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MAR 1974

'Wood' smokes

A "no nicotine" cigarette made with a tobacco substitute developed by the Celanese Corporation in Charlotte, North Carolina, may be marketed in Britain as early as next year, the firm said today.

Two British cigarette manufacturers, Carreras — Rothmans and Gallagher, have made a five-year agreement with Celanese to purchase the "synthetic tobacco" Cyrel and carry out further research. Carreras makes Rothmans, Piccadilly and Guards cigarettes and Gallagher makes Benson and Hedges and Senior Service. A Celanese spokesman, Mr. James Allen, said Cyrel was a fibre product with a cellulose base, made primarily from wood pulp. He said Cyrel contained no nicotine and had tar levels of one-third to one-seventh of the tar in leading cigarettes. Mr. Allen said Celanese was soon to start building a plant in the U.S. to make Cyrel. The company had spent over \$1 million in the last 18 years developing Cyrel.

INTERNATIONAL PRESS-CUTTING BUREAU
1, Knightsbridge Green, London, S.W.1

Extract from
Shropshire Star, Wellington

F 1 APR 1974

No-nicotine cigarette deal for Britain

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A Celanese spokesman, Mr. James Allen, said Cyrel was a fibre product with a cellulose base, made primarily from wood pulp. He claimed Cyrel contained no nicotine and had tar levels of one-third to one-seventh of the average in leading cigarettes.

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'No nicotine' cigarette next year?

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INTERNATIONAL PRESS-CUTTING BUREAU
1, Knightsbridge Green, London, S.W.1

Extract from
Swindon Evening Advertiser,
Wiltshire

30 MAR 1974

'Safe' cigarette

A "no nicotine" cigarette made with a tobacco substitute developed by the Celanese Corporation in Charlotte, North Carolina, may be marketed in Britain as early as next year, the firm said today.

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INTERNATIONAL PRESS-CUTTING BUREAU
1, Knightsbridge Green, London, S.W.1

Extract from
Cambridge Evening News

30 MAR 1974

'No nicotine' cigarette soon

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Two British cigarette manufacturers, Carreras (Rothmans) and Gallagher (Piccadilly and Senior Service), have made a five-year agreement with Celanese to purchase the "synthetic tobacco" Cyrel and carry out further research. — AP

INTERNATIONAL PRESS-CUTTING BUREAU
1, Knightsbridge Green, London, S.W.1

Extract from
Northern Despatch, Darlington

30 MAR 1974

No nicotine

A NICOTINE-FREE cigarette made with a tobacco substitute developed by the Celanese Corporation in America, may be marketed in Britain as early as next year, the firm said.

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INTERNATIONAL PRESS-CUTTING BUREAU
The Star, Sheffield

- 1 APR 1974

No-nicotine cig for UK next year'

A "NO NICOTINE" cigarette made with a tobacco substitute developed by the Celanese Corporation in Charlotte, North Carolina, may be marketed in Britain as early as next year, the firm said today.

INTERNATIONAL PRESS-CUTTING BUREAU
1, Knightsbridge Green, London, S.W.1

Extract from
Manchester Evening News

30 MAR 1974

Cigarette with no nicotine

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A Celanese spokesman, Mr. James Allen, said Cyrel was a fibre product with a cellulose base, made primarily from wood pulp. He said Cyrel contained no nicotine and had tar levels of one-third to one-seventh of the average in leading cigarettes.

INTERNATIONAL PRESS-CUTTING BUREAU
1, Knightsbridge Green, London, S.W.1

Extract from
Gloucester Citizen

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30 MAR 1974

'Safe' smoke next year?

A "no nicotine" cigarette made with a tobacco substitute developed by the Celanese Corporation in Charlotte, North Carolina, may be marketed in Britain as early as next year, the firm said today.

Two British cigarette manufacturers, Carreras — Rothmans and Gallagher, have made a five-year agreement with Celanese to purchase the "synthetic tobacco" Cyrel and carry out further research.