

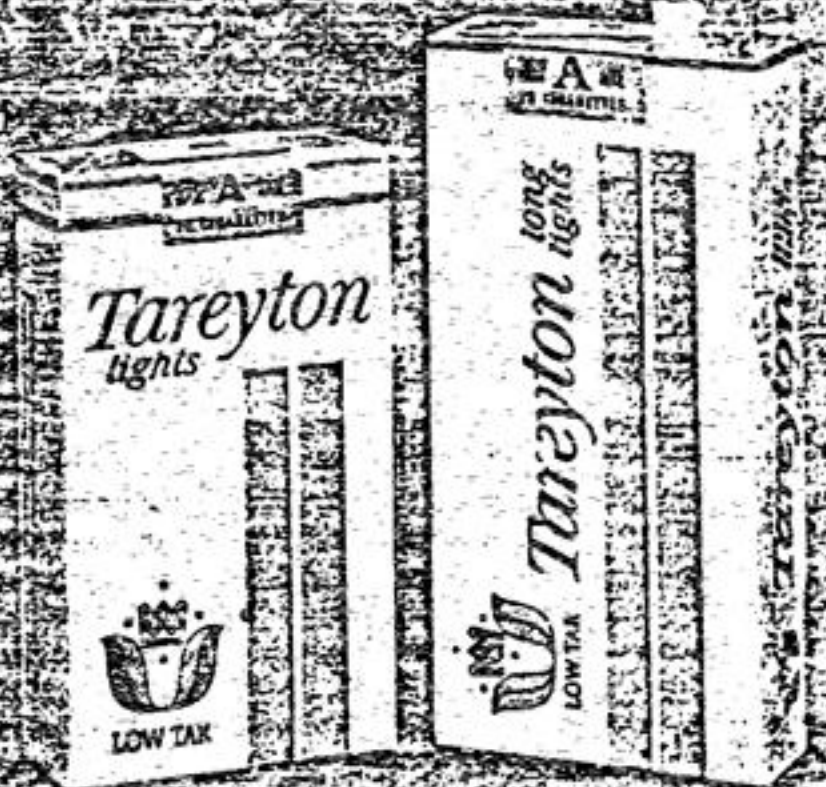
# If your low tar had Tareyton's filter, you'd be smoking a better cigarette.

Your present filter is  
only doing half the job.

There is no substitute  
for charcoal filtration.

There is no substitute  
for Tareyton lights.

Kings 8 mg. "tar", .7 mg. nicotine  
100's 9 mg. "tar", .8 mg. nicotine



# Tareyton lights

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

Tareyton lights: 8 mg. "tar", .7 mg. nicotine av. per cigarette by FTC method. Tareyton long lights: 9 mg. "tar", .8 mg. nicotine av. per cigarette by FTC method.

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