

Appendix III

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To the 56,000,000 people who smoke cigarettes.

A lot of people have been telling you not to smoke, especially cigarettes with high 'tar' and nicotine. But smoking provides you with a pleasure you don't want to give up.

Naturally, we're prejudiced. We're in the business of selling cigarettes.

But there is one overriding fact that transcends whether you should or shouldn't smoke and that fact is that you do smoke.

And what are they going to do about that?

They can continue to exhort you not to smoke. Or they might look reality in the face and recommend that, if you smoke and want low 'tar' and nicotine in a cigarette, you smoke a cigarette like Vantage.

And we'll go along with that, because there is no other cigarette like Vantage. Except Vantage.

Vantage has a unique filter that allows rich flavor to come through it and yet substantially cuts down on 'tar' and nicotine.

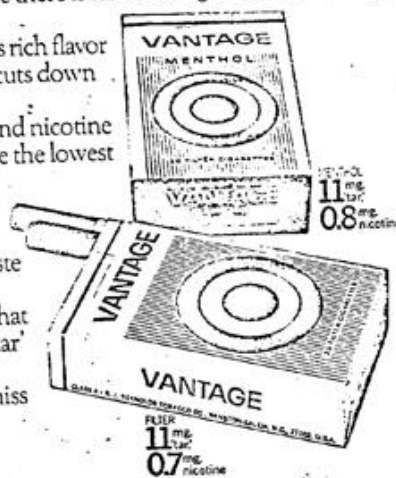
Not that Vantage is the lowest 'tar' and nicotine cigarette. (But you probably wouldn't like the lowest 'tar' and nicotine cigarette anyway.)

The plain truth is that smoke has to come through a filter if taste is to come through a filter. And where there is taste there has to be some 'tar'.

But Vantage is the only cigarette that gives you so much flavor with so little 'tar' and nicotine.

So much flavor that you'll never miss your high 'tar' cigarette.

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



FILTER: 11 mg. 'tar', 0.7 mg. nicotine. MENTHOL: 11 mg. 'tar', 0.8 mg. nicotine. av. per cigarette, FTC Report APR. 78.

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