

THE RALEIGH TIMES

Raleigh, N. C.

Sept. 21, 1970

British Announce Synthetic Smokes

LONDON (AP) — British scientists claimed today that they have developed a synthetic tobacco pleasant to smoke and less hazardous to the health than natural tobacco.

They plan to market it but don't know when.

A spokesman for Imperial Chemical Industries, the giant combine which is working on the material with Imperial

Tobacco Ltd., said: "We have a number of research staff who have been smoking NSM (new smoking material) either on its own or blended with normal tobacco. I understand that it tastes not at all unpleasant."

The spokesman said NSM has been in the testing stage for two years.

"NSM smoke contains less of a number of compounds that are suspected of biological activity which are present in ordinary tobacco

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THE CHARLOTTE OBSERVER

Charlotte, N. C.

Sept. 22, 1970

British: We DO Have Tobacco Substitute

Associated Press

LONDON — An artificial tobacco substitute has been developed, British scientists confirmed Monday, which they say is pleasant to smoke and less hazardous than the real thing.

The substance — known as NSM, for New Smoking Material — was reported to be made by Imperial Chemical Industries, a combine which has been working with Imperial Tobacco Ltd. on the project for two years.

No immediate plans for marketing the substance were announced.

Spokesmen for Imperial said NSM is made of cellulose, a carbohydrate substance, which is found in tobacco and most other plant life.

The company said, "We have a number of research staff who have been smoking NSM, either on its own or blended with normal tobacco." It said the taste "is not at all unpleasant."

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