

PHILIP MORRIS U. S. A.
INTER-OFFICE CORRESPONDENCE
RICHMOND, VIRGINIA

I concur wholeheartedly with this recommendation
JSC

3/1/83

approved M.H.

**PERSONAL &
CONFIDENTIAL**

To: ✓ Dr. T. S. Osdene
From: J. L. Charles
Date: March 1, 1983
Subject: Promotion of Dr. Victor J. DeNoble to Associate Senior Scientist

I am pleased to recommend the promotion of Dr. Victor J. DeNoble to the level of Associate Senior Scientist.

Dr. DeNoble received his B. A. degree in Psychology from Adelphi University in 1971 and his M. A. in Psychology from the same institution in 1974. Vic continued his formal education at Adelphi University and received his Ph. D. in Psychology in January, 1976.

Dr. DeNoble's dissertation title was "Response Acceleration and Suppression Produced by Response-Independent Food Presentation in Rats with Septal Lesions." Vic continued his training as postdoctoral research fellow at the University of Minnesota from 1978 until joining the Philip Morris USA Research and Development Department in May, 1980. A copy of Vic's *curriculum vitae* is attached for your information.

Vic was recruited by PM to upgrade the behavioral pharmacology program which had begun under Dr. Carolyn Levy. When Carolyn transferred to the Subjective Evaluation Facility, a decision was made to expand the behavioral pharmacology program. Vic's first task was to plan a three-bay animal facility in the R & D Tower. Even before arriving at PM, Vic provided our engineers with floor plans and all supportive specifications and, upon arriving, independently undertook all the logistics to equip and put on-line a space efficient animal behavior laboratory with a nine-fold increase in research capability. The PM Behavioral Pharmacology laboratory is comparable to the best in this country.

Vic's research effort has resulted in an outstanding series of investigations which have proven to be very useful to the company in the controversial area of nicotine pharmacology particularly with respect to so-called dependency and abuse substances. His expertise in operant conditioning techniques and animal self-administration methodology was crucial in demonstrating that rats will self-administer nicotine and that nicotine is a positive reinforcer in rats (*i.e.*, rats will do work to receive nicotine). Most important for PM and the industry, Vic's studies have shown that abrupt withdrawal of chronic high doses of nicotine will not disrupt ongoing schedule controlled performance in rats (*i.e.*, nicotine does not have properties attributed to drugs which produce physical dependence). Vic has also shown via behavioral profiling that nicotine can be clearly differentiated from common substances of abuse.

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Vic has also collaborated extensively with Dr. Leo Abood of the Center for Brain Research at the University of Rochester. Dr. Abood has described the so-called prostration syndrome as a nicotine-specific effect when nicotine is introduced directly into the brain. Vic has expanded upon Dr. Abood's original behavioral (qualitative) observations and has successfully quantitated the phenomenon. This has proven extremely useful in our collaborative efforts with Chemical Research on the characterization of nicotine analogues. Vic has further extended knowledge in this area by a novel approach which led to an identification of specific sites in the brain where nicotine is influencing the prostration syndrome. Vic has also used classical drug discrimination techniques to characterize nicotine analogues for "nicotine-likeness."

While the major effort has been in the behavioral pharmacology of nicotine, Vic has made outstanding progress in utilizing these techniques to study the positive reinforcing properties of other compounds present in cigarette smoke.

Attached is a category by category evaluation of Vic as it relates to the ladder job description for Associate Senior Scientist.

Since joining PMI, Dr. DeNoble's performance appraisals have been outstanding both while reporting to Dr. Dunn and also since Vic joined the Biochemical Research Division. In view of his past accomplishments, his obviously outstanding adaptation to PM R & D and his prolific contributions to our research effort, Dr. Victor DeNoble has clearly demonstrated to me that he possesses the personal and professional qualifications that are expected of an Associate Senior Scientist at Philip Morris. I, therefore, request that you give favorable consideration to his promotion at the earliest opportunity.



nwp

NOTE: Because of the sensitive nature of Vic's assignment, documentation of much of his work has been restricted to the Director and Vice President level. If we are to be fair to the candidate, this lack of wide distribution of written reports should in no way be detrimental to his progression on the technical ladder. Please see attached C. V. for list of publications which, at least in part, takes the place of distributed reports.

Attachments: Two

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