

March 29, 1940

Mr. C. F. Neiley, Vice President
The American Tobacco Company
111 Fifth Avenue
New York, N. Y.

Dear Sir:

We are enclosing report on the Physical Properties of the Four Brands from the Market, Lots No. 708 and No. 709, for the week ending March 29, 1940.

WEIGHTS AND MOISTURES

Weight distribution on LUCKIES is satisfactory and definitely superior to that of Old Golds and Chesterfields. Both lots average over 65% in Standard and from 7.00% to 8.00% in the extremes.

Moistures on LUCKIES are somewhat lower than usual, which possibly is to be expected since they are not purchased locally. The three competing brands continue to conform approximately to the standard weight. Moistures on Camels and Old Golds, in general, are over 12%.

CIRCUMFERENCES

Circumferences on LUCKIES are slightly higher than the microscopic standard, although not quite so large as either Old Golds or Chesterfields. Camels, as usual, are much smaller.

AIR FLOW

LUCKIES are intermediate in Air Flow, Camels being lowest and Chesterfields the highest of the Four Brands.

SIEVE TESTS

LUCKIES show a comparatively uniform and very satisfactory distribution of tobacco among the various fractions. The competing brands, in general, have a higher percentage in the 2 mm. fraction although not significantly lower in the 1/2 mm. fraction, with the exception of Old Golds.

Mr. C. F. Nelley, Vice President - 2 -

March 29, 1940

LOOSE ENDS

Loose Ends on LUCKIES are higher than usual, possibly being adversely affected by the moisture content.

CELLOPHANE WRAPPERS

The Tops of LUCKY STRIKE cartons No. 3 and No. 6 are poorly sealed; however, the seals as a whole compare favorably with those of the competing brands, with the exception of double-cellophaned Old Golds.

Respectfully yours,

H. R. Hamner
Research Department

WRH:JCP

Enc

c.c. Mr. W. H. Ogbury