

THERE'VE BEEN 24 CHARCOAL FILTER CIGARETTES, BUT
**THERE'S ONLY ONE
 NUMBER ONE.**



THIS ONE.

Tareyton was America's first
 charcoal filter cigarette.
 It's been America's best-selling
 charcoal filter cigarette ever since.
 No wonder. It was the first
 and best-selling charcoal filter cigarette
 for twenty years.

Many have come. And mostly gone.
 But today, more people smoke
 Tareyton than all the other charcoal
 filter cigarettes combined.
 Why? Because one charcoal filter
 does it better. The first one.

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

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