

*Lorillard*

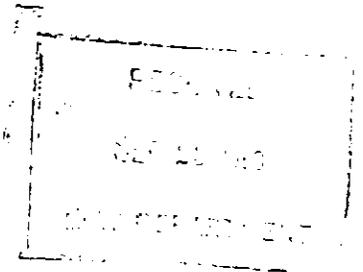
JUL 13 1980

(1)

DR. A. W. SPEARS  
EXECUTIVE VICE PRESIDENT  
OPERATIONS & RESEARCH  
IDID: 373-8778

July 7, 1980

MESSRS. BOWLING  
HOLTZMAN  
PEPPLES  
SHINN  
JACOB  
TUCKER  
HENSON  
MS. BROWN



Please find attached a copy of the background discussion and proposed research relating to environmental smoke and the non-smoker.

The purpose of the proposal is to establish quantitatively the average and range of the daily amount of smoke (in cigarette equivalents) absorbed by the non-smoker. Such information should be appropriate for presentation before rule-making and legislative bodies that are seeking to regulate smoking in public places.

If you have any questions relating to the material, please advise.

Sincerely,

*A. W. Spears*  
A. W. Spears

Attachment

AWS/hsh

P.S. Cost estimates for the proposal will be forwarded in the near future.

A DIVISION OF LOEWS THEATRES, INC  
2525 East Market Street  
Greensboro North Carolina 27401