Eighty percent of this year's nominated movies feature smoking. And the winner is the global tobacco industry. It gains at least $4 billion in lifetime sales revenue, in the U.S. alone, from the new teen smokers recruited to smoke by films each year. In 2007, two-thirds of new U.S. releases featured smoking: 39% of G/PG movies, 66% of PG-13 films, 84% of R-rated films. Together, these movies delivered 6.6 billion tobacco impressions to North American theater audiences. R-rating smoking is reasonable, responsible—and inevitable. You'll still be able to include smoking in any film, just like this year's R-rated nominees for Best Picture. Yet by keeping smoking out of the G/PG/PG-13 films that kids see most, you'll save 60,000 lives a year. So who's trying to stop the "R"? Must be somebody with a lot to lose.