

DE 1181 (10/79)

BROWN & WILKINSON TOBACCO CORPORATION
INTERNAL CORRESPONDENCE

TO: MR. J. F. HALL
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FROM: MR. E. A. CONERMAN/1141 DATE: OCTOBER 18, 1979
SUBJECT: NEW CIGARETTE PRODUCTIONS FOR THE FTC 23RD MARKET SAMPLE

It was reported (Courier-Journal, September 11, 1979) that the FTC will report carbon monoxide (CO) deliveries for the first time in 1980. The FTC results may or may not agree with current deliveries of present BW brands, because the FTC will purchase older product on retail shelves.

At this time, it is not known which sample population the FTC will choose to analyze for CO deliveries. Currently, they are smoking the 23rd Market Sample picked up in May 1979. However, they plan to pick up the 24th Market Sample soon, possibly in October 1979. It is still unannounced as to which of these populations the FTC will choose to report CO deliveries.

The data in Table 1 (attached) are the average CO deliveries obtained by BW for production cigarettes. The averages are based on what we believe the average age of cigarettes will be for the 23rd Market Sample. The average age was based on the age of cigarettes the FTC picked up for the first and 23rd Market Samples (as listed in Tables 1 and 3, respectively). For comparison, Table 1 also shows CO results obtained on cigarettes produced in July 1979.

Recent design changes, such as KOOL Super Lights 85, will not be reflected in the 23rd Market Sample. KOOL Super Lights 85 now deliver 7 mg tar and 8 mg carbon monoxide, however the FTC is liable to report 9 mg tar and 11 mg carbon monoxide.

An estimate of the CO deliveries of BW brands for the 24th Market Sample will follow as soon as the FTC makes public the pickup date.

R.A.B.
E. A. C.

Attachment

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