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In-Laboratory Cigarette Panel L91-50: PALL MALL Famous w/5% Potassium Malate & 3% Potassium Carbonate (Test) Versus PALL MALL Famous (Control)

An in-Laboratory smoke panel test was conducted to compare the smoke appeal of the above products. The cigarettes were overwrapped to conceal brand identification. Panelists were asked for preference and comments. Results were:

	<u>Preference</u>
Test	0
Control	9
No Choice	0

Comments

Panelists' comments indicated that the Control cigarette was a smoother, better tasting smoke.

mwt

cc: RSS/JFA, JEM, JGB