

Independent medical study clears the air about non-smokers

A recent independent scientific study says the facts dispel the anti-smoking claim that non-smokers are harmed by cigarette smoke in public places.

The study, done by two doctors from Harvard University, showed that non-smokers in public places breathe in only minute amounts of cigarette smoke.

The heaviest smoke concentration the doctors observed was in cocktail lounges. This concentration was equivalent to .009 filter cigarettes an hour, meaning that a non-smoker could sit in a cocktail lounge for 100 hours and not inhale the equivalent of one filter cigarette, the doctors said.

The New England Medical Journal, which published the study, notes that such a level of exposure "has no known serious association with disease."

The study was supported by the Massachusetts Lung Association.

On another health-related front, a survey by the National Enquirer has found that more than half the administrators at the National Cancer Institute (NCI) are smokers.

"While they're busy dreaming up ways to stop Americans from smoking, 51 percent of those on the executive floor of the National Cancer Institute headquarters building are puffing

away on cigarettes, cigars or pipes," the Enquirer noted. Within the Institute, the highest concentration of smokers—67 percent—work at the Cancer Communication Office, which sends out information on NCI programs.

On the government side, the House Commerce Committee has voted to remove the jurisdiction of the Consumer Product Safety Commission to deal with cigarettes. According to the Wall Street Journal, "the Commission has been arguing all along that it lacks authority to rule whether cigarettes are health hazards. But the courts forced it to consider petitions that raise those questions."

More steadily increasing market share

After only three months on the national market, More, the first 120mm cigarette, is living up to its name as smokers buy more and more Mores.

The brand is already selling at a rate equivalent to a one percent share of the U.S. cigarette market, equal to total sales of almost 6 billion cigarettes a year.

"More's performance has been excellent in so short a time, especially considering that it is competing with more than 100 established brands and brand variations," said Wm. D. Hobbs, chairman of R. J. Reynolds Tobacco Co.

"We feel strongly that More is one of the most innovative, unique cigarettes ever offered American smokers," he said. "Smokers must agree, because it is obvious that More has created significant consumer interest."

Test marketing of More began Oct. 7 in Oklahoma City and extended rapidly into the largest metropolitan areas of the country. Outstanding acceptance during the test period prompted the company to move the brand's national introduction up to April 14.

"Favorable consumer reaction about More during its test marketing

was much like that we had when Winston, now the nation's best-selling cigarette, was introduced in 1954," Hobbs said. "And I'm happy to say it has continued since More became a national brand."

More, available in both regular and menthol versions, has several distinctive features apart from its overall length. It has a slim appearance and its wrapper is burnished-brown paper—features which Reynolds believes give it a stylish look.

More also delivers over 50 percent more puffs than the average 100mm cigarette, although it sells for the same price.

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