee with each reservation. No shows will be charged for one night's room and tax. Portage & Maid Service Gratuities only applies if charges are being routed to the master account.

RESERVATIONS

We understand that reservations will be made by means of rooming list. A rooming list form is enclosed and this should be received by the hotel no later than 9/ 4/99. After this date, we will release the unsold portion of your commitment for general sale. We will, of course, continue to accept reservations after the cutoff date, subject to availability, at the prevailing hotel rates. Once the original list is submitted, changes or additions must be put in writing separately using the attached "REVISIONS TO ROOMING LIST" form.

Approved

2080454255

ARRIVAL AND DEPARTURE

Check-in time at **The Biltmore Hotel** is 3:00 PM. Accommodations prior to check-in time will be handled on a space available basis only. We recommend that early check-ins are reserved for the previous night, in order to avoid a long waits for rooms.

Check-out time at **The Biltmore Hotel** is 12:00 PM. Late check-outs requests are handled on a case-by-case basis. Check-outs between 3:00 PM and 6:00 PM will be charged a half-day rate and any check-outs after 6:00 PM will be charged the full night's rate.

ATTRITION, NO SHOWS, AND EARLY DEPARTURES

Between 90 days and 30 days, 5% of revised room block may be released. **Within 30 days the group will be responsible for the entire remaining room block.** Any further reductions to the room block, or should the actual number of rooms utilized not reach the revised room block an attrition penalty will be posted to the group master account. The attrition penalty will be equal to the variance between the number of rooms consumed and the revised number of rooms communicated between the group and the respective Conference Services and/or Sales Manager 30 days prior to arrival. The attrition will be calculated on a daily basis and then will be summarized cumulatively using the contracted group rates.

Additionally, all reservations that are not honored or are not canceled by 3:00 PM two days prior to the scheduled arrival date will be charged a full night's room rate using the method used to guarantee the reservation.

Occupied rooms vacated prior to the scheduled departure date will be charged a full night's room rate, unless our Reservations department or Front Desk has been notified by 3:00 PM two days prior to the revised departure date.

CANCELLATION

The performance of this agreement by either party is subject to acts of God, or war, government regulation, disaster, strikes, civil disorder, curtailment of transportation facilities or other emergencies that make it inadvisable, illegal or impossible to provide the facilities or to hold the meeting/convention. It is provided that this agreement may be terminated for any one or more of such reasons by written notice from one party to the other. It is further provided that there shall be no right of termination for the sole purpose of holding the same meeting/convention in some other city or facility.

If the organization cancels this agreement after signature, the organization will be responsible for 50% of total room revenue (240 total room nights) based on a maximum of 480 total room nights.

Approved _____

2080454256

A deposit will be required at signing to equal 50% of the room night block. A subsequent deposit will be required based upon the deposit schedule. Should the group cancel the program or decrease the number of rooms more than is allowed in the Room Block Review paragraph, this first deposit will then become part of the "cancellation fee".

The Biltmore will transfer from "deposit" to "cancellation fee" the amount equal to 240 room nights (or 50% of the room block), multiplied by the rate agreed to between the organization and Biltmore. This cancellation fee will not be used for anything other than to fulfill the obligation of the organization to the hotel.

The remaining 50% (or 240 room nights) will be considered "deposit" for a meeting to take place within 12 months of the original dates. Should no meeting materialize, the remaining 50% will become "cancellation fee".

ACCEPTANCE

The outlined specifications are being held on a right of first refusal basis until **March 31, 1999**. Space will be automatically released if a signed contract is not received by this date. However, if before this option date another group requests these dates and is willing to confirm on a definite basis, we will request a decision within twenty-four (24) hours.

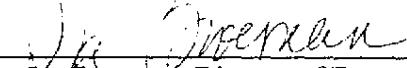
If you agree with all of the aforementioned, please show your acceptance by signing below. I will then countersign and return a copy of the contract to you.

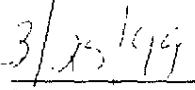
Sincerely,


Eileen S. Gwynn

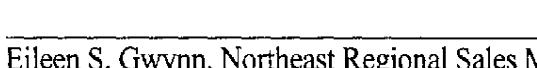
Northeast Regional Sales Manager

 Acceptance by Philip Morris

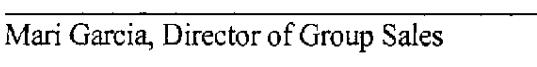

Ms. Ina Broemian, Director of Event Marketing, PM USA

 DATE

Accepted by The Biltmore Hotel


Eileen S. Gwynn, Northeast Regional Sales Manager

DATE


Mari Garcia, Director of Group Sales

DATE

Approved 

2080454257

602

The attached memorandum represents the result of over a year's consideration of the apparent contradiction existing between the recorded relatively static incidence rate of oral cavity cancer and the increased per capita use of tobacco.

The study of cancer of the oral cavity offers what appears to be an excellent field for increasing our knowledge in the broad area of Tobacco use and Health.

I am therefore distributing this memorandum to the members of the Executive Committee for reference as the development of its recommended program evolves.

C.C. Little

C. C. Little
Scientific Director
Council for Tobacco Research

CCL:gfe

602

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C.C. Little

C. C. Little
Scientific Director
Council for Tobacco Research

CCL:gfe

May 21, 1973

Mr. A. G. Moore

Weekly Report - May 14-18, 1973

Project 2903

G-7 Use of Concentrated G-7 Extract

Test run TPD-65-1 was run on No. 4 Dryer at 90-3 on May 15, 1973 to prepare 5400 lbs. each of a control lot and a test lot of G-7 using 26 percent solid content extract on wet end sprays. The control lot was run just ahead of the test lot, both in No. 4 Dryer using the same feed blend. Fifty pounds of each of the large lots are being used to prepare 100 percent G-7 test cigarettes for preliminary evaluation before the large lots are factory tested.

Data from the Control and Test Runs follow:

| | <u>Control</u> | <u>Test</u> |
|---------------------------|-----------------|-----------------|
| Dryer Speed: inlet | 290 ft./min. | 325 ft./min. |
| 3rd pass | 240 ft./min. | 269 ft./min. |
| Extract Strength: wet end | 17.5% solid | 26% solid |
| product end | 17.5% solid | 17.5% solid |
| Spray Pressure: wet end | 12 psig. | 18 psig. |
| product end | 12-13 psig. | 9-10 psig. |
| Production Rate: | 2865 lb./hr. | 3120 lb./hr. |
| Prod. Moisture Av. | 11.8% | 12.8% |
| Prod. Flavor Av. | 205 | 203 |
| Wet Sheet Weight Av. | 3.6 gm./sq. ft. | 3.6 gm./sq. ft. |
| Broke Sheet | 13 lb./hr. | 52 lb./hr. |

It will be noted that the test run showed a 9 percent increase in production rate of good product above the control run.

G-13

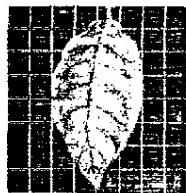
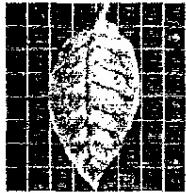
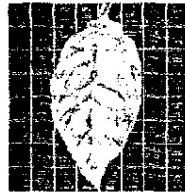
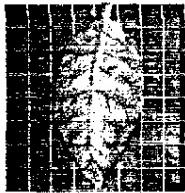
The scrubber exhaust blower speed in the Shed 130 Plant was increased from 3800 to 4900 rpm. to gain a small increase in the FC-11 recovery capacity.

R. M. Neel

R. M. Neel

RMN:lc

50313 1146



Tobacco
Institute
Testing
Laboratory

2 Taft Court
Rockville,
Maryland 20850
(301) 294-8582

March 13, 1998

Ms. Linda A. Crumpler
Dr. S. T. Jones
Mr. William T. Pannell
Dr. John D. Woods
Dr. J. F. Whidby
Mr. Robert S. Pless

Addressees:

Enclosed is TITL's "Tar", Nicotine and Carbon Monoxide final report for Market Sample #40. This report replaces the draft report of January 7, 1998. TITL, as requested by the companies, performed retests on 27 brands. These retested brands are identified in the body of the report.

Included are TITL files on a compact disc, readable on an IBM compatible computer. Two unique files are stored on the disc in three different formats. One file contains TPM, Water, and Puff Counts in addition to the "Tar", Nicotine, and CO data. The other file contains the rounded "Tar" Nicotine, and CO values. The formats are Lotus "*.wk1", ASCII "*.csv", and Excel 97 "*.xls".

For the first time, a portable document file with the entire printed report is included on the CD. For those who need it, the Adobe Acrobat Reader software is also included.

Sincerely,

William P. Daigle
Director

Enclosures (3)

Xc, w/o disk: Haney H. Bell, Esquire
David H. Remes, Esquire

Xc, w/o enclosures: M. J. McGraw, Esquire

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