

**“How I lost 980 mg.
of ‘tar’ the first week...
without losing
out on taste.”**



©1976 R. J. REYNOLDS TOBACCO CO.

“Switching to a low ‘tar’ cigarette is no piece of cake if you’re a menthol smoker like me. There just are not many low ‘tar’ menthols to choose from that taste good.”

“So I was surprised when I tasted Doral Menthol. A terrific taste, and 7 milligrams less ‘tar’ than my old brand. That adds up to 140 mg. less ‘tar’ a pack—for me 980 mg. less ‘tar’ a week...on my Doral Diet.”



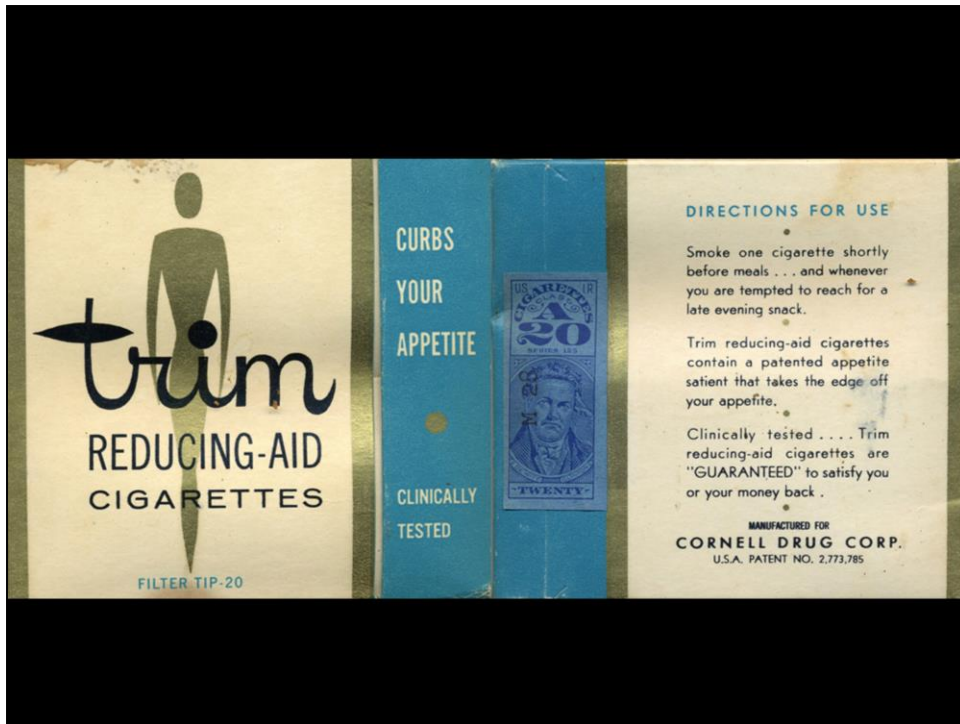
Menthol or Regular.

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

MENTHOL, 13 mg. “tar”, 1.0 mg. nicotine, FILTER, 14 mg. “tar”, 1.0 mg. nicotine, av. per cigarette, FTC Report SEPT. 75.

1976 Doral Diet





Save with
Between the Acts
LITTLE CIGARS
MAXIMUM TASTE... WITHOUT THE WASTE



**Don't start
A CIGAR
you can't finish!**

Get this!... Every time you throw away a half-smoked 10¢ cigar you throw away 7½¢. Do it twice and you've thrown away the price of 10 R.T.As. You've lost 10 chances to enjoy a fun, fragrant, little-cigar. R.T.As. are sized to give you 9 full minutes of fresh Havana charm 10 times a day.

Save big cigars for big times. Smoke R.T.As. other times. And you'll never eat all dinner.



BETWEEN™ ACTS
LITTLE CIGARS

10 FOR 15¢

© 1974 American Tobacco Co.

10 dollars can't keep you, and 10¢ the average for a cigarette? Yes, you can. Buy 10¢ Between the Acts. Guaranteed to satisfy the discerning smoker. 10¢ 7-1/2¢.

The Smoking Man's Diet

New Pleasure Method helps you switch from the well publicized dangers of inhaling cigarette smoke to the pleasure of Tiparillo, the smoke you don't have to inhale to enjoy. Pick the plan that's tailor-made for your smoking habits.

Light smoker (less than 1 pack a day)

1st week. Smoke one Tiparillo after lunch and one after dinner every day without fail! Smoke a cigarette at other times when you want one.

2nd week. Smoke a Tiparillo after breakfast, lunch, dinner and during your coffee breaks. Don't smoke cigarettes in the morning. Make a strong effort to smoke cigarettes without inhaling.

3rd week. No more cigarettes! Don't even carry them around with you. Keep Tiparillo packs in your jacket, shirt pocket, desk drawers, everywhere you might be tempted to reach for a pack of cigarettes. Good luck and good tasting.

It is well known that our taste buds are so sensitive that they can pick up a taste for the smoke you don't have to inhale to enjoy. That's the Smoking Man's Diet today. A handsome pocket case to hold your Tiparillo packs is yours for just 50¢ and the top from one Tiparillo for pack. Included in the new case is your Certificate of Accomplishment for having successfully completed the Smoking Man's Diet. Send in the full mailing address: Smoking Man's Diet, Box 100, New York, N.Y. 10001. Amount 50¢. Amount 100¢.

Medium smoker (1 to 2 packs a day)

1st week. Smoke one Tiparillo after lunch and one after dinner every day without fail! Smoke a cigarette at other times when you want one.

2nd week. Smoke a Tiparillo after breakfast, after lunch, after dinner and during your coffee breaks. Smoke a cigarette at other times when you want one.

3rd week. By now you should feel a lessening need for cigarettes so cut your cigarette smoking in half. No cigarettes in the morning. Faithfully smoke a Tiparillo after each meal and during your coffee and other refreshment breaks. Make a strong effort to smoke cigarettes without inhaling.

4th week. No more cigarettes! Don't even carry them. Put Tiparillo packs in your jacket pockets, desk drawers, anywhere you might be tempted to reach for cigarettes. Enjoy a Tiparillo whenever you want a smoke. Good luck and good tasting!

You don't have to inhale to enjoy a Tiparillo.

Heavy smoker (2 packs a day and over)

1st week. Smoke one Tiparillo after lunch and after dinner every day without fail! Smoke a cigarette at other times when you want one.

2nd week. Smoke a Tiparillo after breakfast, lunch, dinner and during coffee breaks, or whenever you stop for refreshment. Smoke a cigarette at other times when you want one.

3rd week. Start cutting down on your cigarettes. Continue smoking a Tiparillo after breakfast, lunch, dinner. Also during your coffee breaks and other refreshment breaks. Make a consistent effort to smoke your cigarettes without inhaling and occasionally put a Tiparillo in your mouth without lighting it.

4th week. No more cigarettes! Don't even carry them around. Put Tiparillo packs in your jacket and shirt pocket, desk drawers, anywhere you might be tempted to reach for a pack of cigarettes. Enjoy a Tiparillo whenever you want a smoke. Good luck and good tasting.



**"How I lost 650 mg.
of 'tar' the first week...
without losing
out on taste."**



"I did it on what I call my **Doral Diet**. And I'm really pleased. I'm losing 'tar' but I'm not losing out on the pleasure of smoking.

"**Doral** really tastes good, so this is one **diet** that's easy to stick to. And compared to my old brand, each **Doral** is 5 milligrams lower in 'tar'. That's 100 milligrams less 'tar' a pack and since I smoke almost a pack a day, my **Doral Diet** sure adds up."



Menthol or Regular.

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MENTHOL, 11 mg. "tar", 0.8 mg. nicotine.
REGULAR, 16 mg. "tar", 1.0 mg. nicotine av. per cigarette. FTC Report March '78.

**"How I lost 1400 mg.
of 'tar' the first week...
without losing
out on taste."**



"I smoke about 2 packs a day and I get a lot of pleasure out of every cigarette. But I've cut down on 'tar' and nicotine without giving up what I like about smoking."

"I do it on what I call 'The Doral Diet.' Doral gives me the taste I want from a cigarette. But compared to my old brand, each Doral I smoke is 5 milligrams lower in 'tar.' Figure it out. That's a difference of 100 milligrams less 'tar' a pack, on The Doral Diet!"



Menthol or Regular.

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

MENTHOL, 15 mg. "tar," 0.9 mg. nicotine.
REGULAR, 19 mg. "tar," 1.0 mg. nicotine av. per cigarette, FTC Report MAR 75.

