

12.23.71

Retyped 12.10.71

GOVERNMENT
SMOKING AND

LORILLARD FINDS TWO OF ITS BRANDS
MEET CRITERIA SET BY HEALTH OFFICIALS

Lorillard's TRUE cigarette qualifies at $1\frac{1}{2}$ packs per day when evaluated by the high critical values for tar and nicotine calculated by Dr. Gio B. Gori, Director of the National Cancer Institute's Smoking and Health Program in the December 17 issue of Science magazine. When measured by all six of the criteria that Dr. Gori developed, TRUE qualifies at about one-half pack a day, as does Lorillard's KENT Golden Lights cigarette.

NEW

This ^{has been} ~~was~~ announced ~~today~~ by Dr. A. W. Spears, Senior Vice President, at the company's Greensboro, N.C., headquarters where Lorillard researchers applied Dr. Gori's newly announced method of evaluating smoke composition to laboratory data for the ~~top selling~~ ^{company's} ~~low tar~~ ^{was} cigarettes.

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Lorillard, a unit of Loews Corporation, has been a leader in developing and marketing low tar cigarettes for more than 20 years. The company's KENT cigarette pioneered the development

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Commenting on Dr. Gori's article, Curtis H. Judge, President of Lorillard, noted that the qualification of TRUE and KENT Golden Lights under Dr. Gori's criteria reflect the company's long

established commitment to developing and marketing cigarettes at reduced levels of tar and nicotine. He added that "in response to ever-increasing consumer demand, we are continuing our research to reduce even further the smoke components that do not contribute to taste, while creating tobacco blends that will maintain smoker satisfaction at lower tar levels."

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Maxwell Share of Market By Quarters: 1976

Percent	FIRST QUARTER	SECOND QUARTER	THIRD QUARTER	FOURTH QUARTER
100				
90				
80				
70				
60	32.6	33.2	32.9	32.4
50				
40	25.3	24.5	25.1	25.3
30				
20	16.3	16.3	16.2	16.0
10				
0	14.0	14.3	14.1	14.1
	7.9	7.7	7.8	8.3
	3.9	3.9	3.8	3.3

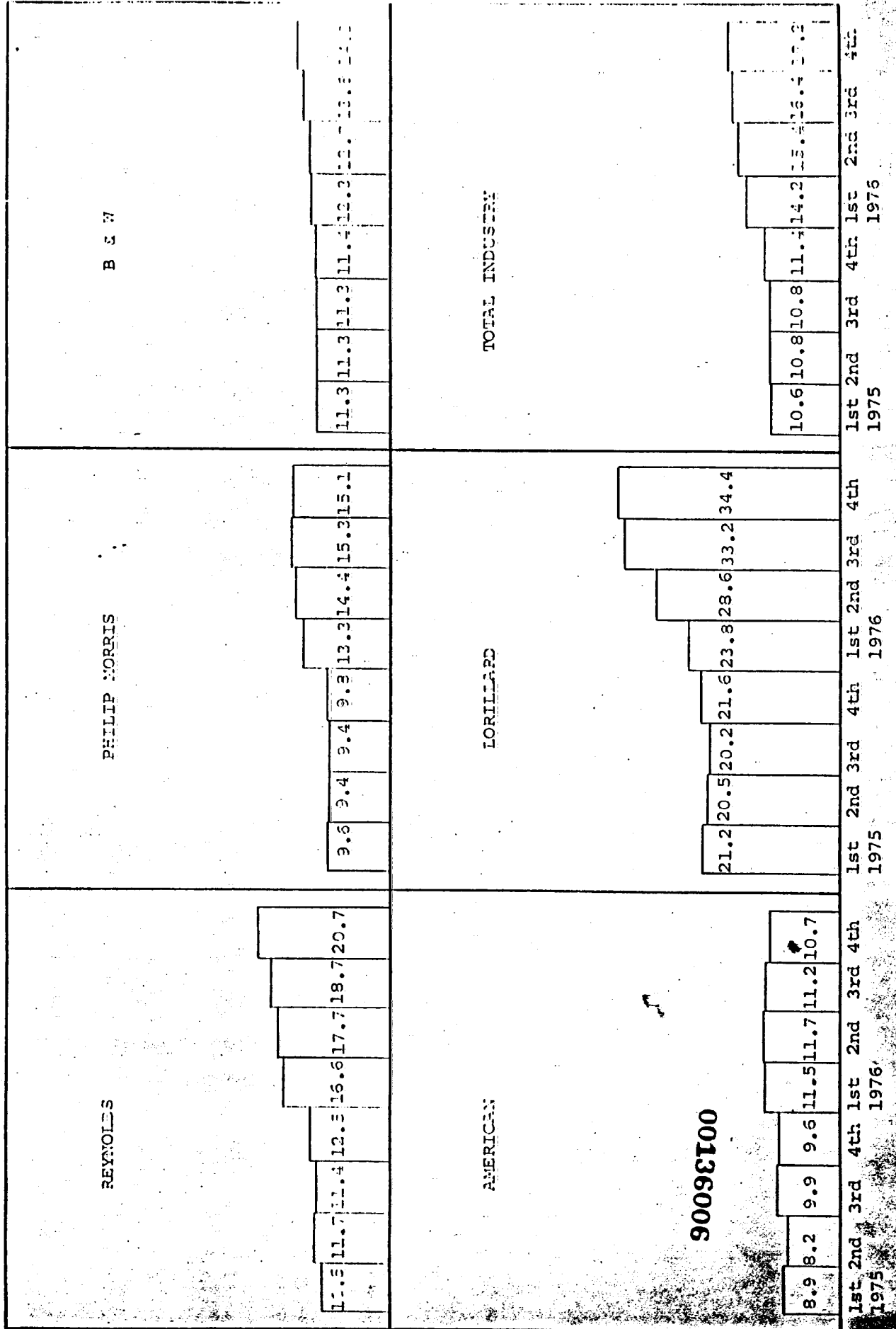
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Maxwell Share of Low Tar Market By Quarters 1976
 (Based on 5 Companies - Liggett NA)

Percent	First Quarter	Second Quarter	Third Quarter	Fourth Quarter
100.				
90				
80	38.2	38.2	37.6	39.0
70				
60				
50	23.5	23.0	23.5	22.2
40				
30	14.0	13.5	13.5	13.3
20	11.3	10.9	9.6	8.8
10				
0	12.9	14.4	15.3	16.7

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Maxwell - Low Tar Brands Share of Total Company By Quarters: 1975 & 1976



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