



# QUALITY IMPROVEMENT SUGGESTION

OUR MISSION IS SUPERIOR CONSUMER SATISFACTION  
Highest Quality, Teamwork, Do Right Things Right The First Time



## RESEARCH & DEVELOPMENT

DATE: June 21, 1993 DEPARTMENT: R&D Library  
SUBMITTED BY: Carol S. Lincoln  
SUBMITTER'S SS#: 407-64-3484

Quality Coord Only	
Date Rec'd	<u>6/21/93</u>
QIP Log #1	<u>93-0307</u>
Type	<u>EQPR</u>
Status (1993)	
Keywords (1993)	

SUGGESTION: (Describe Current Situation and Idea)

The current system of managing records is too complex. The trend seems to be increasingly specific, when we should be getting more general. Right now, people must work to understand the system. We must spend too much time administering the system, labeling, and cleaning our files. Complying is a real burden, both for the individual and for the records coordinators.

Describe Possible Solutions and Benefits:

1. Drop the category specifications altogether.
2. Use more general categories.

Note: I have passed this to Scott Appleton for the task force to use in streamlining the records management program.

PROFIT IMPROVEMENT: (If Applicable)

RESPOND HERE

Implement: ☐ Yes ☐ No ☐ Pending Date \_\_\_\_\_

Approval Signature/Date

(Sign & Print Names)

Responder/Date

(See Instructions On Back)

632120763

# WINSTON & STRAWN

MIAMI TRIAL SITE, 3000 FIRST UNION FINANCIAL CENTER, 200 SOUTH BISCAYNE  
BOULEVARD, MIAMI, FLORIDA 33131  
FAX: (305) 400-6106

*Jim  
JR  
OK*  
Fax Cover Sheet

200 PARK AVENUE  
NEW YORK, NY 10166-4193  
212-294-6700

1400 L STREET, N.W.  
WASHINGTON, DC 20005-3502  
202-371-5700

35 WEST WACKER  
CHICAGO, IL 60601  
312-558-5600

21 AVENUE VICTOR HUGO  
75116 PARIS, FRANCE  
33-1-53-84-82-82

Fax Number: 305 400-6107

FROM: Kevin Narko

CHARGEBACK:

4162/158

DATE: 10/13/99

Please Deliver as Soon as Possible To:

	RECIPIENT	COMPANY	FAX NO.	PHONE NO.
	John Mulderig	Philip Morris	917-663-5796	917-663-3056
	Gregory Little	Philip Morris	917-663-5979	

Total number of pages including this page:

## COMMENTS

IF YOU DO NOT RECEIVE ALL THE PAGES, PLEASE CALL OUR FAX OPERATOR AS SOON AS POSSIBLE.

THANK YOU.

312-558-5948

The information contained in this facsimile message is attorney privileged and confidential information intended only for the use of the individual or entity named above. If the reader of this message is not the intended recipient, or the employee or agent responsible to deliver it to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited.

If you have received this communication in error, please immediately notify us by telephone, and return the original message to us at the above address via the U.S. Postal Service. Thank you.

Operator Initials: \_\_\_\_\_

Confirmation: Yes \_\_\_\_\_ Name: \_\_\_\_\_ No: \_\_\_\_\_

2074956978

# COVINGTON & BURLING

1201 PENNSYLVANIA AVENUE, N.W.  
P.O. BOX 7566  
WASHINGTON, D.C. 20044-7566  
(202) 662-6000

LECONFIELD HOUSE  
CURZON STREET  
LONDON W1Y8AS ENGLAND  
TELEPHONE: 44-71-495-5655

TELEFAX: (202) 662-6291  
TELEX: 89-593 (COVLING WSH)  
CABLE: COVLING

BRUSSELS CORRESPONDENT OFFICE  
44 AVENUE DES ARTS  
BRUSSELS 1040 BELGIUM  
TELEPHONE: 32-2-512-7890

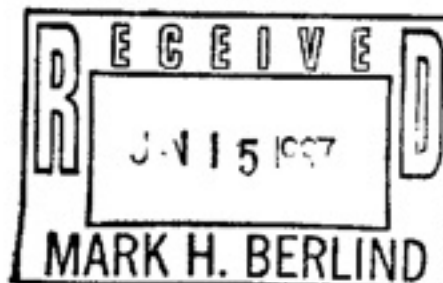
THIS FACSIMILE TRANSMISSION IS INTENDED ONLY FOR THE ADDRESSEE SHOWN BELOW. IT MAY CONTAIN INFORMATION THAT IS PRIVILEGED, CONFIDENTIAL OR OTHERWISE PROTECTED FROM DISCLOSURE. ANY REVIEW, DISSEMINATION OR USE OF THIS TRANSMISSION OR ITS CONTENTS BY PERSONS OTHER THAN THE ADDRESSEE IS STRICTLY PROHIBITED. IF YOU HAVE RECEIVED THIS TRANSMISSION IN ERROR, PLEASE NOTIFY US IMMEDIATELY BY TELEPHONE AND MAIL THE ORIGINAL TO US AT THE ABOVE ADDRESS.

Date: January 15, 1997

To: Mark Berlind

From: David H. Remes

Room: 803E



7 Pages (including cover)

Message:

If there is a transmission problem, please call:

(202) 662-6280 Telecommunications  
(202) 662-5942 Leslie L. Daniels - Secretary

2064782104

FILE	FILE TYPE	OPTION	TEL NO.	PAGE
083	MEMORY TX		SHB	03

\*\*\*\*\*  
REMAINING CALL CAPACITY 299  
\*\*\*\*\*



## **Facsimile Transmission**

**Legal Department**  
**120 Park Avenue**  
**New York, NY 10017-5592**

**Date:** 11/12/96  
**Attention:** John J. Mulderig c/o Mike Baker  
**Company:** Philip Morris Management Corp.  
**Fax #:** 816/545-7473  
**Subject:** Fax Received

2074222272

SAMPLE DESCRIPTION:

Tar Number: 195

Batch Number: II

Tobacco Number: Sample No. 1166, RD 308

DESCRIPTION: OLD GOLD Straights + 3% KNO<sub>3</sub>

SAMPLE WEIGHT: 300 gm. tar; 100 gm. acetone

METHOD OF PREPARATION: Water removed by co-distillation with acetone  
under vacuum at 45°C.

NUMBER OF CIGARETTES SMOKED: \_\_\_\_\_

SMOKER: 100 unit

SHIPPED VIA: Railway Express

SHIPPED TO: Dr. Dietrich Hoffmann

The Kettering Laboratory

New York, New York

DATE SHIPPED: November 2, 1965

REQUIREMENTS/MO.: 150 gm.

SUPPLIED UNTIL: February, 1966

REMARKS: Moisture content of tar .48% as determined by near infrared  
spectroscopy.

01197604

MAGAZINE SCORES  
AUDIENCE STUDIES

Brand SALEM (RJR) Project # 74-80  
 Title "HEAD IN WATER" Total Sample 214  
 Code # ---  
 Size FULL PAGE  
 Magazine TIME  
 Field Date WEEK OF MARCH 25, 1974  
 Location CHICAGO, DALLAS/FORT WORTH, INDIANAPOLIS, LOS ANGELES  
MEMPHIS, PHILADELPHIA, PITTSBURGH

Sample Description MALE AND FEMALE MENTHOL SMOKERS

	PM6		PROVED RECALL		COMMENTS
	SCORE	BASE	SCORE	BASE	
	<u>8</u>		<u>8</u>		
<u>OVERALL:</u>	<u>1.0</u>	<u>( 97)</u>	<u>31</u>	<u>(167)</u>	Tested among a half sample of smokers. Sub-group scores subject to wide variation because of small sample size and should be averaged across several ads for meaningful information.
<u>SEX:</u>					
Male	<u>2.0</u>	<u>( 51)</u>	<u>31</u>	<u>( 83)</u>	
Female	<u>0.0</u>	<u>( 46)</u>	<u>31</u>	<u>( 84)</u>	
<u>AGE:</u>					
Under 25	<u>      </u>	<u>      </u>			
25-34	<u>      </u>	<u>      </u>			
35-44	<u>      </u>	<u>      </u>			
45 & Over	<u>      </u>	<u>      </u>			
Under 35	<u>2.4</u>	<u>( 42)</u>	<u>33</u>	<u>( 81)</u>	
35 & Over	<u>0.0</u>	<u>( 55)</u>	<u>29</u>	<u>( 86)</u>	
<u>BRAND SMOKED:</u>					
Test Brand Smokers			<u>33</u>	<u>( 42)</u>	
All Other Smokers			<u>30</u>	<u>(125)</u>	

Date Sent 4/19/74  
(PI-7653)

770205964

100 3377

TOP-LINES  
NON-MENTHOL PRODUCT TEST

PROJECT # 19.4-26A

SUBJECT: 25% Replacement of Propylene Glycol With SORBITOL

SAMPLE: 250 VICEROY/125 Marlboro/125 Winston

CIGARETTES:

#627/#647 - Current VICEROY 84

#647/#627 - Current VICEROY 84 except with  
25% of the propylene glycol  
replaced with SORBITOL.

REFERENCE:	VICEROY		Competitive	
	Current VICEROY 84	25% PG with SORBITOL	Current VICEROY 84	25% PG w/SORBITOL
(#627/647)	47%		54 %	
(#647/627)	53%		46 %	

ATTRIBUTES:	VICEROY		Competitive	
	Current VICEROY 84 (#627/647)	25% PG w/SORBITOL (#647/627)	Current VICEROY 84 (#627/647)	25% PG w/SORBITOL (#647/627)
STRENGTH	+ 1	-15*	-13	- 4
MARSHNESS	+ 5	- 5	- 7	+ 7*
AFTERTASTE	+22	+21	+14	+26*

\*Statistically Significant



# PROJECT STATUS REPORT

C O N F I D E N T I A L

DATE March 1, 1978

REVISION #           

SECTIONS REVISED           

A. PROJECT NAME True 100's (R&M) PROJECT # N-306  
 PROJECT LEADER Williams/Giordano TOTAL BUDGET             
 GENERAL PROJECT DESCRIPTION True 100's, Regular and Menthol tar  
reduction to the range of 8-10mg. tar. Variations to be: 1) Same taste  
characteristics as current True 100's product and, 2) Taste characterist-  
ics similar to True King Size, 5mg. tar product.

ESTIMATED TARGET  
 DATE - ORIGINAL  
 COMMENTS           

REVISED  
 TARGET DATE           

## B. MARKETING

SIZE OF TARGET MARKET  
 (BY BRAND OR COMPANY)

YEAR  
 ONE

YEAR  
 TWO

YEAR  
 THREE

YEAR  
 FOUR

YEAR  
 FIVE

UNITS  
 UNITS  
 UNITS  
 UNITS

SALES OBJECTIVE           

ESTIMATED PAYBACK PERIOD           

COMMENTS           

MAJOR MKT. AND MKT.  
 RESEARCH STEPS

In-home placement

ORIGINAL  
 COMPLETION DATE  
1st Qtr. '79

\* REVISED  
 COMPLETION DATE

\* EXPLANATION OF  
 CHANGE           

01408099



NEWSPAPER SCORESAUDIENCE STUDIES

Brand BELAIR Project # 72-31  
Title "KALEIDOSCOPE--GONE WITH THE WIND"\* Total Sample 285  
Code # R/BSS-71-19  
Type Of Ad PARADE, 1 Page, 4-Color

Newspaper (Date)	<u>Pittsburgh</u>	<u>PITTSBURGH PRESS</u>	<u>(4/23/72)</u>
	<u>San Diego</u>	<u>SAN DIEGO UNION</u>	<u>(4/23/72)</u>
	<u>Dayton</u>	<u>DAYTON NEWS</u>	<u>(4/23/72)</u>
	<u>Birmingham</u>	<u>BIRMINGHAM NEWS</u>	<u>(4/23/72)</u>

	<u>PM6</u>		<u>PROVED RECALL</u>		<u>COMMENTS</u>
	<u>SCORE</u>	<u>BASE</u>	<u>SCORE</u>	<u>BASE</u>	
	<u>%</u>		<u>%</u>		
<u>OVERALL:</u>	<u>3.48</u>	<u>(224)</u>	<u>78</u>	<u>(222)</u>	*This was a combination ad with RALEIGH.
<u>SEX:</u>					
Male	<u>1.9</u>	<u>(104)</u>	<u>7</u>	<u>(101)</u>	
Female	<u>5.0</u>	<u>(120)</u>	<u>7</u>	<u>(121)</u>	
<u>AGE:</u>					
Under 25	<u>3.2</u>	<u>( 63)</u>			
25-34	<u>3.0</u>	<u>( 66)</u>			
35-44	<u>4.4</u>	<u>( 46)</u>			
45 & Over	<u>4.0</u>	<u>( 49)</u>			
Under 35	<u>3.1</u>	<u>(129)</u>	<u>5</u>	<u>(117)</u>	
35 & Over	<u>4.2</u>	<u>( 95)</u>	<u>9</u>	<u>(105)</u>	
<u>BRAND SMOKED:</u>					
Test Brand Smokers			<u>6</u>	<u>( 17)</u>	
All Other Smokers			<u>7</u>	<u>(205)</u>	

465508326

SECRET

CHAMP S/L  
TRIAL SPECIFICATION

CIGARETTE MAKING

Physical Characteristics

	<u>BWIT</u> <u>Suggestion</u>	<u>HK Trial</u>	
Overall Cigarette Length	<u>99 mm</u>	<u>99 mm</u>	✓
Tobacco Rod Length	<u>72 mm</u>	<u>72 mm</u>	✓
Filter Plug Length	<u>27 mm</u>	<u>27 mm</u>	✓
Filter Plug Pressure Drop (unencap.)	<u>mm</u>	<u>62 mm</u>	
Filter Plug Pressure Drop (encap.)	<u>58.5 mm</u>	<u>58.5 mm</u>	✓
Cigarette Circumference	<u>24.8 mm</u>	<u>24.8 mm</u>	✓
Total Pressure Drop (unencap.)	<u>mm</u>	<u>mm</u>	
Total Pressure Drop (encap.)	<u>mm</u>	<u>mm</u>	
Tipping Length	<u>32 mm</u>	<u>32 mm</u>	
Print Position (from filter end)	<u>35 mm</u>	<u>35 mm</u>	
Moisture Content (Packing)	<u>13 %</u>	<u>13 %</u>	
Filter Ventilation Rate	<u>mm</u>	<u>mm</u>	

Weights

Total Cigarette Weight	<u>mg</u>	<u>mg</u>
Net Net Tobacco	<u>858 mg</u>	<u>858 mg</u>
Tobacco Rod Density	<u>243.6 mg/cc</u>	<u>243.6 mg/cc</u>

Tipping and Tipping Application

Tipping Paper:

Supplier(s)	<u>ECUSTA/B&amp;W</u>	<u>ECUSTA/B &amp; W</u>
Supplier Code No(s).	<u>mm</u>	<u>mm</u>
Color	<u>mm</u>	<u>mm</u>
Perforation Type & No. of lines	<u>N/A</u>	<u>N/A</u>
Porosity	<u>Non Porous</u>	<u>Non Porous</u>
Print Description	<u>N/A</u>	<u>N/A</u>
Bobbin Width	<u>64 mm</u>	<u>64 mm</u>
Bobbin Length	<u>2500 M</u>	<u>2500 M</u>
Substance	<u>36 gm/M<sup>2</sup></u>	<u>36 gm/M<sup>2</sup></u>

620753790

# MARKETING RESEARCH AUTHORIZATION

(Recommended Proposal Attached)

Date: 4/16/90

No. 6

Description: Y-1 Ultra 100's vs. Winston Ultra 100's

Requested By: W. T. Carpenter

Research Request Attached: Yes ☒ No ☐

Budgeted: Yes ☒ No ☐

Original Budgeted Amount

23.3

Competitive Proposals Obtained:

Supplier	Cost (\$)	Est. Travel	Total Cost	Cost Per Interview
Kapuler	\$33,675 +10%Est.	\$2000	<u>\$35,675</u>	\$84.2
Market Facts	\$35,000 +10%Est.	\$2000	\$37,000	\$87.5

## PROJECTED:

Internal Init. Date 4/10/90

## Summary of MRD Budget

Total Area Budget: 1990 370,000.00

Ext. Auth. Date 4/12/90

Current Bal. Available: 199,900.00

Wave(s)

This Change: -35,675.00  
(From Current Budget)

Field Complete 6/10/90

This Amount -0-  
(From Next Year's Budget)

Wave(s)

New Balance: 164,225.00

Final Report Due 7/9/90

(Supplier Rpt.)

Committed to Date: 205,775.00  
(Current Year)

Wave(s)

Project Type Product Test  
(Product Test, A&U, etc.)

Sample Size: 400

Recommended Supplier: Kapuler

Reason(s) for Recommendation: Lowest project costs

Submitted By: P.W. Putney

Date 5/2/90

Approved By: L.E. Gravely

Date 5/3/90

Approved By: \_\_\_\_\_

Date \_\_\_\_\_

Approved By: \_\_\_\_\_

Date \_\_\_\_\_

Budget Check: SAH

Date 5/3/90

S.A. Howard

Original - Project File

cc: S. Willinger (3)

K. A. Hutchison/S. A. Howard

Project No. 1990-488

Account Name BARCLAY

MRD00006 (revised 3/90)

PPS10425

670801704

BROWN & WILLIAMSON  
1994 COLLECTION  
PHOTOCOPYING VARIANCE FORM

This form was placed before Bates ID 670805266

AT THE TIME OF REPRODUCTION, THE  
FOLLOWING NOTATIONS WERE MADE:

- ( ) DOCUMENT COPIES ARE IN THE SAME SEQUENCE AS THEY APPEARED  
IN THE ORIGINAL.
- ( ) PAGE NUMBER(S) \_\_\_\_\_ WERE MISSING  
IN THE ORIGINAL.
- ( ☒ ) POOR QUALITY ORIGINAL. *faded*
- ( ) OVERLAY ITEM COULD NOT BE REMOVED WITHOUT DAMAGE TO THE  
ORIGINAL.
- ( ) NO DOCUMENTS WERE FOUND WITHIN THE ORIGINAL:
- ( ) FILE FOLDER
  - ( ) REDROPE EXPANDABLE FILE
  - ( ) HANGING FILE
  - ( ) ENVELOPE
  - ( ) OTHER (SPECIFY) \_\_\_\_\_
- ( ) DOCUMENT COPIES WERE REPRODUCED IN COLOR TO PERMIT  
CORRECTION INTERPRETATION.
- ( ) BATES NUMBER \_\_\_\_\_ NOT USED.
- ( ) OTHER VARIANCE (EXPLAIN).

## BROWN &amp; WILLIAMSON TOBACCO CORPORATION

FILTER SCORES

Brand: RALEIGH (BELAIR portion not tested) Project # 1969-105  
 Commercial: LAKE - NEW PACK :40 (with BELAIR Badmin- Sample: 336  
ton :20) PM6 Base: (234)  
 Code #: BW-RT-69-98  
 Supplier: AUDIENCE STUDIES

TEST DATES

L. Angeles: 8/5 and 6  
 Chicago: 8/8

PM6  
SCORESCOMMENTS

Overall 1.7

This commercial was  
tested in color.

CITY

Los Angeles 0.0  
 Chicago 3.3

SEX

Male 0.0  
 Female 3.3

AGE

16-25 0.0  
 26-35 0.0  
 36-45 0.0  
 46 & Over 9.3

35 & Under 0.0  
 36 & Over 5.0

465607116

P

STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS  
Office of the Secretary of State

*James R. Langevin, Secretary of State*

Room 43, State House  
Providence, Rhode Island 02903-1105  
401-277-2390

## Monthly Organization/Employer Report

*Due the 1st Monday of the month during the legislative session to report the previous months' activity.*

Reporting Period: Month of May

Organization/Employer Name: R. J. Reynolds Tobacco

Lobbyist Name: Peter J. McGinn

If any addresses or telephone numbers have changed since the last reporting period please check here \_\_\_\_\_ and note the change in the space provided at the end of this form.

**Compensation/Expenditure Information:**

Have you paid any type of compensation or incurred any obligation for payment to the above named lobbyist for lobbying? (yes or no) No. If yes, please complete the following.

Compensation received for lobbying: \$

Retainer: \$\_\_\_\_\_

Part of salary received for lobbying: \$

Contractual or agreed fee: \$

Amount earned but not received: \$

Reimbursements for expenses (please itemize):

Other (please explain):

*Note: RIGL 22-10-2(d) requires disclosure in a dollar amount of the compensation for lobbying activity.*

During this reporting period, have you made any expenditure or incurred any obligation of \$25.00 or more per occurrence to promote or oppose any legislation, including but not limited to mailings, meals, print or broadcast advertisements, or gifts? (yes or no) No

If yes, please detail, including the names of the persons receiving and in whose behalf such expenditures have been made, the amount, date, place, and reason for the expenditure.

(indicate if attached pages )

**List any changes of address or telephone numbers:**

(from) \_\_\_\_\_

(to) \_\_\_\_\_

Signature of Employer or Designee

Please print name of Employer or Designee

Please indicate the capacity in which you are executing this document:

FOR OFFICIAL USE

ACCEPTED:      REVIEWED:

rev. 1/97

51826 85725

BROWN & WILLIAMSON TOBACCO CORPORATION  
LOUISVILLE, KENTUCKY 40201

SPECIAL SAMPLE MANUFACTURE ☒

SHIPMENT ☐

TRANSFER ☐

Copies to:

REDUCED TO MATERIAL ☐

Factory Cost Dept.  
Writer  
Development Center  
Sue Livesay

Date of Request  
Account Number

6/25/81

22 244 00

Sample Disposition

	Quantity, Cartons of 200 each	Tax Status Paid or Free
<u>To Sample Stock</u> - - - - -		
<u>R&amp;D</u> - - - - -	20	Free
<u>M.R.</u> - - - - -		
- - - - -		

Method of Shipment

Cigarette Description

KS 1 mg grooved product using 4.3/37 filter material.

Cigarette code 244131

Special Instructions & Comments

620745255

Completion Date 6/25/81

Signed B. D. WINGLER



CAPRI  
0595-622-1510-0

PROJECT NO. 1987-115-CA

DESCRIPTION: CAPRI EXPANSION A&U - CALIFORNIA - WAVE 4.

SUPPLIER: Kapuler Marketing Research

MR PERSONNEL: B.R. Pellett

AUTHORIZED COST: 70,825  $\pm 10\%$  (TOTAL 1987)  
+7,075 (2-23-88)  
77,900 TOTAL

Int.Init.Date 8--3-87  
Ext.Autho.Date 11-16-87  
Field Complete 12--7-87  
Final Rpt.Due 1-11-88

PAID 1987 47,218  
DEC 1987 ACCRUAL 9,442 -Pd.  
CARRYOVER TO 1988 14,165

RELEASED  
TO ACCTG

PAID OUT OF  
1988 BUDGET

CUMULATIVE

2-25-88

DEC  
FEB

YEA - 9,442  
CAPRI - 21,240  
30,682

77,900

466009457

# MARKETING RESEARCH AUTHORITY

(DOMESTIC)

(Recommended Proposal Attached)

Date:	March 3, 1995		No.	1995-48D	
Description:	LUCKY STRIKE QUALITATIVE ADVERTISING RESEARCH - GATEWAY CITIES				
Requested by:	A. A. Strobel	Research Req. Attached:	Yes	X	No
		Budgeted:	Yes		No X
	Original Budgeted Amount:		\$0		
Competitive Proposals Obtained: <i>Only two bidders because third supplier has not yet signed B&amp;W contract.</i>					
Supplier		Cost (\$)	Est. Travel	Total Cost	Cost per Interview
Analytic Insight, Inc.		27,000	2,500	29,500	
Goldfarb Consultants		29,216	2,500	31,716	
Projected:		Summary of MRD Budget		1995	
Internal Init. Date	3/1/95	Total Area Authorized:		500,000	
Field Start		Current Balance Available		382,575	
Wave(s)	3/20/95	This Change:		29,500	
		(From Current Budget)			
Field Complete		This amount:		0	
Wave(s)	3/25/95	(From Next Year's Budget)			
Final Report Due		New Balance:		353,075	
(Supplier Rpt.)		Committed to Date:		146,925	
Wave(s)	3/31/95	(Current Year)			
		Project Type:		Qualitative Research	
Sample Size:				(Product Test, A&U, etc.)	
Recommended Supplier:	Analytic Insight, Inc.				
Reason(s) for Recommendation:	Lowest Bid				

Submitted By:	<i>Amelia Strobel</i>	Date:	3/3/95
	Analyst		
Approved By:	<i>[Signature]</i>	Date:	3/3/95
	Asst. Mgr. Con. Res. (to \$100,000)		
Approved By:	<i>[Signature]</i>	Date:	
	Director Forecasting & Mkt. Res. (to \$250,000)		
Approved By:	<i>[Signature]</i>	Date:	3/3/95
	Senior VP Marketing (to \$1,000,000)		
Budget Check:	<i>Vicki Clark</i>	Date:	
	Vicki Clark		
		Project No.:	
		Acct. Name:	

Original: Project File  
cc: H. Williams

MRADOM

466840246

INTERNATIONAL MARKETING RESEARCH  
CHANGE OF AUTHORIZED COST

Date: 6/21/90

No. 27

Description: Hong Kong: Cigarette Market Monitor

Supplier: MDR, HK

	<u>Total Cost</u>	<u>1990 Cost</u>
Previous \$ Commitments This Project	\$ <u>43,335.00</u>	\$ <u>0.00</u>
Amt. of Change: Increase <u>X</u> Decrease _____ (10% Change)	\$ <u>4,376.47</u>	<u>.08</u>
Adjusted Total Cost of Project:	\$ <u>47,711.47</u>	<u>.08</u>

Reasons:

Original MRA did not include cost for the first month of the study (see L. Lee memo of September 11, 1989)

<u>PROJECTED:</u>	<u>Summary of IMRD Budget</u>
Internal Init. Date _____	Total Area Budget: <u>\$2,960,000.00</u>
Ext. Auth. Date _____	Current Bal. Available: <u>1,488,126.23</u>
Wave(s) _____	This Change: <u>.08</u>
_____	(From Current Budget)
_____	This Amount <u>0</u>
Field Complete _____	(From Next Year's Budget)
Wave(s) _____	New Balance: <u>1,488,126.15</u>
_____	
Final Report Due _____	Committed to Date: <u>1,471,873.85</u>
(Supplier Rpt.) _____	(Current Year)
Wave(s) _____	
_____	
_____	

Submitted By: M.D. Davis Date 6/21/90  
M. D. Davis

Approved By: N.W. Kremer Date 6/22/90  
N. W. Kremer

Original - Project File  
cc: MRA File  
N. W. Kremer

Project No. 1989-29

Account Name International

**464537440**

**BROWN & WILLIAMSON BID REQUEST FORM**  
**(QUANTITATIVE RESEARCH)**

PROJECT NUMBER: 1991-18  
B&W ORIGINATOR: Mary D. Davis  
TO: Mr. Johnny Pedersen - Gallup

**INSTRUCTIONS**

1. THE FOLLOWING DOCUMENT IS DIVIDED INTO TWO SECTIONS.

SECTION ONE CONTAINS THE PROJECT DESCRIPTIONS AND SPECIFICATIONS FROM B&W. ALL BIDS SHOULD BE BASED ON THE SPECIFICATIONS IN THIS DOCUMENT.

SECTION TWO SHOULD BE COMPLETED BY THE RESEARCH AGENCY AND RETURNED BY FAX TO THE FOLLOWING PERSON:

MS. JACKIE KEY  
B&W  
LOUISVILLE, KENTUCKY  
U.S.A.

FAX NUMBER: 1-502-568-8092

2. IN ORDER TO ALLOW US TO COMPARE BIDS, WE REQUEST THAT YOU SUBMIT A BID FOR THE RESEARCH AS SPECIFIED IN SECTION ONE.

SUGGESTIONS FOR ALTERNATE DESIGNS FROM THE AGENCY ARE WELCOMED. HOWEVER, THESE SHOULD BE SUBMITTED AS SEPARATE DOCUMENTS APPENDED TO THIS BID FORM.

3. IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT THE FOLLOWING PERSON:

Mary D. Davis

FAX NUMBER: 1-502-568-8092

**OTHER INFORMATION**

DATE REQUESTED: 2/22 by courier  
DEADLINE FOR BID RECEIPT: 3/1/91

**464565018**

PROJECT INITIATION FORM

PROJECT CODE BD-FF DATE 1/4/90

PROJECT NAME BULL DURHAM Full Flavor King Size Cigarettes

PROJECT LEADER J. F. Anders/J. E. Mann

WORK REQUESTED BY Marketing

PROJECT OBJECTIVE Develop 14-mg "tar" delivery king size cigarette  
for generic pricing directed toward young male  
smokers. Cigarette dimensions - 85 mm x 24.9 mm  
circumference - 20 mm filter - 24 mm tipping.  
Offshore tobacco blend with unique flavor formulation.  
Cork tipping.

OTHER PERSONNEL  
ASSIGNED \_\_\_\_\_

Approved by



cc: RSS  
RDC  
PHL  
PRC  
DRB  
Records  
Project Leader  
Other Personnel Assigned

AMERICAN BROADCASTING COMPANY

TELEVISION NETWORK

1330 Avenue of the Americas, New York, New York 10019

LT 1-7777

Date: September 25, 1969

Agency: SSC&B, Inc

Contact: Larry Odum

Address: 575 Lexington Avenue, New York, New York 10022

Client: American Tobacco Company

Product: Pall Mall Filter tip

Film Cleared: VIDEO TAPE APPROVAL

"Presenter/Girl Rev"	AT-M/B-T-64	:60
"Pall Mall Filter Tip"	AT-P/F-T-317	:30

TAPE WILL FOLLOW AS SOON AS I RECEIVE IT FROM THE TAPE LIBRARY.

RECEIVED

SEP 30 1969

PERCY E. SMITH

PLEASE NOTIFY THIS DEPARTMENT OF ANY CHANGES IN THE CODE NUMBER(S).

Final approval is, of course, dependent upon time and placement of the commercial(s).

Film(s) enclosed.

CF:cb

FM

Sincerely,

American Broadcasting Company

*Cynthia Fates*  
Cynthia Fates

Department of  
BROADCAST STANDARDS AND PRACTICES

**BROWN & WILLIAMSON TOBACCO CORPORATION**  
**BID REQUEST FORM**  
**(QUALITATIVE RESEARCH)**

PROJECT NUMBER: 1995-13D  
B&W ORIGINATOR: H. L. Williams  
TO: Goldfarb Consultants

**INSTRUCTIONS:**

1. THE FOLLOWING DOCUMENT IS DIVIDED INTO TWO SECTIONS.

SECTION ONE CONTAINS THE PROJECT DESCRIPTION AND SPECIFICATIONS FROM B&W. ALL BIDS SHOULD BE BASED ON THE SPECIFICATIONS IN THIS DOCUMENT.

SECTION TWO SHOULD BE COMPLETED BY THE RESEARCH AGENCY AND RETURNED *BY FAX* TO THE FOLLOWING PERSON:

HAROLD WILLIAMS  
BROWN & WILLIAMSON TOBACCO CORPORATION  
LOUISVILLE, KENTUCKY  
U.S.A.  
FAX NUMBERS: (502) 568-7313 or (502) 568-8319

2. IN ORDER TO ALLOW US TO COMPARE BIDS, WE REQUEST THAT YOU SUBMIT A BID FOR THE RESEARCH AS SPECIFIED IN SECTION ONE.

SUGGESTIONS ~~FOR~~ ALTERNATIVE DESIGNS FROM THE AGENCY ARE WELCOME. HOWEVER, THESE SHOULD BE SUBMITTED AS SEPARATE DOCUMENTS APPENDED TO THIS BID FORM.

3. IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT THE FOLLOWING PERSON:

HAROLD WILLIAMS  
BROWN & WILLIAMSON TOBACCO CORPORATION  
LOUISVILLE, KENTUCKY  
U.S.A.  
FAX NUMBERS: (502) 568-7313 or (502) 568-8319

**OTHER INFORMATION:**

DATE REQUESTED: 1-23-95  
DEADLINE FOR BID RECEIPT: 1-26-95 9:00 AM EST

ITWJ0112.1

**465658104**