



PHILIP MORRIS

U.S.A.

100 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 679-1800

October 20, 1976

Mrs. Jerri Tylicki
Home Testing Institute
50 Maple Place
Manhasset, New York 11030

Dear Jerri:

This will serve to initiate work on the following 14 product tests:

Non-Menthol Tests

Job No.
* 7007/10042
* 7008/10043
* 7009/12018
* 7010/9013
7011/11022
* 7012/12019

Sample Required

CROSS-SECTION OF 300 80/85mm
NON-MENTHOL FILTER SMOKERS

Menthол Tests

7013/10044
* 7014/10045
7015/9014
7016/12020
* 7017/11023
* 7018/11024
7019/11025
* 7020/10046

CROSS-SECTION OF 300 80/85mm
MENTHOL FILTER SMOKERS

Note that there are 6 non-menthol and 8 menthol tests. It is our intention to field as many as possible before the year is out. We should concentrate on the preparation of those tests with the asterisks first. The others can be prepared later on.

In pulling the samples for these tests, the latest brand shares (attached) must be used. You will have to convert the share of market data provided into the respective category shares by brand.