

January 29, 1988

Mr. J. E. Mann, Jr.

R. D. Chumney, Jr.

CARLTON 100's Filter Cigarettes

A quantity of model CARLTON 100's Filter Cigarettes was prepared at Reidsville in November to normal specifications for the brand with the exception that the filter rod utilized Ref. 492 nonporous plug wrap and the tipping paper was not perforated. The cigarettes were sent to Gallaher in Belfast for filter tip perforating using their laboratory on-line laser unit. Gallaher was requested to perforate to a ventilation that would give cigarette "tar" delivery of 2 mg. Their testing indicated ventilation target of 72% to yield 2-mg "tar."

Approximately 20,000 perforated cigarettes have been returned. If analysis is satisfactory, consumer paneling should be conducted among 100 each CARLTON 100's and Now 100's smokers. Testing is to be conducted in a blind paired-comparison format against 2-mg "tar" Now 100's. Cigarettes will require overwrapping and packaging in white ASTP wrapping materials. We will require 75 cartons of each of the two products.

mwt

cc: RSS, JGB, DRB, PRC, RDC