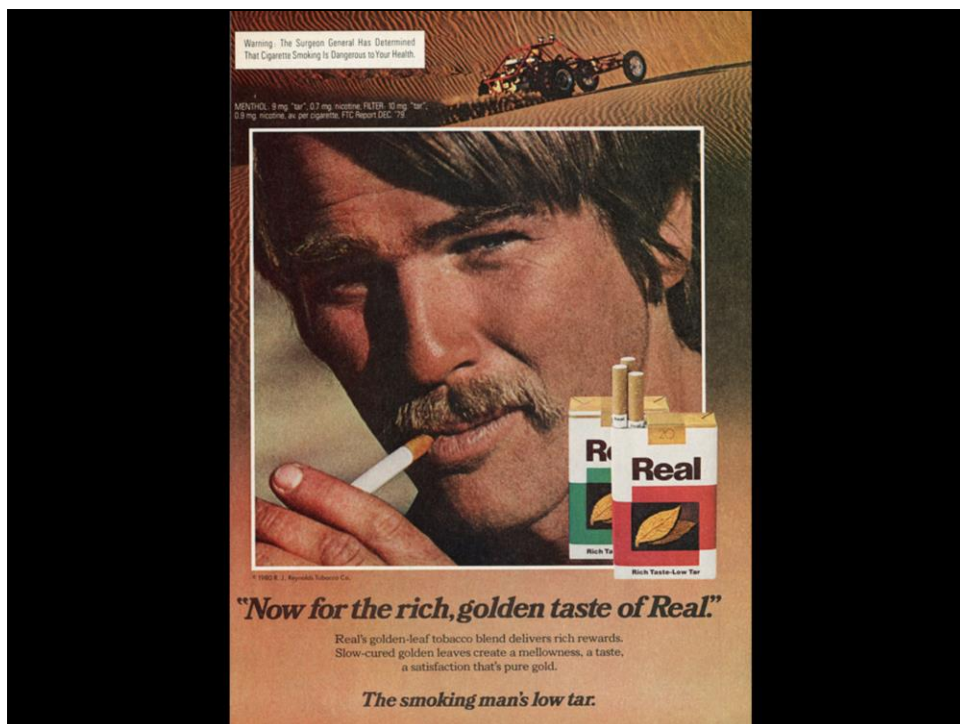








Real discovers the way
to keep natural taste in.
Artificial out.

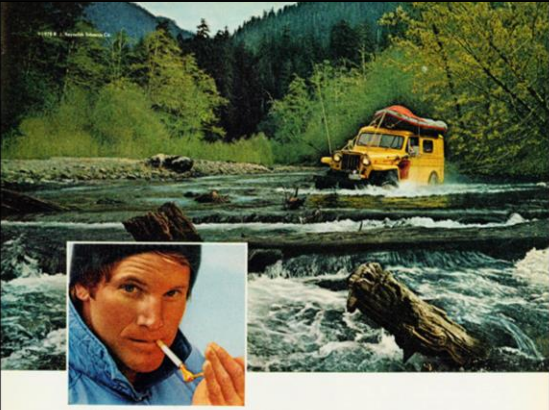
The difference in low tar Real is
nothing artificial added! Real's flavor
is natural. All natural.
All other major brands enhance
their flavor artificially. Real does not.
It doesn't need to. All that great taste
and flavor in Real is natural.

That includes the menthol in Real
Menthol, of course. It is fresh, natural.
Not synthetic.
You get a rich, satisfying smoke.
Taste you can feel. Full, natural taste.
Discover the difference yourself.
Taste Real...smoke natural.

Low tar Real is the natural cigarette.

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

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



***"Low tar Real tastes
strong enough to satisfy..
cool enough to refresh."***

The strong tasting low tar menthol.
Only 8mg tar.



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

MENTHOL, 8 mg. "tar", 0.8 mg. nicotine av. per cigarette, FTC Report MAY '78.

