FILE NAME: Kent (KNT)

DATE: 1952 June 6

DOC#: KNT004

DOCUMENT DESCRIPTION: Letter from P. Lorilland Co. to Federal Trade Commission

Barry Castleman's Kent File
CD-ROM Document # Kent 4 DATE 1952
Undated=0

Type of Document

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CABLE ADDRESS "LORILLARD"

P. Lorillard Company
INCORPORATED
TOBACCO-CIGARETTES-CIGARS
119 West 40th Street, New York 18, N.Y.

June 6, 1952

Wolf H. Kielland, Attorney in Charge
New York Field Office
Federal Trade Commission
45 Broadway
New York 6, New York

Your file No. SA-1258

Dear Mr. Kielland:

This is to acknowledge your letter of April 30th requesting certain information about our KENT Cigarettes.

1. Our KENT Cigarette is a new brand of filter-tip cigarette, the marketing of which was begun early in March, 1952. As a new brand, the volume of sales is quite small and less than 5% of our total sales are attributable to KENT Cigarettes. Practically all of these sales were in interstate commerce. There are attached copies of ten invoices of out-of-state shipments.

2. KENT Cigarettes are sold to wholesalers and jobbers who in turn sell to retailers. The territories in which they were originally sold were New York, N. Y., Chicago, Ill., and Los Angeles, Calif. Recently, sales have been made in other sections of the country.

3. KENT Cigarettes are manufactured at our factory in Jersey City, N.J.

4. Samples of recent KENT advertising are attached hereto. The media used were newspapers and point-of-sale.

5. We are sending to you under separate cover a carton of KENT Cigarettes.

6. and 7. These questions ask for "full information, including whatever scientific material is available, on the development of the 'Micronite' filter and filter material," and also for "copies of patent applications."

This information is of a highly confidential nature and constitutes

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valuable trade secrets. The furnishing of this information would greatly handicap the development of the brand and might have most damaging effects on the pending patent applications. Under these circumstances, we respectfully submit that this information should be regarded as secret and confidential information of the Company, and that the questions should be withdrawn.

8. The information requested in question 3 is being assembled and will be supplied later.

9. A clean, white sheet of paper should be used.

Regretting that the circumstances compel us to decline to answer questions 6 and 7, and trusting that the other information is satisfactory, we are,

Yours very truly,

Todd Mark

Vice President

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