

U. S. T. Form No. 10 (Rev. 7-16)

Brown & Williamson Tobacco Corporation
LOUISVILLE 1, KENTUCKY

INTER-OFFICE CORRESPONDENCE

April 9 1947

FROM MR. E. W. Mayhew

Department Research

Subject

TO MR. J. M. Tuckey

Department

COPIES TO MR.

Y. M. Madsen

E. B. Fritzsche

F. J. O'D

Re: Inverted Avalade Replacement for Humectone in Kool Casing

The psychometric department has reported that the kool smoking panel found no difference in the smoking properties of kool cigarettes carrying Inverted Avalade and the control which carries Humectone in the casing.

Humectone was adopted here during World War 2 when sugar was not available. Humectone is "hydro" which is a residue from the conversion of starch and dextrin with hydrochloric acid to dextrose (corn sugar). It is a good humectant and a fair source of carbohydrates but carries some bitter and salty principles which lowers its quality when compared to cane sugar syrup (Inverted Avalade).

Humectone .0565 and .0565

.014

.0147

Humectone	Inverted Avalade
Kool 44 .6968	.6974
Kool F.T. 8944	.8945

Y. M. Madsen

Enclosed for
Bureau, Richmond
March 10, 1947

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