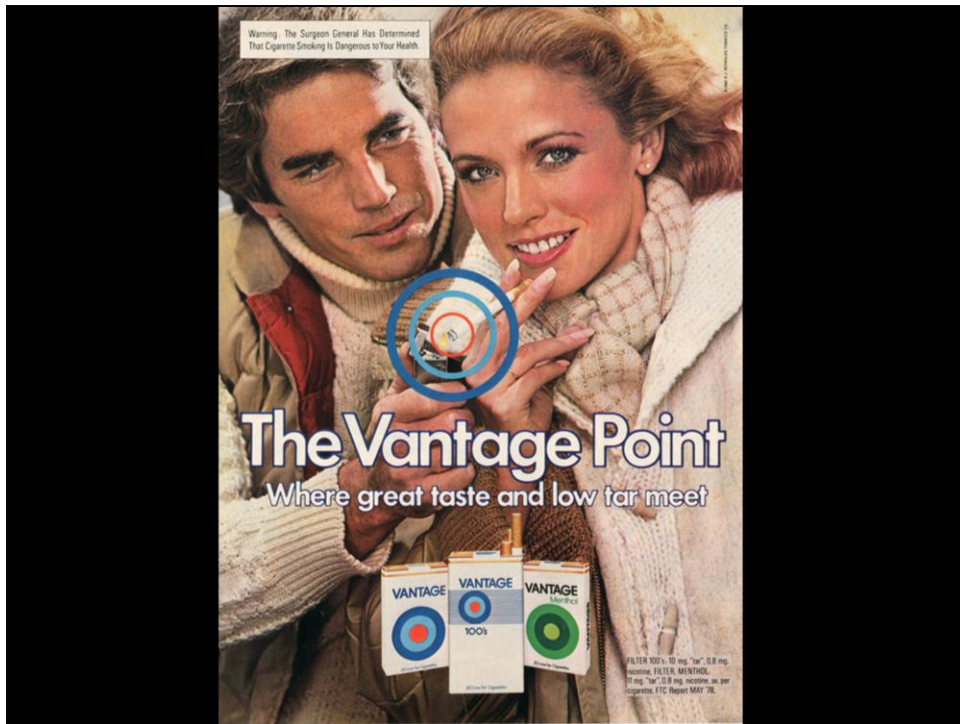
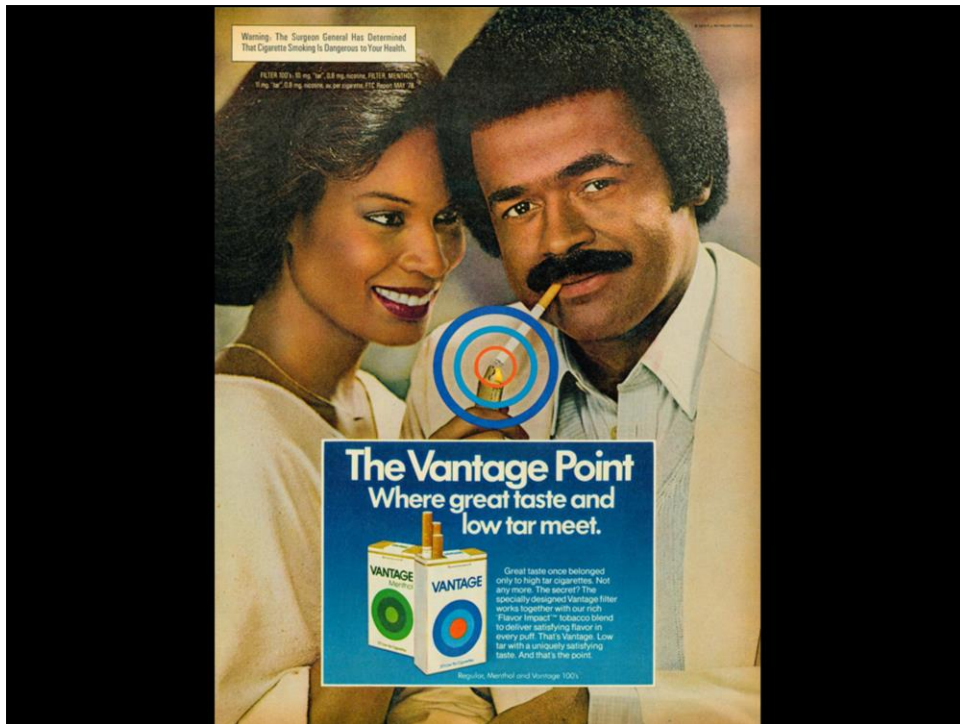








**To the 56,000,000
people who smoke
cigarettes.**

A lot of people have been telling you not to smoke, especially cigarettes with high 'tar' and nicotine. But smoking provides you with a pleasure you don't want to give up.

Naturally, we're prejudiced. We're in the business of selling cigarettes. But there is one overriding fact that transcends whether you should or shouldn't smoke and that fact is that you do smoke.

And what are they going to do about that?

They can continue to exhort you not to smoke. Or they might look reality in the face and recommend that, if you smoke and want low 'tar' and nicotine in a cigarette, you smoke a cigarette like Vantage.

And we'll go along with that, because there is no other cigarette like Vantage. Except Vantage.

Vantage has a unique filter that allows rich flavor to come through it and yet substantially cuts down on 'tar' and nicotine.

Not that Vantage is the lowest 'tar' and nicotine cigarette. (But you probably wouldn't like the lowest 'tar' and nicotine cigarette anyway.)

The plain truth is that smoke has to come through a filter if taste is to come through a filter. And where there is taste there has to be some 'tar'.

But Vantage is the only cigarette that gives you so much flavor with so little 'tar' and nicotine.

So much flavor that you'll never miss your high 'tar' cigarette.



Filter and Menthol: 12 mg "tar", 0.9 mg nicotine - av. per cigarette, FTC Report Aug. 72.

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

Smoking. What are you going to do about it?

Many people are against cigarettes. You've heard their arguments. And even though we're in the business of selling cigarettes, we're not going to advance arguments in favor of smoking.

We simply want to discuss one irrefutable fact.

A lot of people are still smoking cigarettes. In all likelihood, they'll continue to smoke cigarettes and nothing anybody has said or is likely to say is going to change their minds.

Now, if you're one of these cigarette smokers, what are you going to do about it? You may continue to smoke your present brand. With all the enjoyment and pleasure you get from smoking it. Or, if 'tar' and nicotine has become a concern to you, you may consider changing to a cigarette like Vantage.

(Of course, there is no other cigarette quite like Vantage.)

Vantage has a unique filter that allows rich flavor to come through it and yet substantially cuts down on 'tar' and nicotine.

We want to be frank. Vantage is not the lowest 'tar' and nicotine cigarette you can buy. But it well may be the lowest 'tar' and nicotine cigarette you will enjoy smoking. It has only 12 milligrams 'tar' and 0.8 milligrams nicotine.

The simple truth is that smoke has to come through a filter if taste is to come through a filter.

And where there is taste, there has to be some 'tar'.

But Vantage is not a 'hernia' cigarette. You don't have to work so hard pulling the taste through it that all the joy of smoking is lost.

And it is the only cigarette that gives you so much taste with so little 'tar' and nicotine. We suggest you try a pack.



Filter and Menthol: 12 mg. "tar", 0.8 mg. nicotine—av. per cigarette, FTC Report Aug. 77 (Menthol by FTC method).

**12^{mg}
08^{mg}
TAR
NICOTINE
FILTER AND MENTHOL**

**"Vantage is solving
a lot of my problems
about smoking."**

"You see, I really enjoy smoking. To me, it's a pleasure. But it was no pleasure hearing all the things being said against high-tar cigarettes."

"Of course, I used to kid myself a lot about giving up the taste of my old high-tar cigarette for one of those new low-tar brands. But every one I tried left my taste unsatisfied."

"Then someone offered me a Vantage. Sure I'd read about them. But I thought they were like all the others. I was wrong."

"Vantage was right. It satisfied like my old brand. Yet it had nearly half the tar."

"It's been about a year since I started smoking Vantage. And it looks like I'm going to be smoking them for a long time to come."

Bernard Schoenfeld
Bernard Schoenfeld
Westchester, New York

Regular, Menthol,
and Vantage 100's.

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

FILTER 10 mg. "tar," 0.7 mg. nicotine, MENTHOL 10 mg. "tar," 0.7 mg. nicotine, av. per cigarette, FTC Report DEC '75.
FILTER 100's: 7 mg. "tar," 0.6 mg. nicotine av. per cigarette by FTC method.

© 1998 B & W TOBACCO COMPANY

'Why I choose to smoke?'

"Why kid anyone? I smoke because I enjoy it. I'm the kind of guy who gets pleasure out of a cigarette. But I'm not deaf to what's being said about tar."

"So I searched out a cigarette that would give me taste with low tar. And two years ago I found it in Vantage. Vantage has all the taste I enjoy yet, surprisingly, much less tar than my old brand."

"Why did I choose Vantage? Because I like it."

Michael Emerson
Michael Emerson
Miami, Florida

Regular,
Menthol, and
Vantage 100's

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

FILTER 11 mg. "tar", 0.7 mg. nicotine, MENTHOL 11 mg. "tar", 0.8 mg. nicotine, as per cigarette, FTC Report AUG. 71.
FILTER 100's, 11 mg. "tar", 0.8 mg. nicotine as per cigarette by FTC method.

**'Imagine!
Taste this
great
plus low tar.'**

"For me, finding another cigarette with just the right taste wasn't easy. Finding a low-tar cigarette with the taste I go for was even harder. But I found it. In Vantage 100's."

"With Vantage 100's, I get the great taste I like. I also get low tar and the graceful style of a 100. And imagine—Vantage provides satisfaction like my old high-tar brand."

Cat Hudson
Cat Hudson
Dallas, Texas

VANTAGE
100's

Vantage 100's
Also available in King Size, Regular and Menthol.

FILTER 100's: 10 mg. "tar", 0.8 mg. nicotine, FILTER, MENTHOL. 11 mg. "tar", 0.8 mg. nicotine, av. per cigarette, FTC Report MAY '78.

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

**"I have
my own ideas
about smoking."**

"I know what I like out of life. And one of the things I like is smoking. But there's no getting away from the stories I keep hearing about cigarettes and high tar.

"There's also no getting away from why I smoke. I smoke for the pleasure of it. For the taste. And for enjoying a cigarette after my long day as a teacher.

"Then at night when I work my other job—as a drummer—I enjoy lighting up between sets. It's part of the way I live.

"For me, the dilemma was how to find a cigarette that could give me taste without high tar. And that was quite a dilemma.

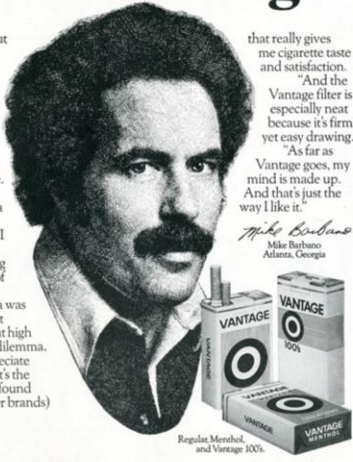
"Which is why I appreciate Vantage as much as I do. It's the only low-tar cigarette I've found (and I've tried several other brands

that really gives me cigarette taste and satisfaction.

"And the Vantage filter is especially neat because it's firm yet easy drawing.

"As far as Vantage goes, my mind is made up. And that's just the way I like it."

Mike Barbano
Mike Barbano
Atlanta, Georgia



Regular Menthol
and Vantage 100s.

Vantage. A lot of taste without a lot of tar.

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

FILTER 11 mg. "tar", 0.7 mg. nicotine.
MENTHOL 11 mg. "tar", 0.8 mg. nicotine av. per cigarette. FTC Report AUG. 73

'Why I smoke Vantage.'

I like smoking.
Always have liked smoking.
But I do have eyes and ears.
So I'd be less than honest if I
said the critics of smoking didn't
have a lot to do with my switch-
ing to Vantage.

Every time I'd light one of my
old cigarettes they'd make me feel
guilty.

Even tried one of those low
'tar' and nicotine cigarettes for
awhile, but that was a lost cause.

I couldn't draw any more
flavor out of them than I could
from a bobby pin.

Vantage?

I took them up about a year ago
and I love them.

They taste every bit as good as my
old brand. And Vantage has a lot less
'tar' and nicotine.

Well, yes, I could have stopped
smoking altogether, only I
wouldn't stop smoking even for
one day.

Cigarettes simply give me too
much pleasure for me to want
to quit.

That's something those peo-
ple who are always knocking
cigarettes should keep in
mind.

Instead of always telling
us not to smoke, you'd think
they'd just tell us to smoke
Vantage, so we can still get
enjoyment out of something
we like to do.

Red Herring
For Schmoozing
New York, New York

VANTAGE
MENTHOL
11 mg
0.8

VANTAGE
LIGHTS
12 mg
0.9

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

Philip 12 mg "tar", 0.9 mg nicotine; Menthol, 11 mg "tar", 0.8 mg nicotine—av. per cigarette, FTC Report Apr. 73.

'Why I smoke Vantage?'

I read the papers.
I watch TV.
I hear the things some of them are saying about smoking.

All I know is that I enjoy smoking and I don't plan to quit. Last year, maybe the year before, I did get on to one of those low 'tar' brands. Worked at it for a solid month.

Trying to pull flavor through one of those cigarettes was like sucking on a pencil.

So I went back to my old brand. What's the good of smoking if you can't get flavor through a cigarette?

Only it wasn't the same thing, my old brand. All those critics made me feel guilty about smoking them.

That's about the time Vantage came out and did I latch on to them!

First off, they tasted good. Like my old cigarettes.

And then, frankly, all

that the critics say about 'tar' and nicotine has to make an impression. Fact is, they don't make me feel guilty about smoking Vantage.

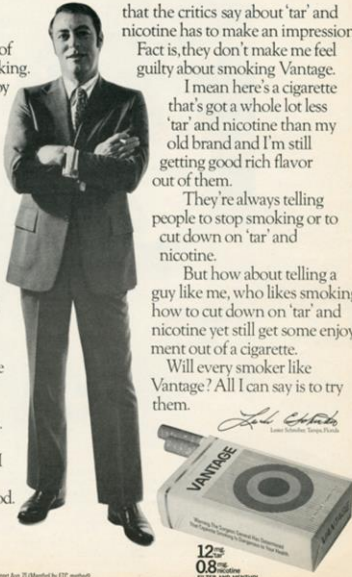
I mean here's a cigarette that's got a whole lot less 'tar' and nicotine than my old brand and I'm still getting good rich flavor out of them.

They're always telling people to stop smoking or to cut down on 'tar' and nicotine.

But how about telling a guy like me, who likes smoking, how to cut down on 'tar' and nicotine yet still get some enjoyment out of a cigarette.

Will every smoker like Vantage? All I can say is to try them.

Sam E. Smith
Lynn, Nebraska, Tampa, Florida



VANTAGE

12^{mg}
0.8^{mg}
tar and nicotine
per cigarette
by FTC method

Filter and Menthol. 12 mg "tar," 0.8 mg nicotine—av. per cigarette. FTC Report Aug. 77 (Menthol by FTC method).

Why we smoke Vantage.



Joan started smoking Vantage about a year ago. I began when you came out with your menthol. Oh, Lou and I were concerned about smoking a long while before that. You can't read in the papers day in and day out what they're saying about smoking and not be concerned.

I guess we like smoking too much to want to stop. Funny thing about our old brands, though. We felt guilty smoking them.

Well, Lou, the people who are against smoking accomplished that much.

Yeah, we even tried some of those new low 'tar' cigarette brands. They tasted like nothing, so much blah.

And I have 4 children and run around the house the whole day cleaning up after them. When I sit down for a break, I want a cigarette I can get some taste out of.

Vantage is everything you people say it is. Same flavor I got out of my old brand and I know you can't lie about those low 'tar' and nicotine numbers.

You're right, Lou, they really are fantastic.

I'm a one man band for them, got half a dozen of the guys who work with me to go over to them. We'd recommend Vantage to anybody who smokes.

Joan and Lou
Louise Aronson, Joan Aronson, New York



12 mg
0.8 mg
tar and nicotine
per cigarette
FILTER AND MENTHOL

Filter and Menthol "12 mg" tar", 0.8 mg nicotine—av. per cigarette. FTC Report Aug. 11 (Menthol by FTC menthol).

What I'm doing about smoking.



I'm smoking Vantage.
I took up smoking more than 15 years ago in the Marine Corps.
I started smoking then because I wanted to. I smoke now because I want to. And I intend to keep on smoking as long as I want to.

But that doesn't make me bury my head in the sand and ignore the stuff in the papers about smoking. My attitude is, OK, if high 'tar' and nicotine cigarettes are a concern to me, I'd better do something about it. So I did. I started to smoke Vantage. Vantage gives me the flavor of my old brand, and that takes some doing, because what I used to smoke was way up there in 'tar' and nicotine.

And Vantage is not one of those low 'tar' cigarettes you have to work so hard getting some taste out of, you end up not wanting to smoke it.

So what it really comes down to for me is smoking Vantage or my old cigarettes, because I enjoy smoking and don't want to give it up.

And if you feel the way I do, you'll enjoy smoking Vantage too.

John Warner
New York, New York



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

Lights 11 mg "tar", 0.8 mg nicotine.
Menthol 11 mg "tar", 0.9 mg nicotine, av. per cigarette, FTC Report MAR 74.

If you smoke.

We're not telling you anything you don't know when we acknowledge that a controversy about smoking exists.

And since we're in the business of selling cigarettes, you obviously know where we stand.

If you don't smoke, we're not about to persuade you to start.

But if you do, we'd like to persuade you to try a cigarette you'll like more than the one you're smoking now.

We mean Vantage, of course.

Vantage gives you flavor like a full-flavor cigarette. Without anywhere near the 'tar' and nicotine.

That's a simple statement of truth.

We don't want you to misunderstand us. Vantage is not the lowest 'tar' and nicotine cigarette you can buy.

It's simply the lowest 'tar' and nicotine cigarette you'll enjoy smoking.

We just don't see the point in putting out a low 'tar' and nicotine cigarette you have to work so hard getting some taste out of, you won't smoke it.

If you agree with us, we think you'll enjoy Vantage.



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

Filter and Menthol 12 mg "tar", 0.9 mg nicotine—av. per cigarette FTC Report Aug. 12.









NEW VANTAGE ULTRA LIGHTS

**INTRODUCING
ULTRA TASTE—
AT ULTRA LOW TAR.**



Ultra taste. Never-before, silk smooth, truly satisfying taste—in an ultra low tar cigarette!

(And we do mean ultra low. At only 6 mg of tar, it's lower than 90% of all the cigarettes that people buy.)

How is it possible? Through a unique blend of very select, flavorful tobaccos.

That's the Ultra Cigarette—new Vantage Ultra Lights from Vantage.

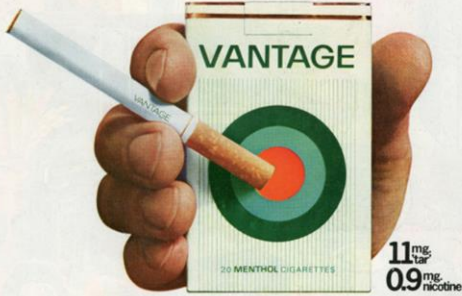


ONLY 6 mg tar

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

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

Vantage
the no cop-out cigarette
announces a
menthol breakthrough.



**11mg.
tar
0.9mg.
nicotine**

New Vantage Menthol.
The first cigarette that lets you give up high 'tar' without
copping out on real menthol pleasure.

Until now you got either lots of menthol flavor and lots of 'tar' or else you got low 'tar' and very little flavor. Now there is Vantage Menthol with the ingenious Vantage filter geometrically shaped to increase filtration. If you like authentic tobacco taste and real menthol pleasure, you owe it to yourself to smoke Vantage Menthol. It's the only no cop-out menthol.

Strong "tar" if 8mg. nicotine or less cigarette by FTC method.

© 1979 W. J. REYNOLDS TOBACCO CO.

Something for menthol smokers to think about.

There are menthol cigarettes and there are menthol cigarettes. And if you're a menthol smoker you certainly know by now which one you really enjoy smoking.

So what makes us think we'll ever get a crack at switching you?

Well, we're going to try.

Because if you're like a lot of cigarette smokers these days, you're probably concerned about the 'tar' and nicotine stories you've been hearing.

Frankly, if a cigarette is going to bring you flavor, it's also going to bring you smoke. And where there's smoke, there has to be 'tar.' In fact, in most cigarettes, the more flavor, the more 'tar.' Except for Vantage.

You must know that Vantage cigarettes have a special filter which reduces 'tar' and nicotine without destroying flavor.

What you may not know is that Vantage is also available in menthol.

Not surprisingly, what separates Vantage Menthol from ordinary menthols is that Vantage Menthol gives you all the flavor you want, with a lot less of the 'tar' and the nicotine that you probably don't want.

Now Vantage Menthol is not the lowest 'tar' and nicotine menthol you'll find. It's simply the lowest one you'll enjoy smoking.

Since you're the best judge of what you like about menthol cigarettes, don't just take our word for it.

Try a pack of Vantage Menthol and then you'll know for sure.



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

Filter: 11 mg "tar", 0.8 mg nicotine. Menthol: 11 mg "tar", 0.9 mg nicotine, av. per cigarette, FTC Report MAR, 74.

Why haven't you gotten the message?

There were a lot of people ready for Vantage when we were ready *with* Vantage. And you wouldn't believe how quickly they began buying them up.

Apparently, many smokers were concerned about 'tar' and nicotine and wanted to smoke a cigarette that reduced 'tar' and nicotine without reducing flavor.

And that's the idea behind Vantage Filter. It gives you the flavor of a full-flavor cigarette. Without anywhere near the 'tar' and nicotine. And it does that better than any other cigarette on the market.

With one exception. Vantage Menthol.

But the problem with Vantage Menthol is that a lot of smokers don't even know that there is a Vantage Menthol.

And there we failed.

In our effort to let smokers know about Vantage, we allowed our menthol to play second fiddle.

Vantage Menthol has the cool fresh taste all menthol smokers go for, and at the same time reduces 'tar' to 12 milligrams and nicotine to 0.9 milligrams.

Now we don't want to fool you. You will find a few menthol brands with lower numbers, but you won't find one that you'll enjoy smoking as much.

So, menthol smokers, if we've failed to let you know of our existence, here goes.

Vantage Menthol is here.

If you're ready for us, we're ready for you.



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

Filter and Menthol 12 mg. "tar", 0.9 mg. nicotine av. per cigarette, FTC Report Aug. 77.

**Are you smoking
a menthol
for the wrong reason?**

If you're smoking a menthol cigarette because your menthol doesn't have a hot, harsh or scratchy taste, that's a good reason to be smoking it.

Or, if you're smoking your menthol because you plain like the taste of menthol, that's another good reason to be smoking it.

But if you're smoking a menthol for these or any other reasons and are concerned about 'tar' and nicotine, then you may be smoking it for the wrong reason.

Unless, of course, the menthol you're smoking is Vantage.

Because like every Vantage cigarette, Vantage Menthol has the innovative filter that reduces 'tar' and nicotine without destroying flavor.

That's not to say Vantage Menthol is the lowest 'tar' and nicotine menthol you can smoke.

Some menthols can always come out with numbers that are lower by compromising the flavor.

Vantage Menthol is the lowest 'tar' and nicotine menthol you'll enjoy smoking. Because we haven't compromised the flavor.

And that's the rightest reason we can give you for wanting to smoke it.

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

Filter: 11 mg "tar", 0.9 mg nicotine. Menthol: 11 mg "tar", 1.0 mg nicotine - av. per cigarette. FTC Report Feb. 73.





**VANTAGE
CUP 88**

See The Legends Of Golf
On The \$13,000,000 Tour.

 The \$13,000,000 Senior Tour is in full swing again. Arnie and his army are charging. Chi Chi is as entertaining as ever. And the competition is building for a slice of the \$3,000,000 Vantage Cup, the largest purse on the Tour. All pointed toward

the \$1,000,000 Vantage Championship at the end of the season. Be sure to catch the Senior Tour when it comes to a course near you. It's the friendliest competition for big money you'll ever see.



9 mg "tar," 0.7 mg. nicotine av. per cigarette by FTC method.

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

**VANTAGE
CUP**  **SENIOR
PGA
TOUR**

Something for smokers to think about.

There are cigarettes and there are cigarettes. And if you're a smoker you certainly know by now which brand you really enjoy smoking. So what makes us think we'll ever get a crack at switching you? Well, we're going to try.

A lot of cigarette smokers smoke menthol. But they're probably just as concerned about the 'tar' and nicotine stories that all cigarette smokers have been hearing these days.

Frankly, if a cigarette is going to bring you flavor, it's also going to bring you smoke. And where there's smoke, there has to be 'tar'. In fact, in most cigarettes, the more flavor, the more 'tar'. Except for Vantage.

You must know that Vantage cigarettes have a special filter which reduces 'tar' and nicotine without destroying flavor.

What you may not know is that Vantage is also available in menthol.

Not surprisingly, what separates Vantage Menthol from ordinary menthols is that Vantage Menthol gives you all the flavor you want, with a lot less of the 'tar' and the nicotine that you probably don't want.

Now Vantage Menthol is not the lowest 'tar' and nicotine menthol you'll find. It may well be the lowest one you'll enjoy smoking.

Since you're the best judge of what you like about menthol cigarettes, don't just take our word for it. Try a pack of Vantage Menthol and then you'll know for sure.

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

FILTER 11 mg. "tar", 0.7 mg. nicotine, MENTHOL 11 mg. "tar", 0.8 mg. nicotine, av. per cigarette, FTC Report APR, '76.



B&W Photo American Tobacco Co.

Are you still smoking?

In the years since the criticism against smoking first appeared, many people have given up cigarettes. But many more people haven't.

And that's who we'd like to talk to. That even larger group of people who are still smoking today.

If you're still a smoker, you've probably heard the charges leveled against 'tar' and nicotine. You may have become concerned. And chances are you even tried to do something about it. Like trying several of those empty-tasting low 'tar' and nicotine cigarettes.

If you're like a lot of other smokers, you probably went right back to your old brand, and concluded that a good-tasting low 'tar' and nicotine cigarette has never been invented.

Well, if that's the case, you haven't tried Vantage.

Vantage cuts down substantially on the 'tar' and nicotine you may have become concerned about. Without cutting out that satisfying tobacco flavor you've come to appreciate.

Now Vantage isn't the lowest 'tar' and nicotine cigarette you can smoke. But it may well be the lowest you'll enjoy.

To put it simply, Vantage still tastes like a cigarette.

So, if you still smoke, but would like to cut down on 'tar' and nicotine, Vantage is one cigarette you should seriously consider.



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

FILTER, MENTHOL, 11 mg. "tar", 0.7 mg. nicotine av. per cigarette, FTC Report SEPT. 75.

© 1979 AMT, L. BOWEN & COMPANY, INC.

Why do you smoke?

With what you've been hearing about smoking these days, you probably wonder sometimes why you smoke at all.
Yet you enjoy it.
Because smoking a cigarette can be one of those rare and pleasurable private moments.
And the chances are you don't want to give up any of that.
Which brings us to Vantage.
Vantage is the cigarette for people who don't entertain the idea of giving up cigarettes because they find cigarettes too entertaining.
Vantage is the cigarette for people who have come to realize that most cigarettes that give them the flavor they want also give them a lot of the 'tar' and the nicotine that they may not want.
Vantage is the cigarette for people who've found that most low 'tar' cigarettes don't give them anything at all.
The thing that makes Vantage special is that its filter is based on a new design concept that gives smokers the flavor of a full-flavor cigarette without anywhere near the 'tar' and nicotine.
Now we don't want to suggest that Vantage is the lowest 'tar' and nicotine cigarette you'll find.
It isn't.
But it sure is the lowest one that will give you enjoyment.
And that's why you smoke. Right?

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



Two packs of Vantage cigarettes are shown. The top pack is labeled 'VANTAGE MENTHOL' and '11 mg "tar", 0.8 mg nicotine'. The bottom pack is labeled 'VANTAGE' and '11 mg "tar", 0.8 mg nicotine'. A single cigarette is shown in front of the packs.

Filter 11 mg "tar", 0.8 mg nicotine - as per cigarette FTC Report Feb. 72.

© 1979 R.J. REYNOLDS TOBACCO CO.

If you don't smoke, show this ad to someone who does.

There are a lot of people in the world who don't smoke.
But since a lot of people who don't smoke know a lot of people who do, you might tell them about what Vantage has to offer.

You can tell them that if they really enjoy the taste of their present cigarette but are concerned about the 'tar' and nicotine, they should understand that where there is taste there is smoke and where there is smoke there has to be some 'tar' and some nicotine.

You can also tell them that the thing that makes Vantage so special is that its filter is based on an innovative design that gives smokers flavor like a full-flavor cigarette without anywhere near the 'tar' or the nicotine.

Then you can let them know that while Vantage isn't the lowest 'tar' and nicotine cigarette they can buy, it is the lowest one they'll really enjoy.

Because when people have to work so hard sucking smoke through a low 'tar' and nicotine cigarette, they probably won't like it, and won't smoke it.

You can tell them that Vantage draws easy and tastes just fine.
You can tell them all this.
Or you can show them this ad.
Thanks.



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

Filter and Menthol 12 mg. "tar", 0.9 mg. nicotine—av. per cigarette, FTC Report Aug. 72.

Vantage perfects low-tar 100's.



Introducing Vantage 100's.

You may not have known it, but those extra long 100's that so many smokers find popular are usually extra long in tar.

And that means they couldn't be Vantage. Because Vantage was made for smokers who wanted a cigarette that was low in tar and high in flavor.

So we resisted the trend. Until we could perfect a 100 with the famous Vantage combination of full flavor and low tar.

Well, we've done it. In new Vantage 100's. A blend of flavor-rich tobaccos with tar levels held down to the point where good taste still comes through.

That's the Vantage point. And that's the point of Vantage 100's. There's never been a long cigarette quite like it.

Try a pack today. We think you'll go along with us.

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

11 mg. "tar", 0.9 mg. nicotine av. per cigarette, by FTC method.

The smoker's guide to low-tar cigarettes.

With all the controversy about smoking going on, lots of smokers are deciding to switch to low-tar cigarettes.

But which low-tar cigarette should a switcher switch to?

Well, here's an easy guide to follow.

First, there are those so-called new cigarettes claiming scientific breakthrough and hyped-up flavor. Unfortunately there's nothing very revolutionary about the way they taste.

Next there are those brands that promise nothing but low-tar numbers. They're fine if low numbers are all you want. Because their scientific filters work so well, they filter out most of the taste.

Fortunately there is an alternative. Vantage. The low-tar cigarette that's different from all the others.

From the very beginning Vantage was designed to deliver flavor like a full-flavor cigarette with less tar than 95% of all cigarettes. So forget all those empty promises and go with the real flavor of Vantage.

It will probably turn out to be the only low-tar cigarette you'll enjoy.

Regular, Menthol
and new Vantage 100's.



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

FILTER, 10 mg. "tar", 0.7 mg. nicotine, MENTHOL, 10 mg. "tar",
0.7 mg. nicotine, av. per cigarette, FTC Report DEC '76.
FILTER 100's, 11 mg. "tar", 0.9 mg. nicotine av. per cigarette, by FTC method.

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Where there's smoke there's controversy.

The papers are filled with stories against smoking.
But many people are continuing to smoke. They like it.
Yet it's obvious that there are smokers who have become concerned
about what they've been hearing about tar and nicotine. And so—many of
them are trying lower tar and nicotine cigarettes.

If you're a smoker who's become concerned, you (and millions like
you) have been facing a dilemma.

Until Vantage, cigarettes that had lots of flavor had lots of tar and
nicotine. And cigarettes that were way down in tar and nicotine were way
down in taste.

Most smokers found that most low tar cigarettes just didn't make it.
But then we started making Vantage.

Vantage is not the lowest tar and nicotine
cigarette you'll find, but it could well be the
lowest you'll enjoy. Exactly the right blend of
tobacco working in harmony with the
ingenious Vantage filter is what made it
possible.

And that's why Vantage
has become the fastest growing
major cigarette brand in America.

There's no controversy
about that.



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

Filter 11 mg. "tar", 0.7 mg. nicotine. Menthol 11 mg. "tar",
0.8 mg. nicotine av. per cigarette. FTC Report OCT. 74.

If you smoke menthol.

Anybody who smokes knows there's a controversy about smoking going on.

And that most of the controversy is about 'tar' and nicotine.

Yet when we ask the average menthol smoker why he smokes a menthol cigarette, he almost always tells us that he smokes a menthol because it doesn't have a hot or a harsh or a scratchy taste.

Well, Vantage with menthol doesn't have a hot or a harsh or a scratchy taste either.

But what Vantage Menthol also doesn't have is anywhere near the 'tar' and nicotine most of the other menthols have.

And that's something we thought a menthol smoker would want to know about.

Vantage Menthol tastes every bit as cool, every bit as refreshing as any menthol cigarette you ever smoked.

But it has only 11 milligrams 'tar' and 0.9 milligrams nicotine.

Don't get us wrong. That doesn't mean Vantage Menthol is the lowest 'tar' and nicotine menthol around.

It does mean that Vantage Menthol is the lowest 'tar' and nicotine cigarette that you'll enjoy smoking.

You don't have to believe us.

All you have to do is try a pack.



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

Filten 11 mg. "tar", 0.9 mg. nicotine. Menthol 11 mg. "tar", 0.9 mg. nicotine, av. per cigarette, FTC Report MAR 74.

