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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.

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This 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 low tar cigarettes.

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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of popular low tar cigarettes in the 1950's. TRUE cigarettes were introduced in 1966, with tar yields at 13 mg per cigarette. This was lowered to 5 mg this summer. KENT Golden Lights were introduced to the market in late 1975 and yield 8 mg tar.

Today, of all U. S. manufacturers, Lorillard has the largest share of its sales, 34.4 percent, in low-tar cigarettes, and it leads the industry trend in its increase in low-tar shares. (Low-tar cigarettes are those yielding 15 mg or less, as defined by the Federal Trade Commission and by John C. Maxwell, Jr., who provides statistics on industry sales.)

Commenting on the marked trend to significantly lower tar yields over the years, Dr. Spears explained that Lorillard Research has focused its efforts on ways to effectively reduce tar and other smoke components while still maintaining the essential taste elements that smokers seek.

Dr. Gori, who heads the National Cancer Institute's Smoking and Health Program noted that the industry now has the technology for manufacturing cigarettes where a half a pack to a pack per day will meet the criteria he devised. He called for "responsible marketing decision in the cigarette industry" and for "a major public education drive leading smokers to new patterns of

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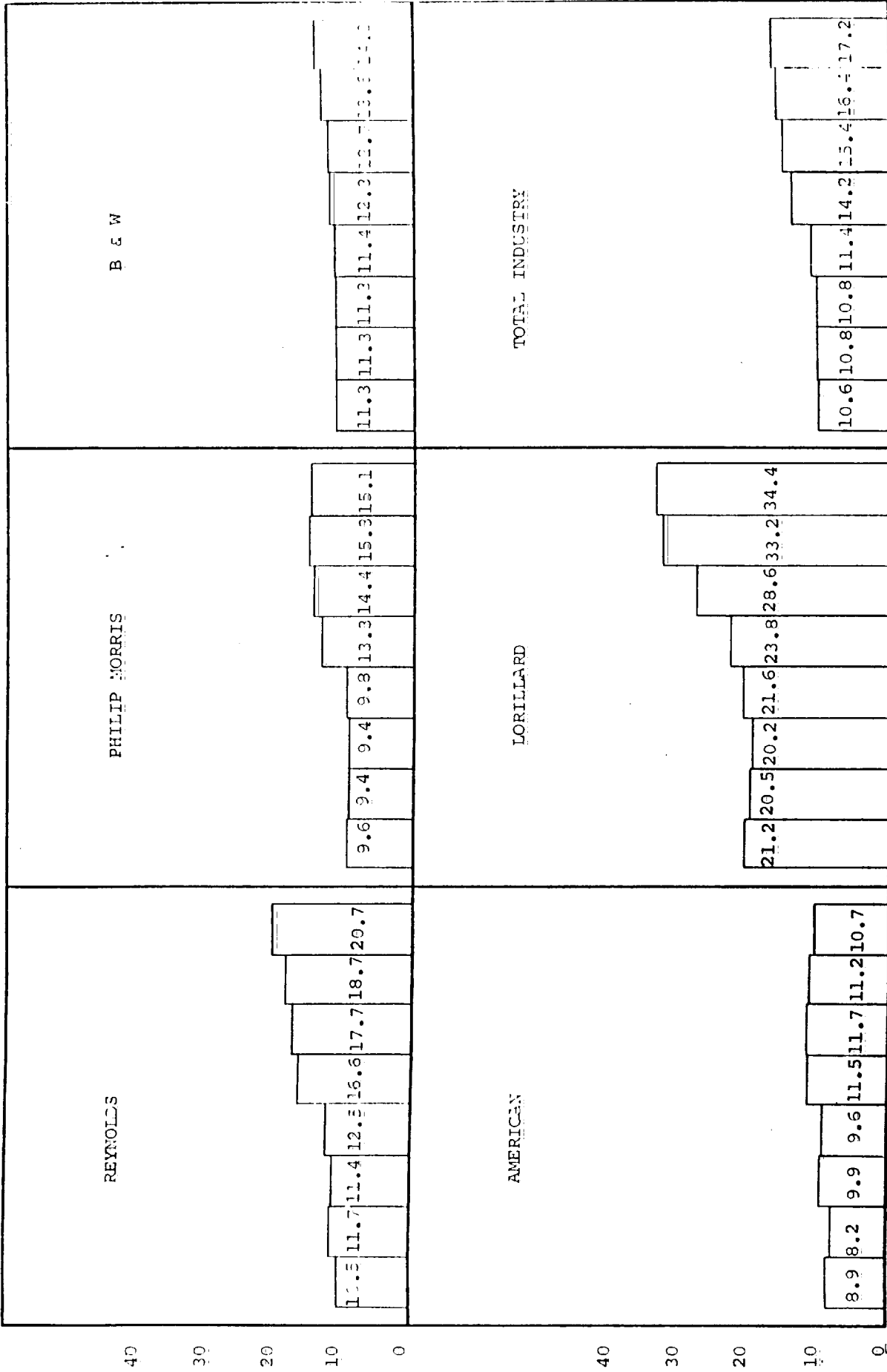
Commenting on Dr. Gori's article, Curtis H. Judge, President of Lorillard, noted that the qualification of TRUE and KENT Golden Lights under Dr. Gori's criteria reflect the company's long established commitment to developing and marketing cigarettes at reduced levels of tar and nicotine. He added that "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 - Low Tar Brands Share of Total Company By Quarters: 1975 & 1976



1st 2nd 3rd 4th 1st 2nd 3rd 4th 1st 2nd 3rd 4th
 1975 1975 1976 1976 1975 1976

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Maxwell Share of Market By Quarters: 1976

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

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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
90					
80	RJR	38.2	38.2	37.6	39.0
70					
60					
50	PM	23.6	23.9	23.5	22.2
40					
30	B & W	14.0	13.5	13.5	13.3
20	American	11.3	10.9	9.6	8.8
10					
0	Lorillard	12.9	14.4	15.8	16.7

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Market Volume Change - Current Quarter Vs. Prior Quarter 1975 & 1976

