



# *The American Tobacco Company*

DEPARTMENT OF RESEARCH AND DEVELOPMENT

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Mr. John W. Leer  
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The American Tobacco Company  
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New York 17, New York

Dear John:

I once knew a Vice President of the duPont Company who said that all research should be repeated once every five years. By the same token, it is useful to review, periodically, what we know about our products. In this vein, we may ask and try to answer the questions -- How does DUAL FILTER TAREYTON differ from other filter cigarettes? Wherein is it superior?

Before the advent of filters, each cigarette manufacturer adhered fairly consistently to his own standards of quality. Brand differences were dictated by the experience and preferences of management together with, in varying degrees, considerations of cost. Each manufacturer had his own ideas with respect to selection, blending and processing of tobacco; fabrication, packaging and merchandizing of his cigarette. There were discernible differences in the composition and character of leading brands and these differences were maintained with remarkable consistency. Changes were few and unintentional. If tobacco crops or other circumstances forced a change, it was made gradually, where possible. The consumer could expect a basic sameness in his brand from year to year.

Filter smoking marked a break with the past. Under the impact of the health scare, some manufacturers rushed filter cigarettes to market. They were ill-conceived with respect to flavor; over-tight for comfortable smoking, completely different from cigarettes to which smokers were accustomed. Fear compelled an unwilling acceptance of a highly unsatisfactory product. Filter cigarettes were characterized as "weak", "flat", "tasteless", for the want of better descriptive terms.

Reynolds made the best of this situation. They gave the smoker visual evidence, if not the substance, of filtration. They gave him a filter that did not filter. It was well received. The doubtful smoker could have his cake and eat it via Winston. The more timid could stick with Kent. The makers of Winston claimed a cigarette that "tastes good" -- meaning strong -- "like a cigarette should".