

## PAPER DIVISION MANUFACTURES FILTER FOR THE NEW OLD GOLD "FILTER KINGS"

The filter tip used on the new Old Gold "Filter Kings" cigarette is manufactured for P. Lorillard Company by Ecusta, according to L. F. Dixon, General Manager of the Paper Division. This is the second new product of Ecusta to appear on well-known brands of cigarettes within the past two months.

The first filter cigarette to carry the brand of one of the industry's "Big Six" was introduced last month throughout six New England States. William J. Halley, president of P. Lorillard Co., stated that nationwide distribution is planned as

rapidly as possible.

The new cigarette, according to Mr. Halley, has been under "top secret" development for more than a year. The Lorillard research laboratories, he disclosed, were under specific instructions to produce a filter which would be "the easiest drawing ever made, would let through the true tobacco taste and aroma, and yet provide effective tar and nicotine removal." For extra smoking comfort, the new cigarette was given a cork tip.

A new package, banded by gold stripes, has been designed to distinguish the new "Filter Kings" from the other Old Gold cigarettes.

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## A STATEMENT OF MANAGEMENT POLICY ABOUT POLITICS

In these days leading up to an important election, most of us are interested in political activities which are going on. Perhaps, then, this is a good time for us to make a few remarks on the subject of the right and duties of each of us as citizens and the position of the Company for which we work, in connection with political matters.

Each one of us is, first and foremost, a citizen of this country and of his own state and locality. Each of us, therefore, has an absolute right to whatever political views appeal to him; to express his views; to take part in political activities (provided they are not mixed up with his work); and to vote as he pleases.

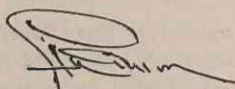
The Company itself has no political position. The Company encourages only one thing, and that is the active exercise of the rights and duties of citizenship by its employees. Vote at any election where you have the opportunity.

We doubt that any employee of the Company would ever be afraid that his job or welfare with our Company would be affected by his political views or by his political activities (provided they are carried on away from the job). We doubt that any employee would feel he is supposed to

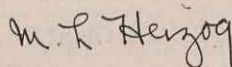
agree with the views of his "boss" or any other official of the Company. But, just in case there should be any misunderstanding on the subject, let it be clear that the Company would never allow any official or supervisor to use his position of authority as a means of exerting pressure on employees under his supervision with respect to political matters.

The other point which should be emphasized, however, is this. An employee should not be handicapped in exercising his political rights just because he occupies a supervisory or other official position. Any person, whether an official of the Company or not, should be at liberty to talk about his views on political matters and to participate in political activities. No one within the Company or elsewhere should regard any such views as the views of the Company itself or of the other people who work for it.

So let everyone think, talk, and vote as he pleases, and let us all hope that, out of the differing opinions which citizens of this country have on political matters, we will get a result which will mean better government and the best men in public office.



*General Manager  
Paper Division*



*General Manager  
Film Division*