

Fact: If you're concerned about smoking, you should know something about gas.

You might not know it, but cigarette smoke is mostly gas—many different kinds. Not just 'tar' and nicotine.

And despite what we tobacco people think, some critics of smoking say it's just as important to cut down on some of the gases as it is to lower 'tar' and nicotine.

No ordinary cigarette does both. But Fact does.

Fact is the first cigarette with the revolutionary Purite[®] filter. And Fact reduces gas concentrations while it reduces 'tar' and nicotine.

Read the pack. It tells how you get the first low gas, low 'tar' smoke with good, rich taste.

Taste as good as the leading king-size brand.

And that's not fiction. That's a Fact.

Available in regular and menthol.

Fact: The low gas, low 'tar'

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

Regular 14 mg. "tar," 1.1 mg. nicotine. Menthol 13 mg. "tar," 0.9 mg. nicotine, av. per cigarette, FTC Report Dec. 78



Introducing Fact Menthol. The low gas, low 'tar'.

You might not know it, but cigarette smoke is mostly gas—many different kinds. Not just 'tar' and nicotine.

And, despite what we tobacco people think, some critics of smoking say it's just as important to cut down on some of the gases as it is to lower 'tar' and nicotine.

No ordinary menthol cigarette does both. But Fact does.

Fact is the first menthol cigarette with the revolutionary Purite filter. And Fact reduces gas concentrations while it reduces 'tar' and nicotine.

Read the pack. It tells how you get the first low gas, low 'tar' smoke with good, menthol taste. And that's not fiction. That's a Fact.



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Regular: 14 mg "tar," 1.1 mg nicotine, av. per cigarette, by FTC method. Menthol: 13 mg "tar," 1.0 mg nicotine, av. per cigarette, by FTC method. ©1984 R.J.R.T.C.



© B&W T Co. 8 mg. "tar", 0.7 mg. nicotine av. per cigarette by FTC method.

**I'm realistic.
I only smoke Facts.**

FACT 1: We don't want your taste buds to go to sleep.
FACT reduces the aldehyde^{*} gases that we believe muddy the flavor of fine tobaccos so you can enjoy wide-awake taste.

FACT 2: We have smoke scrubbers in our filter.
These Purite[®] scrubbers work like magnets to reduce these same aldehydes and let the fine flavor come through.

FACT 3: We have a patent on flavor in low 'tar' cigarettes: #3828800.
Our Purite filter helps deliver flavor in a way so new we've been able to patent it.

Add it all up. Low gas, low 'tar', great flavor. That's a FACT.

*Aldehyde: Acetaldehyde, Acrolein

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FACT

