

TEST MARKET

Effective Date: July 16, 1975

SPECIFICATIONS FOR BENSON & HEDGES 100's "Y"

Length - 99.4 mm.

Circumference - 24.8 mm.

Filter - 27.0 mm.

Cigarette Rod:

Filler - Benson & Hedges 100's "Y" Formula

Cuts - 32/Inch

Paper - Schweitzer ~~456~~ 27.0 mm. Wide; P. M. Material Code - 10-115-A

Print Die - Benson & Hedges

Ink - J. M. Fry Type 22191 (B & H Ochre)

Circumference - 24.8 mm.

Length - 72.4 mm.

Cigarette:

Tipping - 64 mm. x 2700 m. White Double Gold Line S-367-D;  
P. M. Material Code - 12-650-A

Tipping Adhesive - Bulk: Fuller 3928 RC or Findley 336-360-15

Rod Moisture - Summer 12.50, Winter 12.75

Total R.T.D. - 4.70 inches of water

Plug R.T.D. - 2.95 inches of water

Prepared By: Matthew H. Langer

Approved By: [Signature]  
Operations Services

MHF/vc

2031317959