

DRAFT
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Further
revised by
QJS
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LORILLARD FINDS TWO OF ITS BRANDS
MEET CRITERIA SET BY HEALTH OFFICIALS

Lorillard's TRUE cigarette qualifies at one pack per day when evaluated by the "3 more significant criteria" identified by Dr. Gio B. Gori, Director of the National Cancer Institute's Smoking and Health Program in the ^{December 12, 1976} ~~current~~ issue of Science magazine. When measured by all 6 of the criteria that Dr. Gori developed, TRUE qualifies at one-half pack per day, as does Lorillard's KENT Golden Lights cigarette.

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.

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Lorillard, a unit of Loew's 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.

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

per AWS memo 9-27-76

Dr. Gori, who heads the National Cancer Institute's ~~Health Program~~ ^{Smoking and} ~~for less hazardous cigarettes~~ ^{research}, 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 acceptance" of the lower tar cigarette.

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

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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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