

LESS "TAR" THAN ALL LEADING LONGS

**COMPARE
L&M LONG LIGHTS**

	MG. "TAR"
L&M Long Lights	8
Winston Longs	19
Winston Light 100s	13
Benson & Hedges 100s	17
Benson & Hedges 100s Lts.	11
Marlboro 100s	17
Marlboro Lights 100s	12
Golden Lights 100s	9
Pall Mall Gold 100s	19
Virginia Slims	16
Ment 100s	11
Vantage Longs	11

And only L&M Long Lights
give you the taste of 100%
virgin tobacco!

TASTE L&M LIGHTS. ONLY 8 MG. "TAR"

Warning: The Surgeon General Has Determined
That Cigarette Smoking is Dangerous to Your Health.

*Based on Research Report, 1975.
Long Lights, 8 mg. "tar", 0.6 mg. nicotine av. per cigarette, FTC Report May '75.





**Lower in tar than 95%
of all cigarettes sold.**



**Full Kentucky flavor
in a low-tar cigarette.**
15mg. "tar,"
1.0mg. nicotine.

**TWO MODERN
FILTER TECHNOLOGIES**
The Multifilter filter has
a special design that traps
tar and nicotine before they
reach the cigarette.
The Double Filter has
a special design that traps
tar and nicotine before they
reach the cigarette.

**PHILIP MORRIS
MULTIFILTER**



Regular: 15 mg. "tar," 1.0 mg. nicotine. "Mild": 12 mg. "tar," .8 mg. nicotine. "Soft": 10 mg. "tar," .7 mg. nicotine. All per cigarette by FTC Report Nov. 80

They said it couldn't
be done...
They said nobody
could do it...but —

L.M. is
Low
in tar

with
More
taste to it

Don't settle for one without the other

"L.M. is kindest to your taste." says James Arness. "There are two good reasons why I know you'll like 'em. They're truly low in tar, with more exciting taste than you'll find in any other cigarette."

LOW TAR: L.M.'s patented filtering process adds extra filter fibers electrostatically, crosswise to the stream of smoke... makes L.M. truly low in tar.

MORE TASTE: L.M.'s rich mixture of slow burning tobaccos brings you more exciting taste than any other cigarette. **LIVE MODERN — CHANGE TO MODERN L.M.**



A third less tar
than the leading filter 85



Longer, yet lighter

Pall Mall Light 100's	10 mg. tar 0.8 mg. nic.
Leading filter 85	16 mg. tar 1.1 mg. nic.
Lowest brand less than 0.01 mg. tar, 0.002 mg. nic.	



PALL MALL LIGHT 100's

10 mg. "tar," 0.8 mg. nicotine av. per cigarette by FTC method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



Merit Dominates Smoker Testing.

MERIT low tar/good taste combination scores convincing 3 to 1 victory over high tar leaders.

High Tars Suffer Setback
Latest research proves smokers prefer MERIT.

Blind Taste Tests: In tests where brand identity was concealed, a significant majority of smokers rated the taste of low tar MERIT as good as—or better than—leading high tar brands. Even cigarettes having twice the tar!

Smoker Preference: Among 95% of smokers stating a preference, the MERIT low tar/good taste combination was favored 3 to 1 over high tar leaders when tar levels were revealed!

MERIT is the proven alternative to high tar smoking. And you can taste it.



© Philip Morris Inc. 1990
Kings: 8 mg "tar," 0.6 mg nicotine—100's Reg.
10 mg "tar," 0.7 mg nicotine—100's Men; 11 mg
"tar," 0.8 mg nicotine av. per cigarette, FTC Report Dec. 79

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

MERIT
Kings & 100's

95



1970



1993

Of All Brands Sold
 Lowest tar: 0.5 mg. "tar," 0.05 mg. nicotine av. per cigarette, FTC Report Dec. 30/76.
 Kent Golden Lights Regular & Menthol.
 8 mg. "tar," 0.7 mg. nicotine av. per cigarette by FTC method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

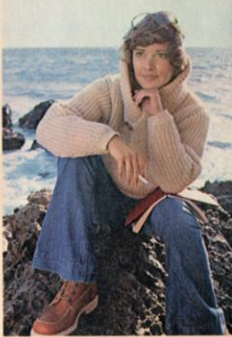
Brand	Tar (mg)	Nicotine (mg)
Winston	19	1.2
Marlboro	18	1.1
Salem	18	1.2
Kool	17	1.3
Camel	13	0.9
Winston Lights	13	0.8
Camel Lights	11	0.8
Kool Lights	14	0.9
Marlboro Lights	16	1.1
Camel Lights	10	0.7
Camel Lights	13	0.9
Kent Golden Lights	8	0.7

WHY SMOKE THIS MUCH TAR TO GET GOOD TASTE?

TASTE KENT GOLDEN LIGHTS
 AS LOW AS YOU CAN GO AND STILL GET GOOD TASTE AND SMOKING SATISFACTION.



**Now.
It's a satisfying
decision.**



Like many people you may recently have switched to a lower tar cigarette, with milder flavor.
But as your tastes have changed, you may have found yourself reaching for a cigarette even lower in tar. An ultra-low tar alternative that satisfies your new tastes in smoking.
Then the decision is Now.
Now has only 2 mg. tar. And bear this in mind: today's Now has the most satisfying taste in any cigarette so low in tar.



Now
MILD TASTE
2 mg. "tar", 0.1 mg. nicotine av. per cigarette by FTC method.

Only 2 mg tar. Significantly lower than 98% of all cigarettes sold.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

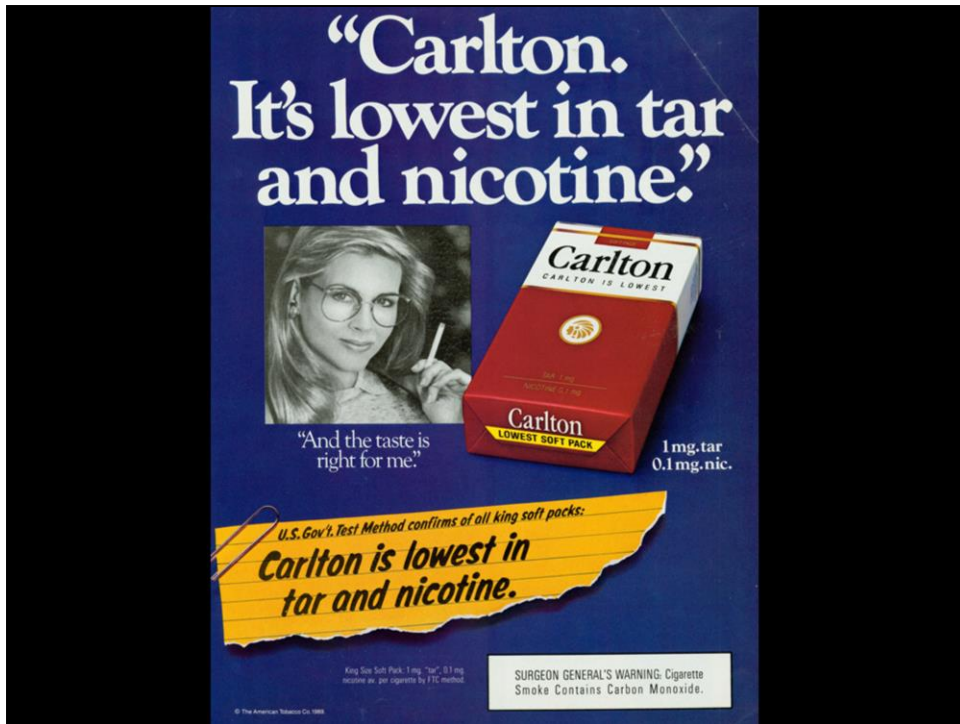
FILTER, MENTHOL, 2 mg. "tar", 0.1 mg. nicotine av. per cigarette by FTC method.











[illegible]

1 mg. tar, 0.1 mg. nic.



10 packs of Carlton
have less tar than 1 pack
of these brands.



Brand	Tar (mg.)	Nicotine (mg.)
Marlboro	17	1.1
Camel	15	1.0
Winston	17	1.1
Kent	12	0.9
Viceroy	15	1.0

U.S. Gov't. Test Method confirms of all king soft packs:
Carlton is lowest.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

King Size Soft Pack: 1 mg. "tar", 0.1 mg. nicotine
Lowest of all brands. One Carlton has less than 0.5 mg. "tar",
less than 0.05 mg. nicotine av. per cigarette by FTC method.

© 1987 American Tobacco Co. 080





"I switched to less tar."



I wanted less tar, but I thought I'd have to sacrifice flavor... and isn't that what makes smoking enjoyable? Then I found Carlton... and I switched! Carlton is the lowest in tar and has a light, mild taste I really enjoy. And I figure if you want less tar you might as well go with the lowest!

© The American Tobacco Co. 1984.
1 mg. "tar," 0.1 mg. nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



Carlton
CARLTON IS LOWEST
Soft Taste
1 mg. "tar," 0.1 mg. nicotine av. per cigarette by FTC method.

Carlton is lowest in tar and nicotine.

1 mg. tar, 0.1 mg. nic.

4 mg
tar, 0.4 mg. nic.

6 mg
tar, 0.8 mg. nic.

3 mg
tar, 0.3 mg. nic.

9 mg
tar, 0.7 mg. nic.

7 mg
tar, 0.7 mg. nic.

**None of these brands
is as low as
Carlton Box 100's.**

1 mg
tar, 0.1 mg. nic.

LOWEST CARLTON 100's

© The American Tobacco Co. 1987

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

100's Box 1 mg "tar", 0.1 mg. nicotine av. per cigarette, FTC Report Jan. '85.

Lowest of all brands is Carlton Box King—less than 0.01 mg. tar, 0.002 mg. nic.

19

1981 U.S. GOV'T REPORT: CARLTON LOWEST.

In the 17 U.S. Government Reports since 1970 no cigarette has ever been reported to be lower in tar than Carlton. Today's Carlton has even less tar than the version tested for the Government's 1981 Report. Despite new low tar brands introduced since—**Carlton still lowest.**



10 packs of Carlton have less tar than 1 pack of...

	Tar mg./Cig.	Nicotine mg./Cig.
Benson & Hedges Light 100's	10	0.8
Kent	12	1.0
Marlboro Lights	11	0.8
Ment 100 Menthol	10	0.8
Salem Lights	9	0.7
Vantage 100's	9	0.9
Virginia Slims Lights	8	0.6
Winston Lights	11	0.9

Carlton is lowest.

Carlton Box—lowest of all brands.
Less than 0.01 mg. tar, 0.002 mg. nic. Carlton Menthol—Less than 1 mg. tar, 0.1 mg. nic.

Box: Less than 0.01 mg. "tar", 0.002 mg. nicotine av. per cigarette by FTC method.
Menthol: Less than 1 mg. "tar", 0.1 mg. nicotine.
Soft Pack: 1 mg. "tar", 0.1 mg. nicotine av. per cigarette, FTC Report May '81.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

The collage features several newspaper clippings with headlines such as: "TOOWAY WESTCHESTER, NY 'Carlton' receives 'best rating' from...", "THE COMMERCIAL APPEAL MEMPHIS TENN. Carlton Scores Best In Cigarette Testing", "WASHINGTON (UPI) - The Carlton king-size filter cigarette has the lowest tar, nicotine and... of any cigarette tested by the Federal Trade Commission", "THE DALLAS MORNING NEWS FTC rates Carlton as 'best' cigarette", "WASH. MOUNTAIN NEWS DENVER, COLO. Latest figures show Carlton lowest in tar, nicotine", "WASHINGTON (UPI) - The Carlton cigarette sold in a lowest tar, nicotine rating of any cigarette tested by the Federal Trade Commission", and "SENTINEL STAR ORLANDO, FLA. Carlton king of the federal cigarette ratings".

1981 U.S. GOV'T REPORT: CARLTON LOWEST.

In the 17 U.S. Government Reports since 1970 no cigarette has ever been reported to be lower in tar than Carlton. Today's Carlton has even less tar than the version tested for the Government's 1981 Report. Despite new low tar brands introduced since—Carlton still lowest.

Box—less than 0.01 mg. tar, 0.002 mg. nicotine.

Box: Less than 0.01 mg. "tar", 0.002 mg. nicotine av. per cigarette by FTC method. Soft Pack: 1 mg. "tar", 0.1 mg. nicotine av. per cigarette. FTC Report May '91.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.



SMOKERS

U.S. GOV'T LATEST REPORT:

King, Menthol or Box 100's:

A whole carton of Carlton has less tar than a single pack of...



...KINGS		...100's	
	Tar, mg.		Nicotine, mg.
Acad.	12	1.0	0.8
Almond Lights	11	0.9	0.7
Marlboro	16	1.0	0.9
Camel	14	1.1	1.0
Acad. Milds	11	0.9	0.7
Parliament	16	1.2	1.1

TAR & NICOTINE NUMBERS AS REPORTED IN LATEST FTC REPORT

Carlton Kings	Less than 0.5	0.1	Carlton Box 100's	Less than 0.5	0.1
Carlton Menthol	Less than 0.5	0.1			

Box—lowest of all brands—less than 0.01 mg. tar, 0.002 mg. nicotine.

Carlton is lowest.

U.S. Government laboratory tests confirm no cigarette lower in tar than Carlton.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Box: Less than 0.5 mg. "tar", 0.05 mg. nicotine av. per cigarette. FTC Report Dec. '71.

Less than 0.5 mg. "tar", 0.1 mg. nicotine av. per cigarette. FTC Report Dec. '71.

Look who's lowest. Look who's not.

3mg 5mg



The advertisement features two cigarette packs. On the left is a silver pack of 'Now 100s' with a red 'NOW' logo and '100s' below it. On the right is a red and white pack of 'Carlton 100s'. The 'Now' pack is labeled 'Lowest Tar 100s Soft Pack'.

Now is lowest.
By U.S. Gov't. testing method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Competitive tar level reflects the Jan. '95 FTC Report. NOW: THE LOWEST OF ALL BRANDS. SOFT PACK 100s FILTER MENTHOL. 3 mg. "tar", 0.3 mg. nicotine av. per cigarette by FTC method.

©1995 R.J. REYNOLDS TOBACCO CO.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

SOFT PACK 100s FILTER, MENTHOL, 2 mg. "tar", 0.2 mg. nicotine av. per cigarette, FTC Report MAR. '93. Competitive tar levels reflect either the Mar. '93 FTC Report or FTC method. NOW: THE LOWEST OF ALL BRANDS.

5 mg 5 mg 6 mg 7 mg

5 mg

Carlton 100s

KENT

MERIT Ultra Lights

Benson & Hedges

TRUE

20

NOW

100s

Lowest Tar 100s Soft Pack

2 mg

They're all after us.

NOW

THE LOWEST

© 1993 J. P. Morgan & Co.

GOURMET/JANUARY 1994

38

Think they're the lowest?

Think again.



5mg

8mg

4mg

6mg

3mg

20 FILTER CIGARETTES

NOW

100s

Lowest Tar 100s Soft Pack

Now is lowest.
By U.S. Gov't. testing method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Competitive tar levels reflect the Feb. '84 FTC Report. NOW: THE LOWEST OF ALL BRANDS. SOFT PACK 100s FILTER, MENTHOL. 3 mg. "tar", 0.3 mg. nicotine av. per cigarette by FTC method.

© 1985 L. & P. WATKINS, CHICAGO, ILL.

39

GOURMET / SEPTEMBER 1985

Think they're the lowest?

Think again.

The advertisement features three cigarette packs on the left and one on the right. On the left, from top to bottom: a green pack of Carlton 100's MENTHOL with 5mg tar, a white pack of TRUE 100's with 7mg tar, and a white pack of MERIT Ultra Lights 100's MENTHOL with 4mg tar. On the right is a tall, light blue pack of NOW 100's MENTHOL with 3mg tar. The NOW pack is labeled '20 MENTHOL CIGARETTES' and 'Lowest tar 100's Menthol Soft Pack'. Below the packs, the text reads 'Now is lowest. By U.S. Gov't. testing method.' At the bottom left is a warning: 'Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.' At the bottom center is a note: 'Competitive tar levels reflect the Jan. 1991 FTC Report. NOW: THE LOWEST OF ALL BRANDS. SOFT PACK 100's FILTER, MENTHOL, 3 mg. "tar", 0.3 mg. nicotine av. per cigarette by FTC method.' At the bottom right is the date 'GOURMET / OCTOBER 1985' and a small number '147'.

Carlton 100's MENTHOL 5mg

TRUE 100's 7mg

MERIT Ultra Lights 100's MENTHOL 4mg

3mg

20 MENTHOL CIGARETTES

NOW 100's

Lowest tar 100's Menthol Soft Pack

Now is lowest.
By U.S. Gov't. testing method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Competitive tar levels reflect the Jan. 1991 FTC Report.
NOW: THE LOWEST OF ALL BRANDS.
SOFT PACK 100's FILTER, MENTHOL, 3 mg. "tar", 0.3 mg. nicotine av. per cigarette by FTC method.

GOURMET / OCTOBER 1985

147

Now for the truth about who's lowest.



Now is lowest.
By U.S. Gov't. testing method.

Warning: The Surgeon General Has Determined That Cigarette Smoking is Dangerous to Your Health.

Competitive tar levels reflect the Feb. 1987 FTC Report. NOW THE LOWEST OF ALL BRANDS. SOFT PACK 100s FILTER, MENTHOL. 3 mg. "tar", 0.3 mg. nicotine av. per cigarette by FTC method.

GOURMET / JUNE 1985

© 1985 R.J. REYNOLDS TOBACCO CO.

125

Above all, the lowest.



2 mg

5 mg

5 mg

5 mg

NOW

THE LOWEST

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

SOFT PACK 100s FILTER, MENTHOL, 2 mg. "tar", 0.2 mg. nicotine av. per cigarette, FTC Report MAR. '93.
Comparison tar levels reflect either the Mar. '93 FTC Report or FTC method.
NOW: THE LOWEST OF ALL BRANDS.

GOURMET 1 APRIL 1994

© 1994 R.J. REYNOLDS TOBACCO CO.

Not the
lowest
low tar...

just
the best
tasting.

No wonder today's Kent
is America's No. 1
selling low tar.
We re-made Kent with less tar
and a smoother, fuller taste.
A taste that makes switching
to a low tar easy.

Today's Kent. The easy switch to low tar.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Kent Kings: 12 mg. "tar," 1.0 mg. nicotine, Kent 100's: 14 mg. "tar,"
1.1 mg. nicotine av. per cigarette by FTC Method.

A vintage cigarette advertisement for Kent. The background is a solid red color. At the top, the text "Not the lowest low tar..." is written in a large, white, serif font. Below this, on the left, are two packs of Kent cigarettes: one labeled "KENT" and "KING SIZE", and another labeled "KENT" and "100'S". To the right of the packs is a black and white photograph of a man with dark hair, wearing a light-colored shirt, with his hands clasped in front of him. To the right of the man, the text "just the best tasting." is written in a bold, sans-serif font. Below this, a paragraph of text reads: "No wonder today's Kent is America's No. 1 selling low tar. We re-made Kent with less tar and a smoother, fuller taste. A taste that makes switching to a low tar easy." Below the paragraph, the text "Today's Kent. The easy switch to low tar." is written in a bold, sans-serif font. At the bottom left, a small white box contains the text: "Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health." At the bottom right, small text reads: "Kent Kings: 12 mg. 'tar,' 1.0 mg. nicotine, Kent 100's: 14 mg. 'tar,' 1.1 mg. nicotine av. per cigarette by FTC Method."

There's more to choosing
a low-tar cigarette
than just picking a number.



Any low-tar cigarette will give you a low-tar number. But there's something else that you should consider. We call it "filter feedback."

As you smoke, tar builds up on the tip of your cigarette filter. That's "filter feedback." Ordinary flush-tipped filters put that tar build-up flat against your lips.

And that's where low-tar Parliament has the advantage. Parliament's filter is recessed to keep tar buildup from touching your lips. So there's no "filter feedback." All you get is that smooth Parliament taste.



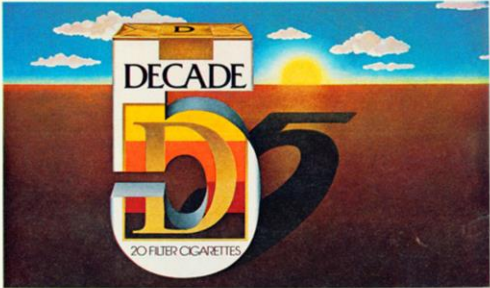
10 mg
Kings
12 mg
100's

Low-tar Parliament
More than just a low-tar number.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Kings: 10 mg "tar," 0.8 mg nicotine—
100's: 12 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report, Aug. 77.

© Philip Morris Inc. 1997



**IT TOOK TEN YEARS
BUT WE FINALLY GOT YOUR
NUMBER.**

Decade's got your number. Only 5mg. of 'tar'.

Now you might be wondering why it took us ten years to reach 5mg. Well, if we were simply interested in lowering 'tar,' we could have done it in a lot less time. After all, others have.

But this wasn't just a numbers game to us. Our goal was to

reduce 'tar' without removing taste. So we took our time.

Finally, after ten years, we were good and ready. We had developed our "Total System." A totally unique way of delivering truly satisfying taste in a 5mg. cigarette. That's why we say Decade is "The taste that took ten years to make."

Every part of a Decade cigarette is arranged in perfect balance with the others. The tobacco, the filter and even the paper. Only by concentrating on these parts are we able to perfect the whole.

So try Decade. We think you'll agree that 5mg. can be a very tasty little number.



**Only
5 mg.
'tar.'**

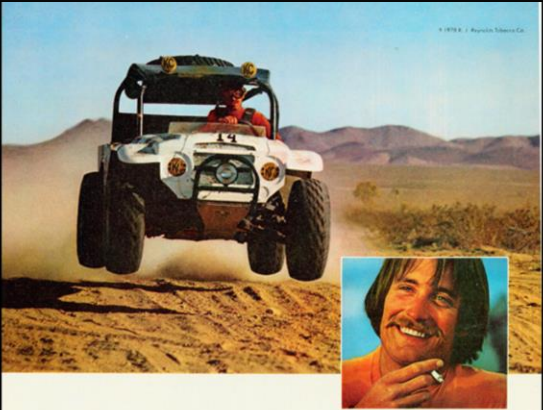
Regular and Menthol.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

© 1989 Decade Inc. 100

5 mg. "tar", 0.5 mg. nicotine av. per cigarette by FTC method.

© 1978 R. J. REYNOLDS TOBACCO CO.



***"Real's strong taste is dynamite.
More like a high tar."***

I used to smoke a high tar brand. No more. Real's got the strong taste I want. Strong enough to satisfy. Beats me how they pack all that taste in a low tar. Made a different way, I guess. More of the good, natural stuff. Miss my old high tar brand? No way. Check out Real.



Only 9 mg tar.

The strong tasting low tar.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

MENTHOL, 8 mg "tar", 0.6 mg nicotine. FILTER, 9 mg "tar", 0.7 mg nicotine av. per cigarette. FTC Report MAR 78.

Extra low 'tar' with Pall Mall flavor

**New
PALL MALL
EXTRA MILD**



New 3-Y Filter

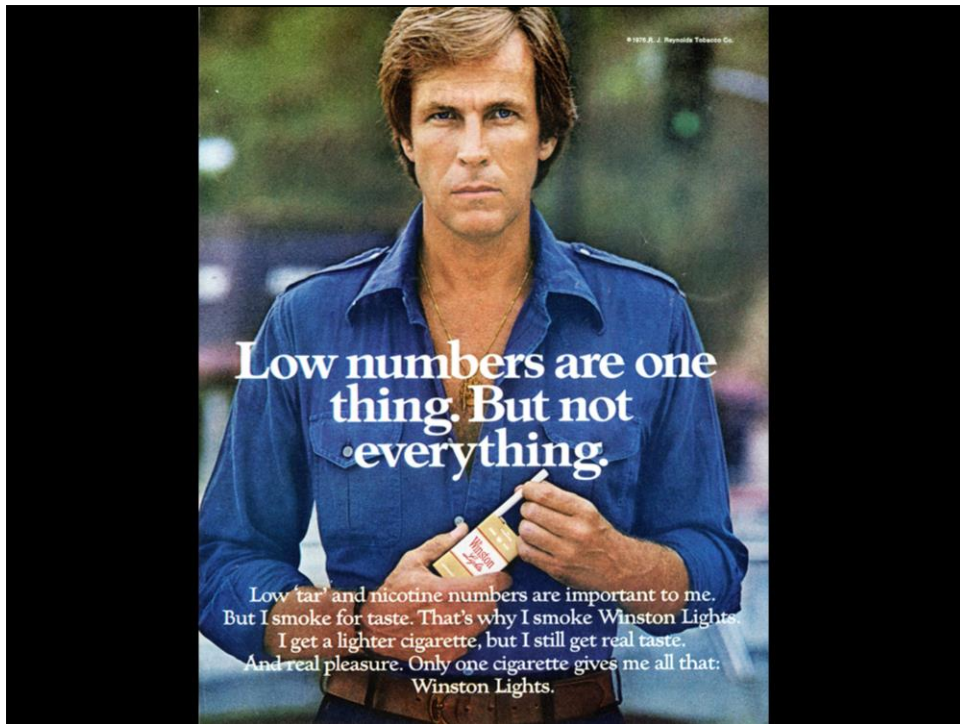
New PALL MALL Extra Mild has only 10 mgs. 'tar'. Yet the 3-Y Filter material, with three times the density of most filters, gives you PALL MALL tobacco flavor, free and easy draw.

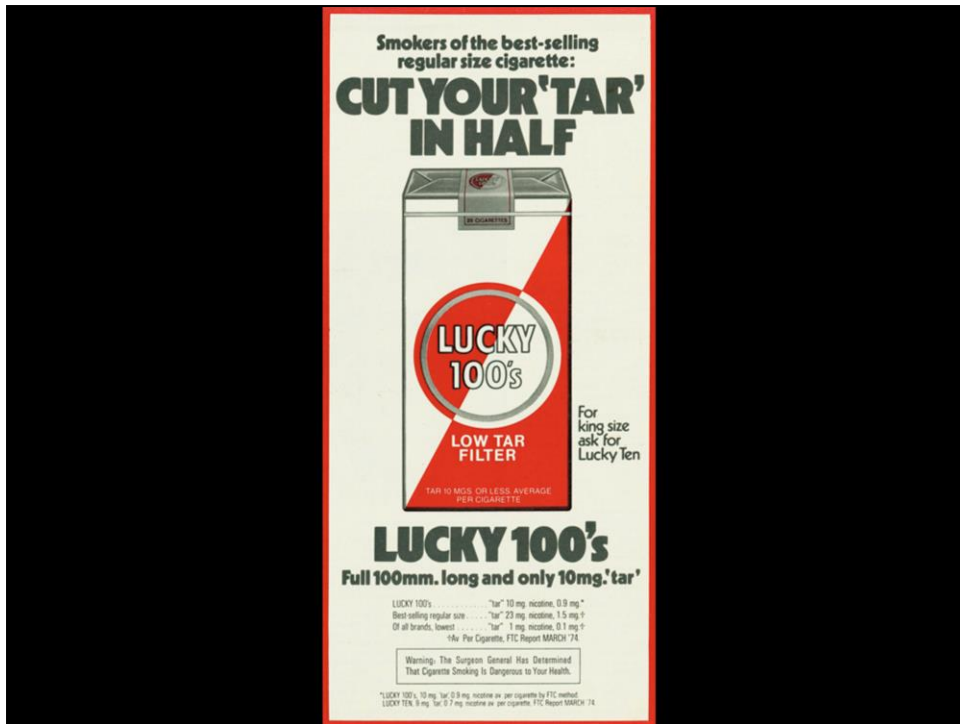


Only 10mg. 'tar'

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

10 mg. "tar" 0.8 mg. nicotine av. per cigarette by FTC method.





They said it couldn't
be done...
They said nobody
could do it...
but -

L.M. is
Low
in tar
with
MORE
taste to it

Don't settle for one without the other!

"L.M. is kindest to your taste." adds Jim Amess. Both Jims agree, there are two good reasons why you'll like L.M.'s. They are truly low in tar, with more exciting taste than you'll find in any other cigarette.

LOW IN TAR: L.M.'s patented filtering process adds extra fiber fibers electrostatically, crosswise to the stream of smoke... makes L.M. truly low in tar.

MORE TASTE: L.M.'s rich mixture of slow burning tobaccos brings you more exciting taste than any other cigarette. **LIVE MODERN...CHANGE TO MODERN L.M.**

JIMMIE RODGERS, popular recording star, with his wife, Carolyn, joins in the newest member of L.M.'s TV family, with his own show on NBC Tuesday nights.

© 1955 L.M. Co. & Philip Morris Inc.

2 mg. "tar", 0.2 mg. nicotine, av. per cigarette by FTC method.
Based on a comparison of nationally available brands.
ALL BRAND STYLES SHOWN ARE 100MM.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

Merit Ultra Lights Smokers:
Is there a way to get
60% less tar and nicotine
and still get
flavor in a cigarette?

© 1984 J. REYNOLDS TOBACCO CO.

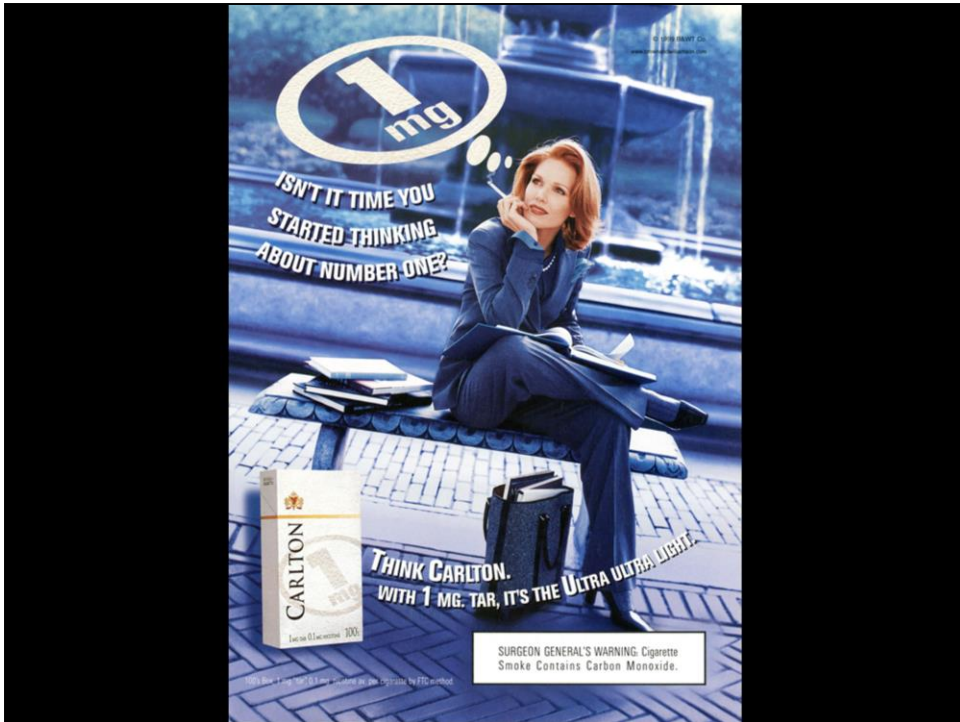
NOW
100's
NOW is Lowest
Soft Pack

NOW is the way.

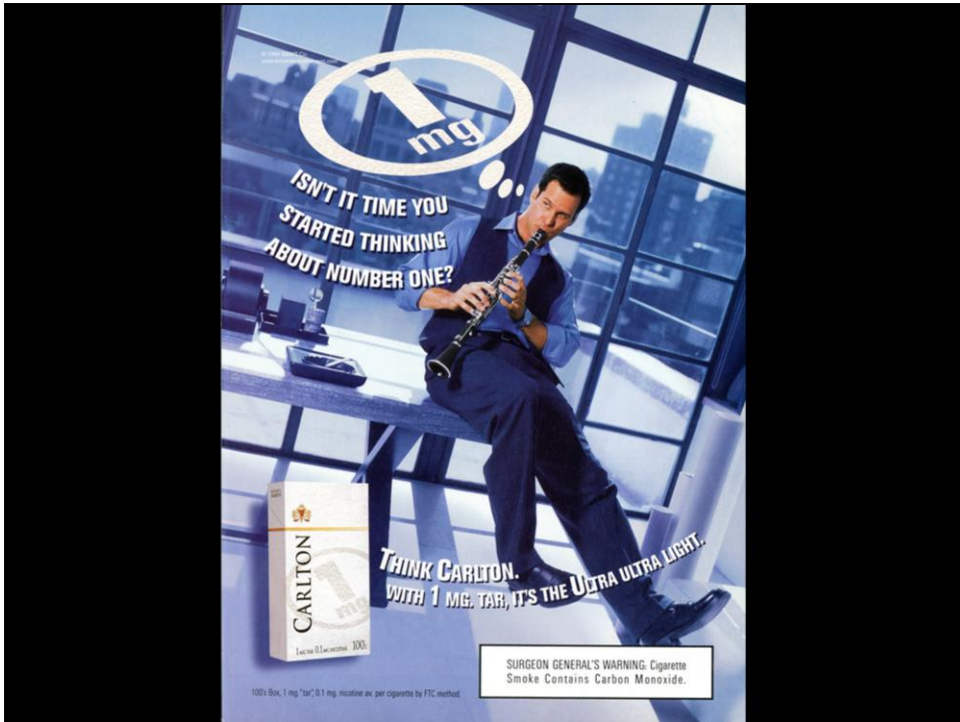
2 mg tar
0.2 mg nic.

5 mg tar
0.5 mg nic.

THE LOWEST IN TAR AND NICOTINE.
Of all soft pack 100's. By U.S. Gov't. testing method.







If you smoke...

Some useful information for those who want to smoke ultra low tar.

Because times and tastes change, and because of claims and counter-claims, we, the makers of CARLTON, present these few facts to you:

In 1964, CARLTON first recognized the desire of some smokers to know the tar and nicotine content of the cigarettes they were smoking. CARLTON became the first brand to put these figures right on the pack. During the next 20 years CARLTON introduced a whole range of products, including the lowest in tar of all brands, the lowest menthol, and the lowest 120's.

In the last 21 reports issued by the U.S. Government, no cigarette has tested lower than CARLTON. In the latest such report, CARLTON Box King was reported as less than 0.5 mg. tar, 0.05 mg. nicotine.

As you read through this statement, from CARLTON, you will see how CARLTON compares to other low tar products. For example:

And if you're a Merit smoker, it might interest you to know that Merit Ultra Lights 100's have 5 mg. tar, 0.4 mg. nic. vs. CARLTON Box 100's at 1 mg. tar, 0.1 mg. nic. And the comparisons continue...

Our point is simply this. If you are interested in the tar content of your cigarette, you should compare the tar content of your cigarette vs. CARLTON. If you are interested in the lowest...



**Carlton
100's Box**
1 mg. tar
0.1 mg. nic.



**Merit
Ultra Lights
100's**
5 mg. tar
0.4 mg. nic.

**LATEST
U.S. GOV'T
REPORT
CONFIRMS:**
no brand lower than Carlton
Box King—less than 0.5
mg. tar 0.05 mg. nic.

**CARLTON
IS LOWEST**
Box King—lowest of all
brands—less than
0.01 mg. tar, 0.002 mg. nic.



**Carlton
100's Box**
1 mg. tar
0.1 mg. nic.



**Vantage
Ultra Lights
100's**
5 mg. tar
0.5 mg. nic.

BRANDS	TAR	NIC.
CARLTON 100's Box	1 mg.	0.1 mg.
Carlton King	1 mg.	0.1 mg.
Kent III Kings	3 mg.	0.3 mg.
New 100's	3 mg.	0.3 mg.
Kent III 100's	4 mg.	0.4 mg.
Benson & Hedges Ultra Lights	5 mg.	0.4 mg.
True King Size	5 mg.	0.4 mg.
Camel Lights	8 mg.	0.7 mg.
Merit King Size	8 mg.	0.5 mg.
Merit Golden Lights	9 mg.	0.8 mg.
Vantage Kings	10 mg.	0.7 mg.
Marlboro Lights	10 mg.	0.7 mg.
Marlboro Lights 100's	10 mg.	0.7 mg.
Benson & Hedges 100's	16 mg.	1.0 mg.

...There's a Carlton for you. Carlton Box King (less than 0.01 mg. tar, 0.002 mg. nic.); Carlton 100's Box, 100's menthol Box and menthol King (less than 1 mg. tar, 0.1 mg. nic.); Carlton King Soft Pack (1 mg. tar, 0.2 mg. nic.); Carlton 100's Soft Pack and 100's menthol Soft Pack (5 mg. tar, 0.5 mg. nic.); Carlton Slims and Slims menthol (6 mg. tar, 0.6 mg. nic.); Carlton 120's and 120's menthol (7 mg. tar, 0.7 mg. nic.).

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Box and 100's Box Menthol. Less than 0.5 mg. "tar", 0.05 mg. nicotine. Soft Pack, Menthol and 100's Box. 1 mg. "tar", 0.1 mg. nicotine. 100's Soft Pack and 100's Menthol 5 mg. "tar", 0.4 mg. nicotine. 120's 7 mg. "tar", 0.6 mg. nicotine av. per cigarette, FTC Report Jan. '85. Slims. 6 mg. "tar", 0.6 mg. nicotine av. per cigarette by FTC method.

